Generating Revenue Through New Methods & Technology
Fund Development Resources & Support from the National Council

• Office of Development
  - Development & Corporate Alliances
  - BSA Foundation
  - Office of Philanthropy

• Finance Impact
Your Instructors

• Craig H. Shelley- Director, Development & Corporate Alliances
• Stephen Emerick- Team Leader, Corporate Alliances
• Don Day- Development Applications Specialist
• Matt Dukeman- Development Specialist
Corporate Philosophy

Five Ways Companies Work With BSA

1. Mission Directed Funds (sponsorship fees, donations).
2. In-Kind Resources.
4. Employee Activation (giving, alumni, volunteerism).
Sponsorship Strategies

Local Approach (typically)
✓ A-la-Cart (traditional; most common)
  - Events / Campaigns / Programs
  - Limited Time
  - Limited Revenue
  - Work Harder, Not Smarter

National Approach (typically)
✓ Packages (potentially more value)
  - Comprehensive
  - Year –Round
  - Maximize Revenues
  - Work Smarter, Not Harder
Key Objectives

Corporate Sponsors:

- Connect with key council demographics:
  - 6- to 10-yr-old boys and siblings (###);
  - 11- to 17-yr-old boys and siblings (###);
  - 25- to 45-yr-old parents (### involved);
  - 25- to 65-yr-old volunteers (### registered);
  - 18- to 80-yr-old alumni (nearly 50 million living).

- Provide a lift in brand awareness for Company and its products/services to local BSA audiences.

- Increase brand loyalty throughout local council communities around a customized program.
Key Objectives (Cont.)

Boy Scouts of America:
✓ Tap Vast Corporate Resources:
  ▪ Increase Membership
  ▪ Marketing and Promotional Reach
  ▪ Mission-Critical Financial Resources
✓ Provide lift in brand awareness and brand loyalty for Scouting through corporate audiences.

Shared Values, Shared Tradition, Shared Results
Local Council Support

✓ Bass Pro Shops
✓ INDYCAR / Dale Coyne Racing
✓ IAA – One Car One Difference
✓ Lowe’s Eagle Project Grants
✓ BSA Discover Cards
✓ NASCAR / Team SLR
✓ ...more to come!
Development Enhancements

- Constituent 360-degree view
- Moves management
- Fundraising event management
- Donor research
Summary

Revenue summary

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total revenue</td>
<td>$10,000.00</td>
</tr>
<tr>
<td>Total household revenue</td>
<td>$15,000.00</td>
</tr>
<tr>
<td>Membership revenue</td>
<td>$0.00</td>
</tr>
<tr>
<td>Event revenue</td>
<td>$0.00</td>
</tr>
</tbody>
</table>

Recent revenue

<table>
<thead>
<tr>
<th>Date</th>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>5/1/2012</td>
<td>Pledge</td>
<td>$10,000.00</td>
</tr>
</tbody>
</table>

Recent and upcoming activities

<table>
<thead>
<tr>
<th>Date</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>10/17/2013</td>
<td>Plan step</td>
</tr>
<tr>
<td>9/22/2013</td>
<td>Plan step</td>
</tr>
<tr>
<td>9/22/2013</td>
<td>Plan step</td>
</tr>
<tr>
<td>8/23/2013</td>
<td>Plan step</td>
</tr>
<tr>
<td>7/29/2013</td>
<td>Plan step</td>
</tr>
<tr>
<td>7/4/2013</td>
<td>Plan step</td>
</tr>
<tr>
<td>6/4/2013</td>
<td>Plan step</td>
</tr>
<tr>
<td>5/15/2013</td>
<td>Plan step</td>
</tr>
<tr>
<td>11/16/2012</td>
<td>Plan step</td>
</tr>
<tr>
<td>10/17/2012</td>
<td>Plan step</td>
</tr>
</tbody>
</table>

Recent and upcoming communications

<table>
<thead>
<tr>
<th>Date</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>5/20/2012</td>
<td>Event Invitation</td>
</tr>
<tr>
<td>5/20/2012</td>
<td>Event Invitation</td>
</tr>
</tbody>
</table>

