PREFERRED COUNCIL SERVICE PROVIDER

BOY SCOUTS OF AMERICA
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The Boy Scouts of America National Council’s preferred council service provider program grants vendors that have successfully worked with at least three local councils access to its local councils. Prospective preferred service providers are required to submit letters of recommendation from Scout executives of councils with which they have worked indicating successful and valuable engagement, and must complete the preferred council service-provider application. This application requests a complete description of the program or services, a Dun and Bradstreet financial report about the company, names and background information of key personnel, product liability or other insurance documentation (if applicable), and required certifications or licenses. In this way, the BSA is certain that only those companies with tested and successful services gain access to its councils. Very few vendors achieve all of these goals, however.

As a benefit of this preferred council service provider designation, vendors are

- Permitted to apply for BSA branding for their goods and services
- Provided regular updates of councils’ contact information
- Invited (for a fee) to exhibit at the National Annual Meeting and the Top Hands Conference—they are required to attend at least one annually
- Listed on applicable websites and in select publications
- Invited to speak at appropriate training sessions

The National Council regularly communicates with these service providers and reviews their statuses to ensure that they continue to provide consistent and valuable services to local councils. The national office groups preferred providers into three categories: consultant, direct mail, and product sales.
CONSULTATION

BELL FUNDRAISING CONSULTANTS

Bell Fundraising Consultants provides a selection of fundraising services, primarily focusing on writing quality fundraising-related documents, training, and assessments to help local councils improve their fundraising efforts.

Based in Boise, Idaho, Bell Fundraising Consultants has assisted BSA local councils for approximately nine years. The company knows and understands the values, programs, and services offered locally. Bell Fundraising Consultants develops documents representing funds 1, 2, and 3; case statements; donor update letters; and similar narratives that represent council funding opportunities. The company also writes proposals and other documents, creating compelling narratives that unify the council board’s passion for the project, the ideals of Scouting, and the youth who will benefit. In conjunction with local efforts to build relationships with the gatekeepers who manage foundations, Bell Fundraising Consultants’ comprehensive research model provides councils with vital background information to match requests with funders’ interests.

Understanding the significant competition for grant dollars and the challenges small councils face, including lack of staff, time, and organizational capacity, Bell Fundraising Consultants brings the expertise, integrity, and results BSA councils are seeking, whether by developing documents for council projects or working with the council staff members to hone their development skills.

Contact Kyrsten Bell at 208-867-6443 or kyrsten@idahobells.com for additional information about Bell Fundraising Consultants.

BLACKBAUD SPHERE AND ECRM

Serving the nonprofit and education sectors for 30 years, Blackbaud (NASDAQ: BLKB) combines technology and expertise to help organizations achieve their missions. Blackbaud works with more than 29,000 customers in more than 60 countries to support higher education, healthcare, human services, arts and culture, faith, the environment, independent K-12 education, animal welfare, and other charitable causes.

The company offers organizations of all sizes a full spectrum of cloud-based and on-premise software solutions and related services including fundraising, eMarketing, advocacy, constituent relationship management (CRM), financial management, payment services, analytics, and vertical-specific solutions. Using Blackbaud technology, these organizations raise more than $100 billion each year. Recognized as a top company by Forbes, InformationWeek, and Software Magazine and honored by Best Places to Work, Blackbaud is headquartered in Charleston, South Carolina, and has operations in the United States, Australia, Canada, the Netherlands, and the United Kingdom. For more information, visit www.blackbaud.com.

Currently, the National Council has a contract with Blackbaud Sphere, which local councils use for online registration and donation, as well as peer-to-peer fundraising. As of December 31, 2013, local councils have generated nearly $10 million in online transactions.

Blackbaud Enterprise Constituent Relationship Management (BBECRM) software will replace the current fundraising software in the fall of 2014, and in 2015 will integrate online registration and donation, and peer-to-peer fundraising into BBECRM.
HARTSOOK COMPANIES INC.
Hartsook Companies Inc. established itself among the most prominent professionals in the field of fundraising consulting. Hartsook has consultants in more than 20 cities throughout the United States. Its range of services includes capital and endowment campaign counsel, major-gift fundraising, grant writing, planned giving, marketing and public relations, organizational branding, board training and education, annual fund planning and development, executive search and placement, direct mail, prospect research, strategic planning, training and mentoring, writing and editing, and graphic design. In addition to providing campaign strategies to nonprofits, Hartsook also conducts seminars and workshops through its Integrated Fundraising Campaign℠ seminar series.

For more information about Hartsook Companies Inc., go to www.hartsookcompanies.com, or contact Matt Beem at 866-630-8500 or matt@hartsookcompanies.com.

