



BOY SCOUTS OF AMERICA®  
DEVELOPMENT AND CORPORATE ALLIANCES





## **Our Mission**

The Development and Corporate Alliances Department will identify, cultivate, solicit, and steward corporations, grant makers, and individuals to fund priority National Strategic Plan objectives while supporting and enhancing fundraising in local councils and empowering our alumni to do the same.

# Our Teams

## Corporate Alliances

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The Corporate Alliances Team seeks out and secures national corporate alliances on behalf of the BSA. While the team primarily focuses on corporate relationships that support national council needs, it works diligently on incorporating support for local councils as well. Whether it's the BSA Racing initiative, Bass Pro Shops Family Summer Camp promotion, the new BSA Discover card program, or the One Car One Difference vehicle donation program, Corporate Alliances is continually looking for ways to generate new revenues, increase membership, and extend the BSA brand into communities through its alliances. The team is committed to quality relationships and offers platforms for corporate support of the Summit, national jamborees, national council initiatives, and local council needs.

## Development

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The Development Team focuses on growing our philanthropic operating support from individuals, corporations, and foundations; providing comprehensive donor communications efforts; managing our donor databases; and fulfilling the prospect research needs of the department. The team manages the national e-funding site—[aplacetogive.scouting.org](http://aplacetogive.scouting.org)—and provides administrative support to the Arrow West Virginia Board of Directors, the BSA subsidiary that owns and is developing the Summit.

## Alumni Relations

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The Alumni Relations Team is charged with outreach to our alumni to establish a renewed relationship and welcome them to get involved again. The team supports both the Scouting Alumni Association and the National Eagle Scout Association.

## Council Fund Development

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The Council Fund Development Team supports our local councils in their fundraising efforts. The team provides support in all phases of fundraising planning and execution, including staff and volunteer training, campaign planning, feasibility studies, and campaign discipline and coaching. These seasoned professionals act as in-house fundraising consultants for councils.

## Key Staff

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## Services and Programs of Benefit to Local Councils

### The Scouting Alumni Association

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The Scouting Alumni Association (SAA) welcomes everyone positively and personally impacted by the Boy Scouts of America—former Scouts, family members of Scouts past and present, volunteers past and present, and the millions of Americans who benefit from Scouting in their communities every day—to reconnect with Scouting today. Enjoy the member benefits and support the good work that the BSA continues to do in its second century.

The \$35 annual fee includes a \$15 donation to the local council designated by the alumnus. Local councils receive disbursements of these gifts quarterly along with a roster of alumni interested in the council. Councils are encouraged to form active alumni relations committees to coordinate outreach and activation of the alumni who connect through the program.

Alumni can sign up at [www.BSAAlumni.org](http://www.BSAAlumni.org). The Alumni Relations Team is always available to help you actively grow and engage your alumni efforts locally. Contact Bill Steele at [Bill.Steele@scouting.org](mailto:Bill.Steele@scouting.org) to engage the team in your efforts.

## **The National Eagle Scout Association**

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For the last 40 years, the National Eagle Scout Association (NESA), an alumni group for Eagle Scouts, has served as a vehicle to engage Eagle Scouts in giving back to and remaining connected with Scouting. There are more than 130,000 dues-paid members. NESA publishes a national award-winning magazine, *Eagle Scout Magazine*; maintains a comprehensive website at [www.NESA.org](http://www.NESA.org) and a popular Facebook page; and provides member benefits such as numerous online services.

Beginning in 2008, NESA conducted three nationwide Eagle Scout searches, which located more than half the estimated number of living Eagle Scouts, and has made databases available for councils to contact the Eagle Scouts living in each council territory. This service has been a monumental benefit to local councils in mobilizing manpower and raising revenue.

NESA is also the single largest source of scholarships to help Scouts seek higher education and granted the largest scholarship in our history this year to support young men as they pursue a career in the fields of science, technology, engineering, or mathematics (STEM). More information on securing support for local NESA initiatives can be accessed by contacting Bill Steele at [Bill.Steele@scouting.org](mailto:Bill.Steele@scouting.org).