View all revenue

View all communications
<table>
<thead>
<tr>
<th>Address</th>
<th>Home (Current) Yes</th>
<th>Home (Current) Yes</th>
<th>5/20/2012 - Present</th>
</tr>
</thead>
<tbody>
<tr>
<td>485 Grant Avenue</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hayfield, KS 66012</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Ward Cleaver

485 Grant Avenue
Mayfield, KS 66012
+1 (913) 441-1656
ward@harper.com

Lookup ID: 810000664
Spouse: June Cleaver
Household: Mr. Ward Cleaver and Mrs. June Cleaver

Primary business: Harper Industries
Primary education: Emporia State

Active constituencies: Committee member
CRM Name
Major giving prospect
Event registrant

Summary | Contact | Personal | Constituencies | Education | Documentation | Names | Accounts | Attributes | Smart Fields | Security | Tributes
---|---|---|---|---|---|---|---|---|---|---|---

### Relationships

<table>
<thead>
<tr>
<th>Name</th>
<th>Constituent type</th>
<th>Type</th>
<th>Relationship</th>
<th>Start date</th>
<th>End date</th>
</tr>
</thead>
<tbody>
<tr>
<td>June Cleaver</td>
<td>Individual</td>
<td>Spouse</td>
<td>Wife</td>
<td>5/1/2012</td>
<td></td>
</tr>
<tr>
<td>Theodore Cleaver</td>
<td>Individual</td>
<td>Son</td>
<td></td>
<td>11/19/1...</td>
<td></td>
</tr>
<tr>
<td>Wallace Cleaver</td>
<td>Individual</td>
<td>Son</td>
<td></td>
<td>11/19/1...</td>
<td></td>
</tr>
<tr>
<td>Harper Industries</td>
<td>Organization</td>
<td>Prim...</td>
<td>Employer</td>
<td>5/1/2012</td>
<td></td>
</tr>
<tr>
<td>The Woodlands</td>
<td>Organization</td>
<td>Prim...</td>
<td>Employer</td>
<td>5/1/2012</td>
<td></td>
</tr>
</tbody>
</table>

### June Cleaver

<table>
<thead>
<tr>
<th>Relationship</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ward Cleaver is the: Husband</td>
<td>Start date: 5/1/2012</td>
</tr>
</tbody>
</table>
Skilled trades
Highest rank in Scouting Volunteer awards
Eagle Scout status
Honor camping program level
Ward Cleaver
Emporia State

485 Grant Avenue
Mayfield, KS 66012
+1 (913) 441-1656
ward@harper.com

Spouse:
June Cleaver

Primary business:
Harper Industries

Primary education:
Emporia State

Active constituencies:
Committee member, CRM Name, Major giving prospect, Event registrant

Emporia State - Business

<table>
<thead>
<tr>
<th>Status</th>
<th>Graduated</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program</td>
<td>Business</td>
</tr>
<tr>
<td>Degree</td>
<td>Accounting &amp; Business</td>
</tr>
<tr>
<td>Graduation date</td>
<td></td>
</tr>
<tr>
<td>Information source</td>
<td></td>
</tr>
<tr>
<td>Source date</td>
<td></td>
</tr>
</tbody>
</table>

Household:
Mr Ward Cleaver and Mrs June Cleaver

Additional Information

<table>
<thead>
<tr>
<th>College/School</th>
<th>Division</th>
<th>Department</th>
<th>Sub department</th>
<th>Degree type</th>
</tr>
</thead>
</table>

Prepared. For Life.
Mr Ward Cleaver and Mrs June Cleaver

485 Grant Avenue
Mayfield, KS 66012
+1 (913) 441-1656
ward@harper.com

Active constituencies: Major giving prospect

Summary

<table>
<thead>
<tr>
<th>Members</th>
<th>Contact</th>
<th>Details</th>
<th>Relationships</th>
<th>Constituencies</th>
<th>Documentation</th>
<th>Names</th>
<th>Accounts</th>
<th>Attributes</th>
<th>Smart Fields</th>
<th>Security</th>
<th>Tributes</th>
</tr>
</thead>
</table>