KELLEY MARKETING GROUP
Headquartered in Charlotte, North Carolina, Kelley Marketing Group (KMG) is a leading major gift fundraising campaign consulting firm, specializing in fundraising for nonprofits such as youth service and faith-based organizations.

KMG’s goal is to assist its clients in achieving their missions through board retreats, precampaign assessments, feasibility studies, marketing plans, and leadership identification. It provides a variety of development services such as strategic planning, campaign planning and management, board development with skill sets, grant writing, foundation research, gift solicitations, volunteer training, and solicitation strategies. The company provides unique campaign services, reflecting its varied client base. Because KMG’s associates are familiar with every facet of campaign planning and management, they are able to blend this expertise seamlessly to build tailored programs to meet each client’s objectives.

For information about Kelley Marketing Group, go to www.kelleymarketingservicesinc.com, or contact Bill Kelley at 704-906-2974 or bkscout1334@aol.com.

OVER THE EDGE USA INC.
Headquartered in Nova Scotia, Canada, with an office in Lawrenceville, Georgia, Over the Edge (OTE) offers a unique fundraising event for BSA local councils. “OTE fundraising events are far outside the box, somewhere between the realms of ‘Huh?’ and ‘You’ve got to be kidding me!’” Boy Scout supporters can experience the thrill of a lifetime; for example, they can rappel down a high-rise building to raise money for their local councils.

Over the Edge is becoming increasingly popular within the Scouting community as more BSA local councils participate in this company’s unique events. In addition to generating revenue for local councils, the media coverage of the events benefits councils as well.

For more information about Over the Edge, visit www.overtheedgeusa.com. To schedule an adventurous event for your council, call Kevin Meyer at 866-434-8776, or email kmeyer@overtheedgeusa.com.
**TOUCHPOINTS**
TouchPoints, with offices in Chicago and New York City, locates lost Eagle Scouts, Silver Beavers, Order of the Arrow members, camp staff, donors, and previous members by transforming outdated contact information into accurate, usable, current contact information. If you previously thought you could never reconnect with lost individuals, you now have a solution to make your old data new and valuable again. You can find almost anyone and reconnect to him or her quickly and affordably with TouchPoints. You only pay for those individuals found, and BSA has arranged preferred national pricing for all councils, camps, and other affiliated organizations.

Whether you have a full address or only know the town, TouchPoints can help you locate them. A sample of Scouting success rates includes the following: 92 percent located for NESA, 96 percent for a regional DESA, 97 percent of Silver Beavers, 77 percent of camp staffers, and 98 percent of Eagle Scouts located for local councils.

Call Mike LoPresti directly at 312-772-4675 with any questions, or visit TouchPoints website at [www.findtouchpoints.com](http://www.findtouchpoints.com).

**WOLTZ & ASSOCIATES INC.**
Woltz & Associates Inc., based in Roanoke, Virginia, works with local councils to market and manage the sale of unused or underused camp properties, and with the acquisition of new properties, Woltz assists councils in finding new sources of revenue from their lands.

If a council has a large land holding it has no desire to sell, the stream and wetland mitigation banks can provide significant revenue, while at the same time preserving and/or restoring the intrinsic quality of the ecosystem on the property. The permanent easements that stream and wetland mitigation banks place on the property go far beyond the standard conservation easements to preserve and protect both clean air and water to provide considerably more revenue.

Woltz has a record of success involving a broad range of properties. It has successfully marketed timberland, commercial and resort properties, industrial real estate, and residential and agricultural lands. The marketing program and unique auction procedures result in very high success rates in the sales of these types of properties at auctions. Jim Woltz, the principal of the auction company, has more than 30 years’ experience in real estate auction. Buyers respect the auction company for its due diligence and for the information provided to them prior to attending an auction.

To learn more about Woltz, visit the website at [www.woltz.com](http://www.woltz.com), or contact Jonna McGraw at 800-551-3588 or jonna@woltz.com.
DIRECT MAIL

BIRKHOLM DIRECT
Headquartered in Arcadia, California, Birkholm Direct’s relationship with the Boy Scouts extends more than a quarter of a century, and it has helped more than 100 BSA local councils achieve their direct mail fundraising objectives. Birkholm’s services include writing, printing, and producing direct-mail fundraising appeals for local councils, as well as strategic planning.

Direct mail appeals can help local councils generate additional income throughout the year. Birkholm assists councils with the acquisition, maintenance, and cultivation of donors. Using a predictable model that profiles households, Birkholm is able to predict the best prospective households to send appeals. With its 600,000-donor Scouting database, Birkholm can help local councils access those potential donors who may not use an online-giving method, thus generating the greatest net returns from donor renewal appeals as well as getting the greatest returns from new donor acquisition appeals.

