
Generating Revenue Through New Methods & Technology



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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



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Corporate Philosophy

Five Ways Companies Work With BSA

1. Mission Directed Funds (sponsorship fees, donations).
2. In-Kind Resources.
3. Marketing and Advertising Support.
4. Employee Activation (giving, alumni, volunteerism).
5. Networking (suppliers, vendors, merchants).



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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



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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.

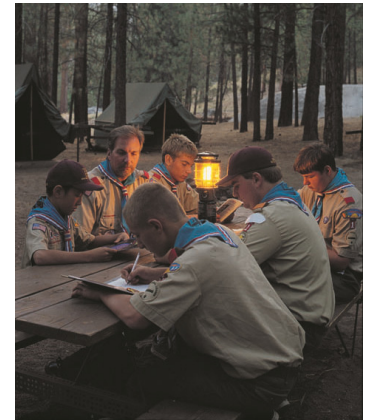


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Key Objectives (Cont.)

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



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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!



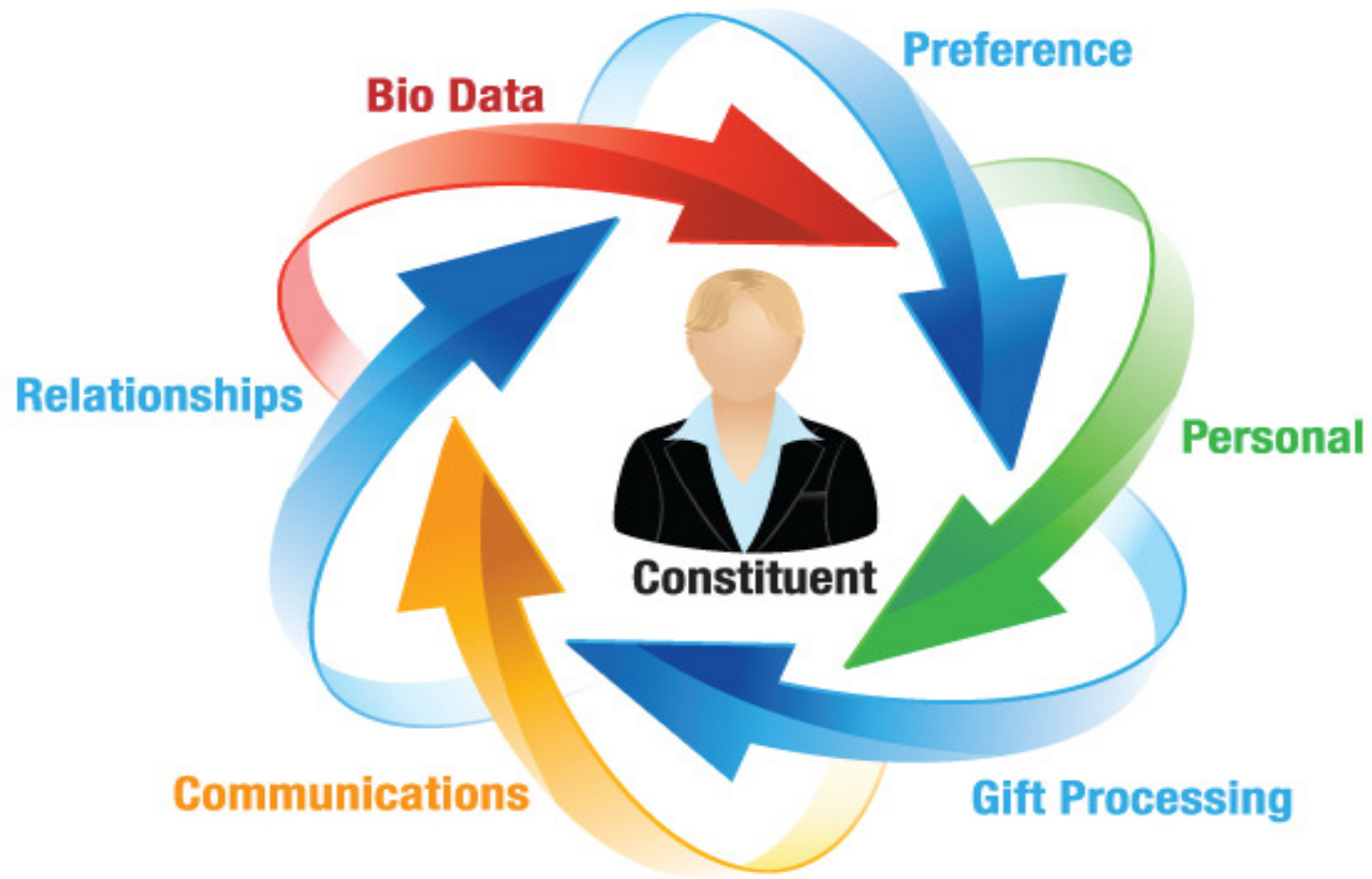
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Development Enhancements