Household information

Description:
Primary contact: Ward Cleaver
Household created on: 5/20/2012
Gives anonymously: No

Revenue summary

| Total revenue: $15,000.00 |
| Total revenue by household: $0.00 |
| Total revenue by household members: $15,000.00 |

Recent completed interactions

<table>
<thead>
<tr>
<th>Constituent</th>
<th>Date</th>
<th>Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ward Cleaver</td>
<td>5/20/2012</td>
<td>Mail</td>
</tr>
</tbody>
</table>

Recent communications

<table>
<thead>
<tr>
<th>Constituent</th>
<th>Date</th>
<th>Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ward Cleaver</td>
<td>5/20/2012</td>
<td>Event Invitation</td>
</tr>
<tr>
<td>Ward Cleaver</td>
<td>5/20/2012</td>
<td>Event Invitation</td>
</tr>
</tbody>
</table>

Current household members (Showing 3 of 4)
Wealth & Ratings

- Target Analytics and ResearchPoint
- Integrated research tools
- Availability of mass screening*
- Integrates with constituent record
### Ward Cleaver - Wealth and Ratings

**485 Grant Avenue**  
Mayfield, KS  66012  
+1 9134911667

**Lookup ID:** 8-10000299  
**Prospect manager:** Not confirmed

**Spouse:** June Cleaver  
**Household:** Ward and June Cleaver  
**Primary business:** Harper Industries

---

### Modeling and propensity

---

### Wealth summary (Last update: 1/27/2012)

<table>
<thead>
<tr>
<th>Assets</th>
<th>Total identified</th>
<th>Confirmed</th>
<th>Other indicators</th>
<th>Total identified</th>
<th>Confirmed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Real estate</td>
<td>$38,088,130.00</td>
<td>$38,088,130.00</td>
<td>Affluence indicators:</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Business ownership:</td>
<td>$0.00</td>
<td>$0.00</td>
<td>Biographical:</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Securities:</td>
<td>$468,325,487.00</td>
<td>$468,325,487.00</td>
<td>Political donations:</td>
<td>24</td>
<td>0</td>
</tr>
<tr>
<td>Income/compensation:</td>
<td>$0.00</td>
<td>$0.00</td>
<td>Philanthropic gifts:</td>
<td>25</td>
<td>0</td>
</tr>
<tr>
<td>Other assets:</td>
<td></td>
<td></td>
<td>Nonprofit affiliations:</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>Total assets:</td>
<td><strong>$506,413,617.00</strong></td>
<td><strong>$506,413,617.00</strong></td>
<td>Private foundation affiliations:</td>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>