## **One Car One Difference**

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The Boy Scouts of America is proud to be working with Insurance Auto Auctions (IAA), a company whose entire business revolves around taking in, managing, and auctioning vehicles. As such, we have partnered with IAA to develop the official vehicle donation program

of the BSA. The program, called One Car One Difference, is making a difference for the Boy Scouts of America. When a donor contacts One Car One Difference, a tow truck is sent to retrieve a vehicle, the vehicle is auctioned off, and proceeds land at local councils; it's that easy! IAA keeps \$180 of the proceeds of each sale and the National Council retains 5 percent of the sale price. Resources to promote the program in your council can be found at [www.scouting.org/Marketing/Brand/onecar](http://www.scouting.org/Marketing/Brand/onecar). Contact Ron Timmons at [Ronald.Timmons@scouting.org](mailto:Ronald.Timmons@scouting.org) for information on how to put this program to work in your council.

## A Place to Give

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A Place to Give (<http://aplacetogive.scouting.org>) is a unique online giving tool that helps local councils share important initiatives with donors. Each council has a page where customized items can be added, giving donors the option to choose from among many different opportunities to support. Items range from general support to helping rebuild camps to making Friends of Scouting pledge payments; the sky's the limit! The site is easy to use and visually appealing. After making a gift, donors instantly receive a thank-you email that can also be used for tax deduction purposes. There is no administrative cost to use the site other than a 3 percent fee to process the credit card. Once a gift is received, disbursements and reports with donor information are forwarded monthly to councils.

The site provides unique links so you can publish and promote each item separately or together within council newsletters, on your website, or through your social media outlets. There is a tool kit available for download that includes banners, email templates, and forms to customize your site. Council product additions are added to the site within 24 hours of being received and can be requested by filling out the council new product form in the tool kit. For more information, contact John Kuehn at 972-580-2033 or [John.Kuehn@scouting.org](mailto:John.Kuehn@scouting.org).

## America's Charities

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The Boy Scouts of America is proud to be working with America's Charities, an organization that helps the nation's most trusted charities thrive by generating sustainable income through workplace giving and additional paths. America's Charities is inspiring employers and

individuals to reach their philanthropic goals by supporting the BSA as a charity of choice for donors. We are grateful for the support and work America's Charities is doing on behalf of Scouting, and we look forward to seeing its support continue to expand our reach to new and existing donors through the organization's vast corporate network.

America's Charities promotes Scouting through the campaigns it manages and in which it participates. The National Council retains 5 percent of the funds designated to the Boy Scouts of America, and the balance is granted on a quarterly basis to local councils based on the donor's location.

## **Discover**

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Discover is the network of choice for the Boy Scouts of America Prepaid Card and the Boy Scouts of America Credit Card. In collaboration with Discover, we are offering one of the most comprehensive financial education programs in the nation to our Scouting family. Our members, volunteers, and supporters now have access to the highest quality financial products and services, all designed to have a positive impact on the Scouting experience for millions across the country. There are different revenue-sharing features for each product. Details on the prepaid cards for Scouts can be found at [www.scouting.org/bsaprepaid](http://www.scouting.org/bsaprepaid) and families can apply for the card at [www.scoutsarethrifty.com](http://www.scoutsarethrifty.com). Details and promotional materials for the credit card can be found at [www.scouting.org/bsacreditcard](http://www.scouting.org/bsacreditcard), and applications for cards can be submitted at [www.boyscoutcreditcard.com](http://www.boyscoutcreditcard.com).

## **Dale Coyne Racing and INDYCAR**

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The Boy Scouts of America is honored to recognize Dale Coyne Racing and INDYCAR for their generous support of our organization. By utilizing the excitement and high-tech nature of INDYCAR as a platform to promote STEM (science, technology, engineering, and mathematics) to those involved in Scouting, the goal of Dale Coyne Racing and the IZOD IndyCar Series is to increase youth interest in the concepts of STEM in ways that are fun and relevant to youth today as well as to highlight the importance of teamwork. As Dale Coyne Racing and INDYCAR's only youth-serving organization partner, we are grateful for the platform to offer local councils and their Scouts a unique behind-the-scenes experience of which other youths can only dream. This platform has

been created to extend the BSA brand nationally and bring direct value to councils by supporting your efforts in membership growth and retention, volunteer recruitment, fundraising, and marketing. For more information, please visit [www.scouting.org/BSAracing](http://www.scouting.org/BSAracing), or contact Ron Timmons at [Ronald.Timmons@scouting.org](mailto:Ronald.Timmons@scouting.org) for information on races in your area.