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



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Ward Cleaver



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

Lookup ID: 8-10000664

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

Relationships

Constituencies

Education

Documentation

Names

Accounts

Attributes

Smart Fields

Security

Tributes

Revenue summary

[View all revenue](#)

Recent revenue

Total revenue:	\$10,000.00	5/1/2012	Pledge	\$10,000.00
Total household revenue:	\$15,000.00			
Membership revenue:	\$0.00			
Event revenue:	\$0.00			

Recent and upcoming activities

10/17/2013	Plan step	
9/22/2013	Plan step	Internal
9/22/2013	Plan step	Mail
8/23/2013	Plan step	Phone Call
7/29/2013	Plan step	Meeting
7/4/2013	Plan step	Internal
6/4/2013	Plan step	Internal
5/15/2013	Plan step	Meeting
11/16/2012	Plan step	Meeting
10/17/2012	Event registration	Distinguished Citizens Dinner

Recent and upcoming communications

[View all](#)

5/20/2012	Event Invitation	Distinguished Citizens Invitations - Distinguished Citizens Dinner
5/20/2012	Event Invitation	2012 Sporting Clays Inites - Sporting Clays Invitational - 2012



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Summary **Contact** Personal Relationships Constituencies Education Documentation Names Accounts Attributes Smart Fields Security Tributes

Contact information

Write a letter Add Edit Delete

Contact type	Contact information	Type	Primary	Do not contact	Start date	End date
Address						
Address	485 Grant Avenue Mayfield, KS 66012	Home (Current)	Yes			
Address	1800 Springcreek Parkway Lee's Summit, MO...	Business (Current)				
Email						
Email	ward@harper.com	Business (Cur...	Yes			
Phone number						
Phone number	+1 (913) 441-1656	Home (Current)	Yes			
Phone number	+1 (816) 221-1024	Business (Current)				

Home (Current)

485 Grant Avenue
Mayfield, KS 66012



5/20/2012 - Present



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Ward Cleaver



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

Lookup ID: 8-10000664

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[Emporia State](#)

Active constituencies: [Committee member](#) [CRM Name](#) [Major giving prospect](#) [Event registrant](#)

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

Relationships

[Go to individual](#) [Go to employment history](#) | [Add](#) [Edit](#) [Delete](#)

Name	Constituent type	Type	Relationship	Start date	End date
Individual					
June Cleaver	Individual	Spouse	Wife	5/1/2012	
Theodore Cleaver	Individual		Son	11/21/1...	
Wallace Cleaver	Individual		Son	11/19/1...	
Organization					
Harper Industries	Organization	Prim...	Employer	5/1/2012	
The Woodlands	Organization	Prim...	Employer	5/1/2012	

June Cleaver

Relationship

Comments

Ward Cleaver is the: **Husband** Start date: 5/1/2012



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Ward Cleaver



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Active constituencies: [Committee member](#) [CRM Name](#) [Major giving prospect](#) [Event registrant](#)

Summary Contact Personal Relationships Constituencies Education Documentation Names Accounts **Attributes** Smart Fields Security Tributes

Attributes

Add Edit Delete

Category	Attribute group	Value	Start date	End date	Comment
----------	-----------------	-------	------------	----------	---------