### Wealth capacity (System calculated)

- **Wealth capacity formula:** 5 percent of confirmed wealth assets
- **Estimated wealth:** $10,000,001.00 and up
- **Estimated wealth value:** $468,325,487.00
- **Major giving capacity:** $1,000,001.00 and up
- **Major giving capacity value:** $23,416,274.00
- **Overall rating:**
<table>
<thead>
<tr>
<th>Address</th>
<th>City</th>
<th>State</th>
<th>APN</th>
<th>Property valuation</th>
<th>Match code</th>
<th>Match code description</th>
</tr>
</thead>
<tbody>
<tr>
<td>796 FOREST RD</td>
<td>VAIL</td>
<td>CO</td>
<td>2101072 11 034</td>
<td>$12,967,500.00</td>
<td>PP4</td>
<td>Assessee Last Name, Assessee First Name and Assessee Mailing Address</td>
</tr>
<tr>
<td>798 FOREST RD</td>
<td>VAIL</td>
<td>CO</td>
<td>2101072 11 033</td>
<td>$12,967,500.00</td>
<td>PP4</td>
<td>Assessee Last Name, Assessee First Name and Assessee Mailing Address</td>
</tr>
<tr>
<td>11504 PAWNEE CIR</td>
<td>LEAWOOD</td>
<td>KS</td>
<td>HP97900000 0001</td>
<td>$5,120,900.00</td>
<td>PP1</td>
<td>Owner Last Name, Owner First Name and Property Address</td>
</tr>
<tr>
<td>706 FOREST RD</td>
<td>VAIL</td>
<td>CO</td>
<td>2101072 11 022</td>
<td>$3,840,730.00</td>
<td>PP4</td>
<td>Assessee Last Name, Assessee First Name and Assessee Mailing Address</td>
</tr>
<tr>
<td>7475 E GACENY RANCH RD</td>
<td>SCOTTSDALE</td>
<td>AZ</td>
<td>176-60-280</td>
<td>$7,687,500.00</td>
<td>PP4</td>
<td>Assessee Last Name, Assessee First Name and Assessee Mailing Address</td>
</tr>
<tr>
<td>10670 W 192ND FL</td>
<td>OVERLAND PARK</td>
<td>KS</td>
<td>NP74020000 0022</td>
<td>$450,000.00</td>
<td>PP4</td>
<td>Assessee Last Name, Assessee First Name and Assessee Mailing Address</td>
</tr>
<tr>
<td>10670 W 192ND FL</td>
<td>BUCYRUS</td>
<td>KS</td>
<td>IP33000000 0022</td>
<td>$54,000.00</td>
<td>PP4</td>
<td>Assessee Last Name, Assessee First Name and Assessee Mailing Address</td>
</tr>
</tbody>
</table>
### Ward Cleaver
#### Wealth Details - Business Ownership

<table>
<thead>
<tr>
<th>Confidence</th>
<th>Name</th>
<th>Company</th>
<th>Valuation</th>
<th>Ownership value</th>
<th>Match code</th>
<th>Match code description</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Ward Cleaver</td>
<td>FLERTEX LLC</td>
<td>$1,643,200.00</td>
<td>$0.00</td>
<td>P04</td>
<td>Last Name, Primary Address, First/Middle Combination</td>
</tr>
<tr>
<td>✓</td>
<td>Ward Cleaver</td>
<td>Harris Industries</td>
<td>$0.00</td>
<td>$0.00</td>
<td>P08</td>
<td>Last Name, Business Name or Address, First/Middle Combination</td>
</tr>
<tr>
<td>✓</td>
<td>Ward Cleaver</td>
<td>Harris Industries</td>
<td>$1,078,352,280.00</td>
<td>$0.00</td>
<td>P08</td>
<td>Last Name, Business Name or Address, First/Middle Combination</td>
</tr>
<tr>
<td>✓</td>
<td>Ward Cleaver</td>
<td>NATIONAL GOLF CLUB</td>
<td>$2,397,000.00</td>
<td>$0.00</td>
<td>P15</td>
<td>Last Name, 1st 3 digits Business ZIP Code, First/Middle Combination</td>
</tr>
<tr>
<td>Confidence</td>
<td>Source</td>
<td>Issuer name</td>
<td>Direct holdings</td>
<td>Indirect holdings</td>
<td>Total value</td>
<td>Match code</td>
</tr>
<tr>
<td>------------</td>
<td>--------------</td>
<td>------------------</td>
<td>-----------------</td>
<td>-------------------</td>
<td>-------------</td>
<td>------------</td>
</tr>
<tr>
<td>✔</td>
<td>Thomson Financial</td>
<td>HARPER INDUSTRIES</td>
<td>$468,325,487.00</td>
<td>$55,362,676.46</td>
<td>$523,688,163.46</td>
<td>P04</td>
</tr>
<tr>
<td>✔</td>
<td>Thomson Financial</td>
<td>MARK VII INC</td>
<td>$0.00</td>
<td>$0.00</td>
<td>$0.00</td>
<td>P04</td>
</tr>
</tbody>
</table>

Prospect
- **Name:** WARD CLEAVER
- **Filer ID:** 12019208
- **Relationship:** Officer and Director

