Major Gifts
Readiness

Raising Scouting Friends to their Next Level

Future
Facilities
Operations
Scouting Friends

- Parents
- Grandparents
- Relatives
- Donors – Current & Past
- Alumni
- People affected by Scouting
- Neighbors
- Chartered Organization Members

Help progress them to greater levels of support for Scouting.
75% of High Net Worth Individuals Volunteer and the more they volunteer, the larger their gifts.

Find the diamonds in your backyard

Help progress them to greater levels of support for Scouting.
Volunteers & Supporters Want

- Sound business and operational practices (86.9 %)
- Acknowledgement of contributions (with receipts) (84.9 %)
- Spend appropriate amount on overhead (80.1 %)
- Protection of personal information (80.1 %)
- Full financial disclosure (61.7 %)
Key Major Gifts Readiness Indicators

- Council Strategic Plan
- Balanced Operating Budget
- Operating Fund Asset to Liability Ratio
- Current Debt Load
- Positive Financial Sustainability Study
- Area Director’s Assessment

Additional Capital Readiness Indicators

- Capital Fund Cash Balance
- Validation BSA Engineering Service
- Camp Attendance
Strategic Planning – Step #1

• Begin with the end in mind...
• Define the need and community awareness of it
• What is the plan or vision to address the need?
• What capacity does the council have to meet it?
• Define the strategy to make it a reality.
Step #2 – Determine Critical Needs

- Specific projects to be funded
- Develop a general scope of the projects
- Priorities: operating – capital – endowment
Step #2 – Critical Needs

Create Case Statement(s)

• What is the money needed for?
• What will it do for Scouting and the community?
• What will happen if the money isn’t raised?
• How effectively will the funds be used?
• What is the total amount being sought?
Step #3 – Feasibility Study

- Objective & candid feedback from the community, key benefactors, stakeholders on need, Scouting capacity, and potential for success.
- Identify potential leadership for campaign.
- Identify additional potential donors.
- Build, reinforce, restore relationships.
- Reality check on goals.
- Securing initial gifts.
- Execute the feasibility study.
Step #4 – Refine Case Statement

- Utilize additional feedback from feasibility study.
- Solidify details, costs, and timing.
- Refine and define campaign personnel.
- Begin building the team that will lead the spending/building/investing.
Step #5 – Fundraising Counsel?

- Fundraising counsel should be the group that did the Feasibility Study.
- Cost will relate to the size of the campaign.
- Valuable counsel, guidance, discipline.
- Establish clear understanding of scope, roles, timeframe, costs and outcomes expected.

➤ Self-study & management is an option, but
   – be objective!
Best Methods – Northern Star Council

- Innovation: new membership markets, new business plans, new partnerships
- (Spending is more hazardous than Raising)
- Planned Giving Challenge Campaigns
- Communication: Stewardship, Success and Vision
- Building Capacity: Stomach & Mouth rule
Building Council Readiness

• Raising Scouting Friends Resource Guide

• National Finance Development & Fiscal Management Symposiums.

• Friend-Raising Task Force – BSA, Regions, Areas

• [www.scouting.org/financeimpact](http://www.scouting.org/financeimpact)

• Council Fund Development Team

• BSA National Foundation
...with a little help from my Friends