Skilled trades
Highest rank in Scouting
Volunteer awards
Eagle Scout status
Honor camping program level



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Ward Cleaver

Emporia State



485 Grant Avenue
Mayfield, KS 66012

+1 (913) 441-1656

ward@harper.com

Lookup ID: 8-10000664

Spouse:

[June Cleaver](#)

Primary business:

[Harper Industries](#)

Primary education:

[Emporia State](#)

Household:

[Mr Ward Cleaver and Mrs June Cleaver](#)

Active constituencies: [Committee member](#) [CRM Name](#) [Major giving prospect](#) [Event registrant](#)

Emporia State - Business

Status:	Graduated	Program:	Business	Dates attended:	8/21/1958-5/25/1962	Information source:
Comments:		Degree:	Accounting & Business	Graduation date:		Source date:
		Honor awarded:		Class of:		
				Preferred class of:		

Additional Information

College/School	Division	Department	Sub department	Degree type
----------------	----------	------------	----------------	-------------



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Mr Ward Cleaver and Mrs June Cleaver



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

Lookup ID: 8-10000666

No. of members:
4

Active constituencies: [Major giving prospect](#)

Summary

Members

Contact

Details

Relationships

Constituencies

Documentation

Names

Accounts

Attributes

Smart Fields

Security

Tributes

Household information

Description:

Primary contact: [Ward Cleaver](#)

Household created on: 5/20/2012

Gives anonymously: No

Recent completed interactions

[View all](#)

Constituent	Date	Type
Ward Cleaver	5/20/2012	Mail

Revenue summary

[View household revenue](#)

Total revenue: **\$15,000.00**
Total revenue by household: \$0.00
Total revenue by household members: \$15,000.00

Recent communications

[View all](#)

Constituent	Date	Type
Ward Cleaver	5/20/2012	Event Invitation
Ward Cleaver	5/20/2012	Event Invitation

Current household members (Showing 3 of 4)

[View household members](#)



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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

Manage custom ratings

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

Go to wealth details

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

Wealth capacity (System calculated)

Confirm and lock

Wealth capacity formula:	5 percent of confirmed wealth ass...	Major giving capacity:	\$1,000,001.00 and up
Estimated wealth:	\$10,000,001.00 and up	Major giving capacity value:	\$23,416,274.00
Estimated wealth value:	\$468,325,487.00	Overall rating:	



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Ward Cleaver

Wealth Details - Real Estate

Identified properties: 7

Confirmed properties: 7

Identified value: \$38,088,130.00

Confirmed value: \$38,088,130.00

Real estate (7 items)

Confirm Reject Clear status Add Edit Delete

Confidence: 1 and above

Source:

Match code:

Apply

Confidence	Address	City	State	APN	Property valuation	Match code	Match code description
5	796 FOREST RD	VAIL	CO	2101 072 11 034	\$12,967,500.00	PP4	Assessee Last Name, Assessee First Name and Assessee Mailing Address
5	798 FOREST RD	VAIL	CO	2101 072 11 033	\$12,967,500.00	PP4	Assessee Last Name, Assessee First Name and Assessee Mailing Address
5	11504 PAWNEE CIR	LEAWOOD	KS	HP97900000 0001	\$5,120,900.00	PP1	Owner Last Name, Owner First Name and Property Address
5	706 FOREST RD	VAIL	CO	2101 072 11 022	\$3,840,730.00	PP4	Assessee Last Name, Assessee First Name and Assessee Mailing Address
5	7475 E GAINNEY RANCH RD	SCOTTSDALE	AZ	175-60-280	\$2,687,500.00	PP4	Assessee Last Name, Assessee First Name and Assessee Mailing Address
5	10670 W 192ND PL	OVERLAND PARK	KS	NP74020000 0022	\$450,000.00	PP4	Assessee Last Name, Assessee First Name and Assessee Mailing Address
5	10670 W 192ND PL	BUCYRUS	KS	1P33000000 0022	\$54,000.00	PP4	Assessee Last Name, Assessee First Name and Assessee Mailing Address