## **Scott Lagasse Racing and Team SLR**

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The Boy Scouts of America is also proud of the newest addition to the BSA Racing family—Scott Lagasse Racing (TeamSLR). Through a generous donation by Scott Lagasse and his sponsors, the Boy Scouts of America has one of the hottest new entries into the fast-paced sport of NASCAR—car No. 8 driven by Scotty Lagasse Jr. Together we are gearing up for a successful run in the 2013 NASCAR Nationwide Series. Expanding our motorsports partnerships to include TeamSLR provides another avenue to promote STEM (science, technology, engineering, and mathematics) and gives councils the opportunity to build local council brand, support membership growth and retention, and enhance volunteer recruitment, fundraising, and marketing. For more information, please visit [www.scouting.org/BSAracing](http://www.scouting.org/BSAracing), or contact Ron Timmons at [Ronald.Timmons@scouting.org](mailto:Ronald.Timmons@scouting.org) for information on races in your area.

## **Bass Pro Shops**

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The Boy Scouts of America is honored to recognize Bass Pro Shops for its generous support of Scouting. Bass Pro Shops' support is focused on its Family Summer Camp promotion, held in all of its stores each summer. Every store offers selected merit badge workshops for Boy Scouts, solicits donations, and promotes Scouting through advertising and promotional materials—including more than 20 million circulars nationally—leading up to and during the event. Bass Pro Shops continues to promote our brand while enhancing the Scouting experience for thousands each summer. If there is a Bass Pro Shops location in your area, you will be contacted soon to discuss ways for your council to engage in this exciting partnership. For more information, contact Ron Timmons at [Ronald.Timmons@scouting.org](mailto:Ronald.Timmons@scouting.org).



## Feasibility Studies for Capital Campaigns

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Feasibility studies for a capital campaign are facilitated by the Council Fund Development Team to help local councils determine if they are ready to embark on a capital/major gifts campaign. This is considered a “premium service” and is conducted by the team only after the following criteria have been met:

- The proposed campaign will be no larger than \$5 million.
- The campaign support must be part of the Area Operating Plan.
- The Mission Impact readiness dashboard must be green or a qualified yellow.
- The area director should be the second interviewer on the team and onsite during the process.
- The council must adhere to the timetables required by and stated in the Service Level Agreement, which will result from an engagement to conduct a feasibility study.
- The local council is responsible for a flat rate of \$2,500 per interviewer provided by the Development and Corporate Alliances Department. If the area director is the second interviewer, there will only be a fee for one interviewer.
- The area director, an area volunteer, the council president, and the Scout executive must agree to participate in an exit interview on Thursday evening or Friday morning during the interview week.

These criteria will ensure that the service meets the needs of councils that really need support; that the area director and area and council volunteers are involved in the process; that the council is adequately prepared for the study; and that the council has a financial investment in the process while helping to partially reduce the Development and Corporate Alliances Department’s burden. To initiate a discussion about a feasibility study, please contact Mark Moshier at [Mark.Moshier@scouting.org](mailto:Mark.Moshier@scouting.org).

## Blackbaud Sphere Services

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The national office has a contract with Blackbaud Sphere, formally known as Kintera. All councils have an account, established in 2005, granting each access to the capabilities of the software. Blackbaud Sphere can be used for electronic newsletters, emails, contact forms, event registration, peer-to-peer fundraising, and e-commerce. Sphere can also accept online donations, although A Place to Give is the preferred online donation platform.

The software is easy to learn and can empower your council's Scouting families and donors by giving them the ability to conduct business through online transactions with the local council. Webinars are held on the features of Sphere once per month. Training on the software can be scheduled by contacting John Kuehn at [John.Kuehn@scouting.org](mailto:John.Kuehn@scouting.org).

## **Council Development Assessments—A Look at Today to Plan for the Future**

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Area directors from all four regions have utilized this new service to assist nearly 20 councils in creating a framework for more accurate decision making and planning. Would one of your councils benefit from an objective, independent fundraising audit to truly determine the state of its fundraising practices and discipline?

Certified development specialists personally visit and interview professional staff, key fundraising volunteers, select board members, and donors to paint a comprehensive picture of the council's fundraising effectiveness and potential. The entire process generally takes four business days and concludes with a report meeting where key findings, action items, and recommendations are shared with local council and area leadership.

"... bottom line, the review performed was excellent ... Overall, I think it will have a good effect on the council and I appreciate getting to participate."

Joe Chipman, Area 9 finance impact chair, Southern Region

To inquire about a development assessment for one of your councils, contact Harold Keller, CFRE, at [Harold.Keller@scouting.org](mailto:Harold.Keller@scouting.org).

# National Council, Boy Scouts of America

## Development and Corporate Alliances Committee

### Chairman

**Joe Crafton**  
CEO  
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### Committee Members

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