Security
- **Symbol:** HAR
- **Issuer name:** HARPER INDUSTRIES
- **Cusip:** 156782104

Direct holdings
- **Last transaction date:** 12/14/2011
- **Quantity held:** 7,834,150
- **Last retrieved price:** $59.78
- **Value:** $468,325,487.00

Indirect holdings
- **Last transaction date:** 12/15/2011
- **Quantity held:** 925,107
- **Last retrieved price:** $59.78
- **Value:** $55,362,676.46

Notes
### Wealth Details - Nonprofit Affiliations

**Identified organizations:** 6  
**Confirmed organizations:** 6  
**Identified salary value:** $370,636.00  
**Confirmed salary value:** $370,636.00

#### Nonprofit Affiliations (6 items)

<table>
<thead>
<tr>
<th>Confidence</th>
<th>Organization</th>
<th>Name</th>
<th>Form year</th>
<th>Revenue</th>
<th>Match code</th>
<th>Match code description</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓ 5</td>
<td>Brush Creek Enterprise Center Inc</td>
<td>Ward Cleaver</td>
<td>2003</td>
<td>$244,082.00</td>
<td>P13</td>
<td>Last Name, Geographic Close Primary ZIP Code, First/Middle Combination</td>
</tr>
<tr>
<td>✓ 5</td>
<td>Heart of America Council Boy Scouts of America</td>
<td>Ward Cleaver</td>
<td>2004</td>
<td>$8,836,365.00</td>
<td>P12</td>
<td>Last Name, Primary ZIP Code, First/Middle Combination</td>
</tr>
<tr>
<td>✓ 5</td>
<td>Stowers Institute For Medical Research</td>
<td>Ward Cleaver</td>
<td>2006</td>
<td>$12,711,602.00</td>
<td>P13</td>
<td>Last Name, Geographic Close Primary ZIP Code, First/Middle Combination</td>
</tr>
<tr>
<td>✓ 5</td>
<td>Stowers Resource Management Inc (Re Stowers Research Management Inc)</td>
<td>Ward Cleaver</td>
<td>2007</td>
<td>$133,233,690.00</td>
<td>P21</td>
<td>Last Name, First/Middle Combination</td>
</tr>
<tr>
<td>✓ 5</td>
<td>UMKC Trustees</td>
<td>Ward Cleaver</td>
<td>2005</td>
<td>$1,573,044.00</td>
<td>P08</td>
<td>Last Name, business Name or Address, First/Middle Combination</td>
</tr>
<tr>
<td>✓ 5</td>
<td>Wayside Waifs Inc</td>
<td>June Cleaver</td>
<td>2007</td>
<td>$4,580,354.00</td>
<td>S13</td>
<td>Spouse Last Name, Geographic Close Primary ZIP Code, Spouse First/Middle Combination</td>
</tr>
</tbody>
</table>

---

**Source:** GuideStar  
**EIN:** 43-1899271  
**Organization:** Brush Creek Enterprise Center Inc  
**Revenue:** $244,082.00  
**Addr:** PO BOX 287 SMITHVILLE, MO 64089  
**Phone:** (816) 532-6685  
**Org. form year:** 2008  
**Ruling year:** 2001  
**Form year:** 2003
### Ward Cleaver - Extended Network

#### Contact Information
- **Address:** 485 Grant Avenue, Mayfield, KS 66012
- **Phone:** +1 9134911667
- **Lookup ID:** 8-10000299
- **Spouse:** June Cleaver
- **Prospect manager:** Not confirmed
- **Household:** Ward and June Cleaver
- **Primary business:** Harper Industries