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Ward Cleaver

Wealth Details - Business Ownership

Identified companies: 4 Confirmed companies: 4
Identified ownership value: \$0.00 Confirmed ownership value: \$0.00

Business ownership

✓ Confirm ✗ Reject 🗑️ Clear status ➕ Add ✎ Edit ✖ Delete

Confidence: Show all ▼

Source: ▼

Match code: ▼

✓ Apply

Confidence	Name	Company	Valuation	Ownership value	Match code	Match code description
✓ 5	Ward Cleaver	FLERTEX LLC	\$1,643,200.00	\$0.00	P04	Last Name, Primary Address, First/Middle Combination
✓ 5	Ward Cleaver	Harris Industries	\$0.00	\$0.00	P08	Last Name, Business Name or Address, First/Middle Combination
✓ 5	Ward Cleaver	Harris Industries	\$1,078,352,280.00	\$0.00	P08	Last Name, Business Name or Address, First/Middle Combination
✓ 5	Ward Cleaver	NATIONAL GOLF CLUB KANS CY LLC	\$2,397,000.00	\$0.00	P15	Last Name, 1st 3 digits Business ZIP Code, First/Middle Combination



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Ward Cleaver

Wealth Details - Securities

Securities

[Go to transactions](#)



Confirm



Reject



Clear status



Add



Edit



Delete



Confidence	Source	Issuer name	Direct holdings value	Indirect holdings value	Total value	Match code	Match code des
✓ 5	Thomson Financial	HARPER INDUSTRIES	\$468,325,487.00	\$55,362,676.46	\$523,688,163.46	P04	Last Name, Prin First/Middle Cor
✓ 5	Thomson Financial	MARK VII INC	\$0.00	\$0.00	\$0.00	P04	Last Name, Prin First/Middle Cor

Prospect

Name: WARD CLEAVER
Filer ID: 12019208
Relationship: Officer and Director

Direct holdings

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

Notes

Security

Symbol: [HAR](#)
Issuer name: [HARPER INDUSTRIES](#)
Cusip: 156782104

Indirect holdings

Last transaction date: 12/15/2011
Quantity held: 926,107
Last retrieved price: \$59.78
Value: \$55,362,676.46



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Ward Cleaver

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)

Confirm
 Reject
 Clear status
 Add
 Edit
 Delete

Confidence:

Source:

Match code:

Apply

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

Source: GuideStar EIN: 43-1899271 Org. form year: 2008
 Organization: Brush Creek Enterprise Center Inc Revenue: \$244,082.00 Ruling year: 2001
 Description: Employment, Job Related N.E.C. Total assets: \$0.00
 Address: PO BOX 287 Phone: (816) 532-0685
 SMITHVILLE, MO 64089 Website:

Name: Ward Cleaver Job title: Director Form year: 2003



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Ward Cleaver - Extended Network



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](#)

Relationship Tree

Extended Relationships

Extended relationships (818 items)

Go to organization Edit link to organization Confirm relationship

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



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Ward Cleaver - Extended Network



485 Grant Avenue
Mayfield, KS 66012
+1 9134911667

Lookup ID:
8-10000299

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First Hand Foundation	Ward Cleaver		Secretary	
FLERTEX LLC	Ward Cleaver		PRESIDENT	
Harper Industries	Ward Cleaver		PRINCIPAL	8-10000302
		EARL H. DEVANNY, III	PRESIDENT	
		MARC G. NAUGHTON	CHIEF FINANCIAL OFFICER	
		NEAL L. PATTERSON	CHAIRMAN OF THE BOARD	
		GARY WILLETT	CHIEF OPERATING OFFICER	
Harris Industries	Ward Cleaver		CHIEF EXECUTIVE OFFICER	
Heart of America Council Boy Scouts of A...	Ward Cleaver		Member - Executive Board	
		BILL ADAMS	EXECUTIVE BOARD	
		BRUCE ALLEN	EXECUTIVE COMMITTEE	
		JOHN ALLERGOTT	MEMBER - ADVISORY BOARD	
		JOHN ALTERGOTT	DIRECTOR - ADVISORY BOARD	
		RUSSELL ATHA	MEMBER - ADVISORY BOARD	
		RUSSELL ATHA, JR	ADVISORY BOARD	
		RUSSELL E. ATHA, JR	ADVISORY BOARD	



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A Place to Give

Site Address: **aplacetogive.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.