To learn more about Birkholm Direct, watch the video at www.birkholmdirect.com/movie, or contact Mike Birkholm at 818-400-3814 or mbirkholm@birkholmdirect.com.

HAINES DIRECT
Haines Direct provides BSA local councils with complete direct mail fundraising services under one roof. These services include strategic campaign planning; targeted lists; database maintenance and management; appeal package design; copywriting; laser, digital, variable data, and offset printing; mail preparation; and post-campaign reporting and analysis.

The team of fundraising strategists, graphic designers, writers, data experts, print technicians, mail specialists, and quality control staff completes entire customer campaigns at the state-of-the-art North Canton, Ohio, facility. Because Haines Direct handles every step in-house, customers enjoy campaigns of consistent quality and accuracy, and receive prompt responses to their requests.

Using strong visuals, powerful donor-centered copy, and an emphasis on highlighting the accomplishments of local Scouts, Haines creates customized campaigns focused on helping each council achieve its immediate and long-term goals: retaining and upgrading donors, reactivating lapsed donors, cultivating high-end donors, acquiring new donors, and more.

Whether working with councils that are experienced with direct mail or helping a council establish a successful direct mail program, Haines provides budgetary solutions that make direct mail a viable option for councils of any size.

For more information, visit Haines Direct website at www.haines-direct.com, or contact Pete Forbes at 800-726-9577 or pforbes@haines-direct.com.
**SPECTRUM MARKETING COMPANIES**

Spectrum Marketing Companies is a vertically integrated marketing company based in Manchester, New Hampshire. Its broad range of services includes graphic design, commercial printing, direct mail production, large-format signs, and national distribution logistics, all under one roof. Spectrum specializes in direct mail and marketing services for more than 3,000 businesses, including the Boy Scouts of America.

Spectrum is well-known for developing compelling designs, quick production cycles, and marketing strategies that deliver results, helping councils across the country achieve their objectives and improve their results.

Some of Spectrum’s projects have included Friends of Scouting brochures; popcorn sales packets; golf outing packages; signs, banners, marketing materials, Scouting for Food door hangers and calendars; annual reports; recruitment flyers; newsletters; and monthly appeal mailings.

For more information about Spectrum, contact Bob O’Sullivan at 603-627-0042, extension 253, or bosullivan@spectrummarketing.com, or visit the Spectrum website at www.spectrummarketing.com.

**TEUTEBERG INC.**

Teuteberg Inc. provides BSA local councils complete printing and digital communication solutions, with an emphasis on personalized digital and variable data printing, direct mail, and fulfillment. Combining these traditional marketing solutions with 21st-century technology, Teuteberg offers multiple options to help local councils acquire and retain donors. The company also creates newsletters, invitations for special events, and full-color pieces that stress the importance of the BSA in today’s world.

The company designs visually appealing, personalized direct mail pieces; generates accurate, up-to-date, and specific mailing lists; and creates personalized websites that draw in prospective donors and help retain current ones. Technology-driven campaigns not only allow councils to see the activities that their campaigns generate by tracking visits to their websites, but also to collect information from potential donors and volunteers.

Working with multiple BSA local councils over the last several years, Teuteberg has developed unique programs specifically tailored to individual councils. The company’s consultants understand the budgetary constraints of councils large and small, and can help find a solution for each council’s needs. Teuteberg assesses each council’s goals and makes suggestions based on previous experiences and successes.

For additional information about Teuteberg, visit www.teuteberg.com, or contact Chad Carpenter at 800-222-6759 or ccarpenter@teuteberg.com.
PRODUCT SALES

PINE VALLEY FOODS INC.

Pine Valley Foods Inc., based in West Monroe, Louisiana, is the fundraising industry’s leading manufacturer and supplier of perishable food products. With more than 20 million pounds of cookie dough and other fine products produced annually, Pine Valley prides itself on delivering high-quality goods to its consumers. Because of the company’s dedication to listening to and growing with its customers, Pine Valley has become the industry leader in creating innovative fundraising solutions for its clients.

This revolutionary program provides councils with the ability to design their own fundraisers. Councils can choose the items they want to sell, pick the retail prices, and create a customized site for online purchases and redemption of their items. Through the use of a $20-eCoupon gift card, Scouts simply distribute the eCoupon at the point of sale. This eCoupon is then redeemed at the council site for products like cookie dough, magazines, scented candles, cakes and treats, popcorn, and much more! Pine Valley ships the products, at no additional cost, to the customer.

With the eCoupon home-delivery system, not only is selling a breeze, but the costs of extra inventory, staff time, and warehouse space are all eliminated! Simply sell the eCoupon gift card, settle at the end of the campaign, and you are done! Saving time and money equals more revenue.