#### Relationship Tree

- **Extended Relationships**

<table>
<thead>
<tr>
<th>Organization</th>
<th>Match name</th>
<th>Relationship's name</th>
<th>Job title</th>
<th>Lookup ID</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brush Creek Enterprise Center Inc</td>
<td>Ward Cleaver</td>
<td></td>
<td>Director</td>
<td></td>
</tr>
<tr>
<td>First Hand Foundation</td>
<td>Ward Cleaver</td>
<td></td>
<td>Secretary</td>
<td></td>
</tr>
<tr>
<td>FLERTEX LLC</td>
<td>Ward Cleaver</td>
<td></td>
<td>PRESIDENT</td>
<td></td>
</tr>
<tr>
<td><strong>Harper Industries</strong></td>
<td>Ward Cleaver</td>
<td></td>
<td>PRINCIPAL</td>
<td>8-10000302</td>
</tr>
<tr>
<td>Harris Industries</td>
<td>Ward Cleaver</td>
<td></td>
<td>CHIEF EXECUTIVE OFFICER</td>
<td></td>
</tr>
<tr>
<td>Heart of America Council Boy Scouts of America</td>
<td>Ward Cleaver</td>
<td></td>
<td>Member - Executive Board</td>
<td></td>
</tr>
<tr>
<td>NATIONAL GOLF CLUB KANS CY LLC</td>
<td>Ward Cleaver</td>
<td></td>
<td>PRESIDENT</td>
<td></td>
</tr>
<tr>
<td>Stowers Institute For Medical Research</td>
<td>Ward Cleaver</td>
<td></td>
<td>Director/Scientific Dir</td>
<td></td>
</tr>
<tr>
<td>Stowers Resource Management Inc (Kra S...</td>
<td>Ward Cleaver</td>
<td></td>
<td>President/Director</td>
<td></td>
</tr>
<tr>
<td>UMKC Trustees</td>
<td>Ward Cleaver</td>
<td></td>
<td>Trustee</td>
<td></td>
</tr>
<tr>
<td>Wayside Waifs Inc</td>
<td>June Cleaver</td>
<td></td>
<td>Director</td>
<td></td>
</tr>
</tbody>
</table>
**Ward Cleaver - Extended Network**

**485 Grant Avenue**  
Mayfield, KS 66012  
+1 913-491-1667

**Lookup ID:** 8-10000299  
**Spouse:** June Cleaver  
**Primary business:** Harper Industries

**Prospect manager:** Not confirmed  
**Household:** Ward and June Cleaver

---

### Extended relationships (818 items)

<table>
<thead>
<tr>
<th>Organization</th>
<th>Match name</th>
<th>Relationship's name</th>
<th>Job title</th>
<th>Lookup ID</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brush Creek Enterprise Center Inc</td>
<td>Ward Cleaver</td>
<td>Director</td>
<td></td>
<td></td>
</tr>
<tr>
<td>First Hand Foundation</td>
<td>Ward Cleaver</td>
<td>Secretary</td>
<td></td>
<td></td>
</tr>
<tr>
<td>FLERTEX LLC</td>
<td>Ward Cleaver</td>
<td>PRESIDENT</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Harper Industries</td>
<td>Ward Cleaver</td>
<td>PRINCIPAL</td>
<td></td>
<td>8-10000302</td>
</tr>
<tr>
<td>Harris Industries</td>
<td>Ward Cleaver</td>
<td>CHIEF EXECUTIVE OFFICER</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Heart of America Council Boy Scouts of A...</td>
<td>Ward Cleaver</td>
<td>Member - Executive Board</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Bill Adams</td>
<td>EXECUTIVE BOARD</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Bruce Allen</td>
<td>EXECUTIVE COMMITTEE</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>John Allergott</td>
<td>MEMBER - ADVISORY BOARD</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>John Altergott</td>
<td>DIRECTOR - ADVISORY BOARD</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Russell Atha</td>
<td>MEMBER - ADVISORY BOARD</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Russell Atha, JR</td>
<td>ADVISORY BOARD</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Russell E. Atha, JR</td>
<td>ADVISORY BOARD</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

---

**Prepared. For Life.**
A Place to Give

Site Address:  aplace togive.scouting.org

• Opportunities to give to local council initiatives and to help build The Summit.
• Checks come once a month with a donor report.
• Council receives all funds except for 3% credit card processing fee.
Features

• Visually Appealing
• Customizable
  – Add as many products as you like
  – Change them often
• Councils can link directly to their custom products and pages
• Banners and email templates
Longhorn
Longhorn Council Category

Longhorn Council Friends of Scouting
Make a full or partial payment towards your current Longhorn Council Friends of Scouting pledge.