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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





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A PLACE TO GIVE, A CHANCE TO LEAD.

■ [WAYS TO GIVE](#) ■ [HOW YOUR GIFTS HELP](#) ■ [ABOUT US](#) [MY GIFTS \(0\)](#)

Help grow big things with the Boy Scouts of America

Donate to your local council or help build the next great high adventure camp, and give young people the chance to have fun, gain confidence, and become leaders who live the Scout Oath and the Scout Law.

[Support Scouting](#)

[Send a Scout to Camp](#)

[Build The Summit](#)

[Like](#) [Tweet](#) [Share](#)

STAND STRONG TOGETHER

Support the organization that builds young people of character and confidence. Give to Scouting today.

[SUPPORT SCOUTING](#)



[Give to Local Scouting](#)

Find your local Scouting program by zip code

[SET](#)

Build character in your community with a gift to your local council.



[Summit Tree](#)



Join the mission to plant one million trees at The Summit Bechtel Family National Scout Reserve and other BSA properties.

[GIVE TODAY](#)



[Give to National Scouting](#)



Help support the programs that are shaping our country's next leaders.

[DONATE TODAY](#)

[DONOR PRIVACY POLICY](#)

[TERMS AND CONDITIONS](#)

[CONTACT US](#)



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Longhorn

Longhorn Council Category



Longhorn Council Friends of Scouting

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

[DETAILS](#) ▶

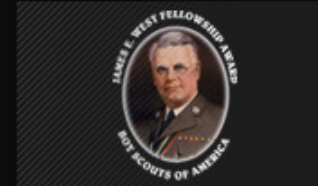
Not Your Council?



Give to Local Scouting - Longhorn

Build character in your community with a gift to your local council.

[DETAILS](#) ▶



James E West Endowment Gift - Longhorn

Support the program that creates young people of quality and character.

[DETAILS](#) ▶



Send a Scout to Camp - Longhorn

Give a Scout an experience that's bigger than any screen. Introduce him to the outdoors.

[DETAILS](#) ▶



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Share with Friends

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 and weekend programs for older Boy Scouts and Venturers.
Coordinate weekend activities and volunteer recruitment.

Quantity

1

*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



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Orange-County

Orange-County Council Category

Page: 1 2

[Not Your Council?](#)



Give to Local Scouting - Orange County

Build character in your community with a gift to the Orange County Council.

[DETAILS ▶](#)



James E West Endowment Gift - Orange County

Support the program that creates young people of quality and character.

[DETAILS ▶](#)



Send a Scout to Camp - Orange County

Give a Scout an experience that's bigger than any screen. Introduce him to the outdoors.

[DETAILS ▶](#)



Canyons Friends of Scouting

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

[DETAILS ▶](#)



El Camino Real Friends of Scouting

Build character in your community with a gift to El Camino Real District

[DETAILS ▶](#)



El Capitan Friends of Scouting


Build character in your community with a gift to the El Capitan District

[DETAILS ▶](#)



Prepared. For Life.™



Share with Friends 

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 choices 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 OCBSA 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

1

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



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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