For more information about the revolutionary Crazy About Scouting Home Delivery Solution, visit the Pine Valley website at www.crazyaboutcookies.com, or contact Joseph Giildenzopf at 801-635-8966 or joe@pinevalleyfoods.com.

RAMSEY POPCORN COMPANY (CAMP MASTERS)

Ramsey Popcorn, located in Ramsey, Indiana, has been in business for more than 70 years and Camp Masters has been proudly serving Scouting for 13 years with a focus on helping councils and units continue to grow their sales year after year to provide a better Scouting experience for Scouts across the country. More than 90 percent of the councils in the Camp Masters program have grown their sale.

The Camp Masters program brings all of the pieces together to grow sales:
- **Council**—Program flexibility, competitive pricing, sales management tools, and customer support
- **Unit**—Exclusive unit sales training, sales management tools, proven online ordering system
- **Scouts**—High-achiever prize program, sales training to help Scouts reach their sales goals
- **Consumers**—Superior quality products with award-winning taste: No. 1 in four product categories—microwave, caramel, savory, and chocolate; No. 1 in consumer support of Scouting in terms of dollars generated per customer, according to a 2013 independent consumer research study

Camp Masters creates key partnerships to help further increase the growth of councils’ product sales including the PayAnywhere Credit Card Program, the Michael Beck Exclusive Sales Training, and the Keller Prize Program.

Visit www.campmasters.org to learn more about Camp Masters, or contact Jason Sieg at 502-396-8328 or jasons@ramseypopcorn.com.
RURAL ROUTE 1 POPCORN COMPANY (PECATONICA RIVER)

Rural Route 1 Popcorn Company (Pecatonica River) first came in contact with the Boy Scouts of America in 1983 when the U.S. Grant District of the Blackhawk Area Council in Rockford, Illinois, asked them to produce popcorn for a fundraising event. As a result of this successful fundraising season, Rural Route 1 began producing popcorn for the entire Blackhawk Area Council the following year. From this beginning, Pecatonica River Popcorn became a brand for Boy Scouts of America councils, exclusively.

Pecatonica River understands that no two councils are alike. Therefore, they provide programs tailored to each council's specific needs, ranging from canister designs to individualized order forms to unique product lines. Pecatonica River not only provides superior product, they also provide an “all-inclusive” fundraising program, which allows councils to achieve a 70 to 75 percent return on their sales. This program encompasses a marketing plan that includes popcorn kickoff, bonus prizes, printing and promotional needs, superior customer service including online ordering and services, and product delivery to all locations.

For additional information, visit www.pecatonicariverpopcorn.com, or contact Nick Solomon at 800-828-8115 or nicks@ruralroute1.com.

VIRGINIA DINER

Virginia Diner first opened in a refurbished railroad car in 1929 with Mrs. Davis serving ham biscuits and Brunswick stew to travelers and locals. In 1945, the diner was purchased by the Monahan family, and in the 1960s it began selling peanuts to its customers. Virginia Diner was sold to the Galloway family, its current owners, in 1976, and began selling other nuts in 1978. The Galloways replicated the diner, and the old railroad car is now a legend. Today the diner continues to serve breakfast, lunch, and dinner, and was featured on the Food Network cable television show Diners, Drive-ins, and Dives.

The fundraising business began when local civic organizations started placing orders for their nut products to sell at fundraising events. The Nuts for Scouting program, specifically designed for Boy Scout councils and individual units, helps with fundraising efforts by providing brochures, flyers, and, if necessary, assistance with fundraising kickoff events. Participating councils receive 70 percent of the proceeds from nut sales at these events. Individual units whose councils do not participate in the program receive 50 percent of the proceeds.

For additional information about the Nuts for Scouting program, contact Billy Galloway at 800-642-6887 or sales@vadiner.com.
WEAVER POPCORN COMPANY (TRAIL’S END)

The Weaver Popcorn Company (Trail’s End) products have been sold exclusively by Cub Scout packs and Boy Scout troops across the United States since 1980. This annual fundraiser supports Scouting programs in local communities; more than 70 percent of the purchase price goes to support local Scouting programs.

In 2010, Trail’s End introduced its new popcorn product lineup. More healthful and natural ingredients are featured in the company’s flavored varieties. Not only have the products undergone an overhaul, so has the packaging: the tin canisters have been replaced by re-sealable bags to lock in freshness, and they charmingly depict the fun and benefits of Scouting.

Consumers can order popcorn products through Scouts or year-round at www.trails-end.com to support their local Scouting program.

For complete information about Trail’s End, visit www.trails-end.com, or email Brian Landrum at brian.landrum@popweaver.com.