Give to Local Scouting - Longhorn
Build character in your community with a gift to your local council.

James E West Endowment Gift - Longhorn
Support the program that creates young people of quality and character.

Send a Scout to Camp - Longhorn
Give a Scout an experience that’s bigger than any screen. Introduce him to the outdoors.

Prepared. For Life.
Longhorn Council Friends of Scouting

Make a full or partial payment towards your current Longhorn Council Friends of Scouting pledge.

Invest in the Longhorn Council by making a full or partial payment toward your current Friends of Scouting pledge, which will help:

- Organize new Cub Scout packs, Boy Scout troops, and Venturing crews.
- Develop and coordinate volunteer adult training programs.
- Handle all advancement and member registration.
- Maintain quality traditional summer camping programs for Boy Scouts and Cub Scouts.
- Develop cutting-edge high-adventure summer adventure programs for older Boy Scouts and Venturers.
- Coordinate weekend activities and volunteer recruitment.

**Donor Name As It Appears On the Pledge**

Maximum number of characters: 75

**Pledge Account Number**

Maximum number of characters: 10

**Donation Amount**

- $100
- $75
- $50
- $25

**Other Amount**

$0

*Required Fields

**Donation Amount $0.00**

ADD TO GIFTS
Canyons Friends of Scouting

Build character in your community with a gift to the Canyons District.

It is the Mission of the Boy Scouts of America to prepare young people to make ethical and moral decisions over their lifetimes by instilling in them the values of the Scout Oath and Law.

Developing today's youth with these values and life skills, through adventure and fun activities, will help them be tomorrow's leaders in business, the community, and at home.

Your gift to Scouting will directly impact the nearly 30,000 Scouts served by the Orange County Council. The OCCSCA relies on the generosity of charitable donations from supporters like you, to provide support for units, maintain camp properties, offer insurance, maintain membership records, purchase program supplies, provide volunteer training, and much more.

Please, donate below, at an appropriate level for you.

**Quantity**

**Gift Amount**
- $1000
- $500
- $300
- $175
- $100
- $50

*Please Select One:
- [ ] Please Select

**Unit Number**

Maximum number of characters: 4

**Other Amount:** $0

* Required Fields

**Donation Amount** $0.00

[ADD TO GIFTS]
Council Toolkit

Can be found at: scouting.org/financeimpact

Includes:

• Banners
• Email Templates HTML and Outlook Based
• Customization request form
• List of Council URL’s
Getting Started

• Your council’s product page and web address
• Using e-mail and Web banners to drive traffic
• Every council has three “products” for starters
• Add web banners to your council and local websites
• Do e-mail one-offs or campaigns and plug in newsletters
• Incorporate *A Place to Give* into existing campaigns
Easy-to-use template for targeted contact to potential and current supporters
It Starts with an Idea!

• For Example...
  – Camp Hiawatha Roof Project
    • Get the form from your kit
    • Fill it out in Excel and send to Matt Dukeman
    • Matt and team will review
    • We will alert you when the product is live online
    • Joins your 3 standard products on page
  • Promotes to select audiences: web, email, banners
  • Support rolls in!
A Place to Give October 2011-June 2012

Oct-11  Nov-11  Dec-11  Jan-12  Feb-12  Mar-12  Apr-12  May-12  Jun-12
$751.00  $15,708.25  $15,511.59  $18,949.14  $38,911.09  $29,355.27  $33,361.56  $33,827.62
A Place to Give Facts

- Over $310,000 since inception
- 80% to local councils
- 181 councils had online donations
- Over 2,178 donors
- Average gift $143
- More than $300,000 cash received through planned giving
- 23 planned giving gift leads
What to do now...

• Bring this program to your marketing and finance committees
• Place banners on your council site pointing to your page and items
• Send templated emails promoting your page
• Think about products you can add!