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Getting Started

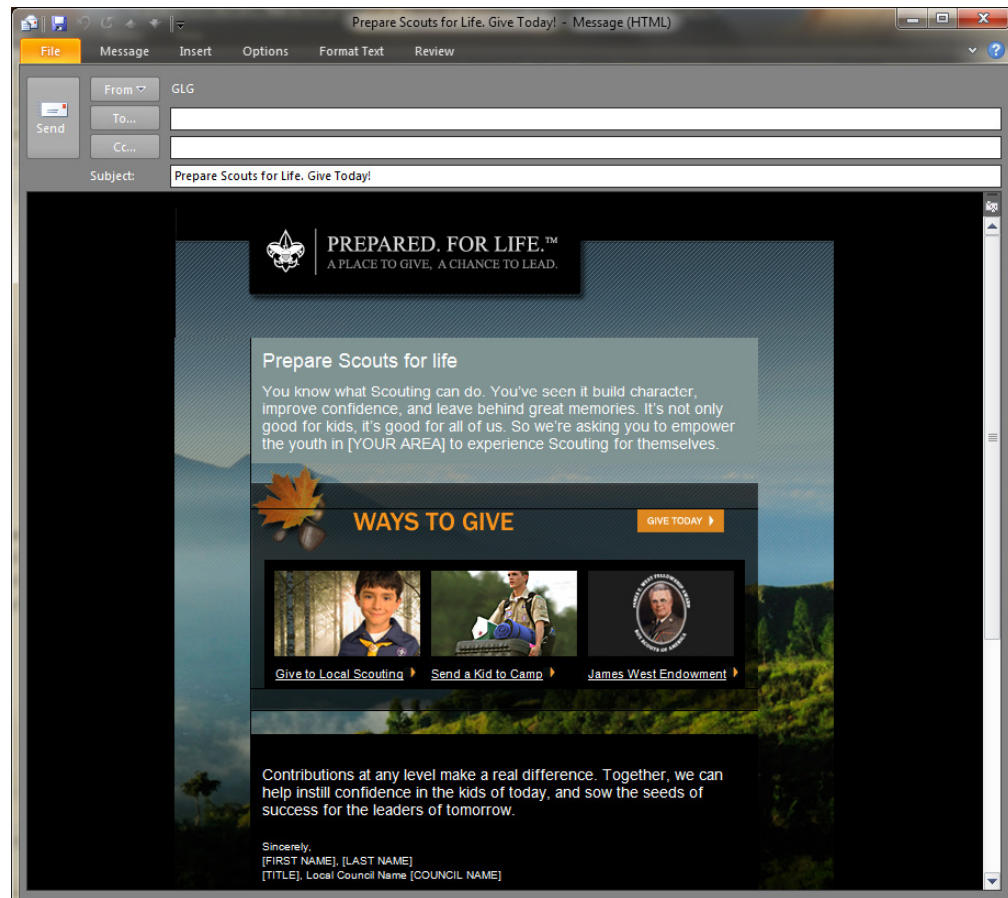
- Your council's product page and web address
- Using e-mail and Web banners to drive traffic
- Every council has three “products” for starters
- Add web banners to your council and local websites
- Do e-mail one-offs or campaigns and plug in newsletters
- Incorporate *A Place to Give* into existing campaigns



Prepared. For Life.™

E-Mail

Easy-to-use
template for
targeted contact
to potential and
current supporters



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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!

Boy Scouts of America

Local Council Page Worksheet

Instructions:

1. Complete form below.
2. Attach completed form to email.
3. Attach Picture(s) to email.
4. Please email to Matt.Dukeman@Scouting.org.

Today's Date:	
Council No. & Name:	
Main Contact Name:	
Main Contact Email & Phone:	
Proposed Product Name:	
Brief Description:	

Prepared. For Life.™ E Funding Initiative

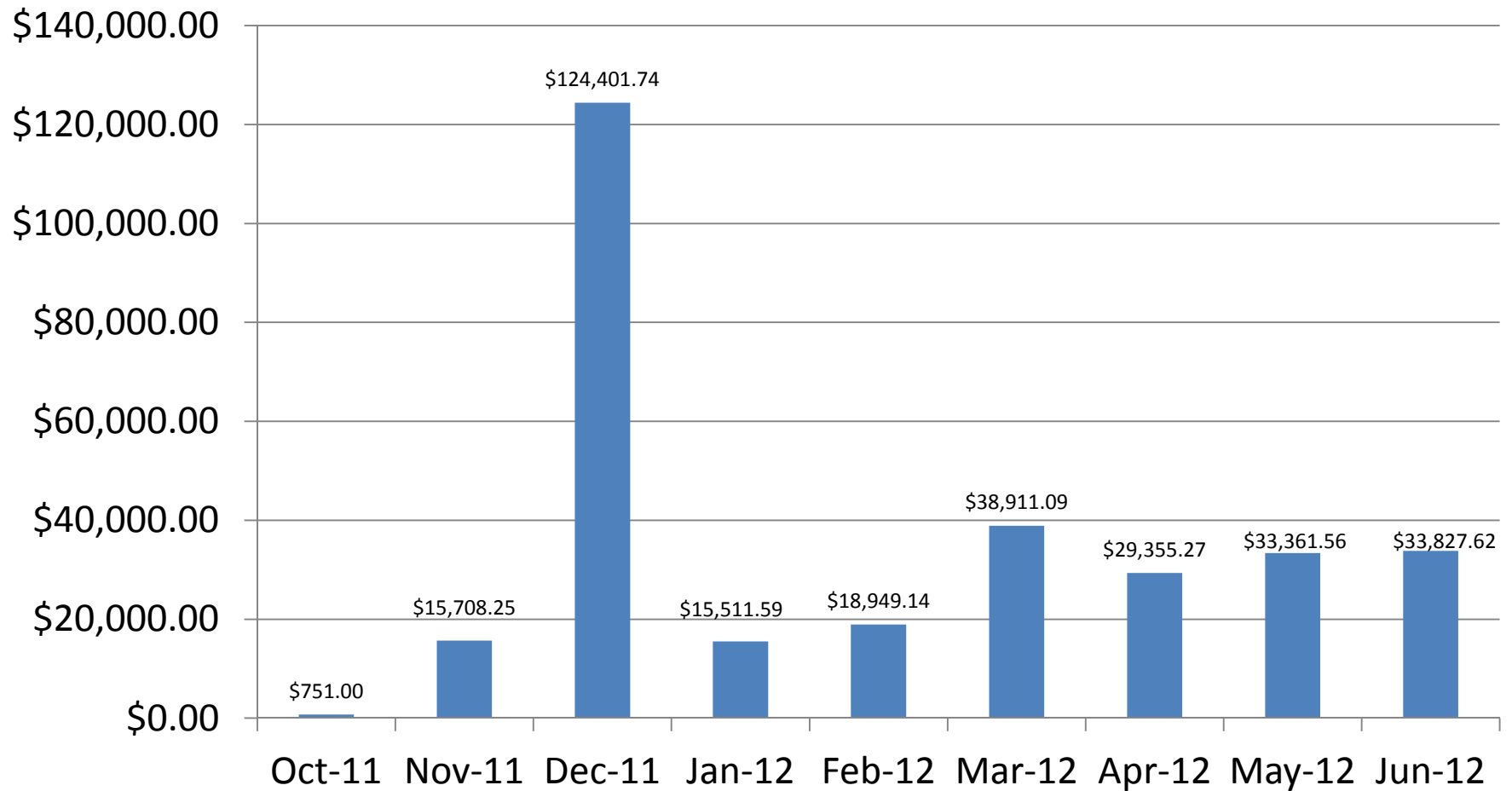
New Fund-Raising Product

#	Attributes	Answer	Explanation
1	Is physical fulfillment required?	Yes No	Is a gift recognition item required to be picked, packed, shipped, or mailed as a result of this donor's gift? By selecting yes, you agree that it is your local council's responsibility to send any items that may need to be mailed.
2	Are special electronic fulfillment needs required?	Yes No	When an item is purchased the donor will receive a thank you and tax receipt which is automatically emailed to them. Beyond this are you planning on updating the donor on the project's progress, its fundraising to date or other information related to the donor's gift? By selecting yes, you agree that it is your local council's responsibility to follow-through on these items.
3	Expected duration of this product	# of Days	Is this item time sensitive, seasonal, or is it perpetually available? If perpetually available please type "always" in the field.
4	Is there a limited quantity of this product?	Qty Available	If yes please indicate the quantity available. If no leave blank.
5	Suggested gift price	\$	At what gift amount do you believe this product should be priced?
6	Product Images		Please supply at least one picture of the product. Images should be at least 72 DPI or 350px X 206px. File size should not be larger 500k.
7	Is there any additional information you feel may be helpful to best showcase your product.		



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A Place to Give October 2011-June 2012



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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



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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!

