

Scouting Heroes



The League of Scouting Heroes

The Scouting Heroes Campaign is the lifeblood of Scouting's fundraising efforts. Each year parents, volunteers, Scouting alumni, friends and business patrons donate time, energy and financial resources to this much needed yearly campaign. Annual Giving provides the budgetary support for numerous improvements to our properties, expansion of Scouting programs into new markets and increases the chance that every young person in our community will benefit from the impact of Scouting.

Objectives for Kickoff

Philosophical Objectives:

- Thoroughly understand and be able to articulate WLACC vision as a council and be able to express how becoming a Scouting Hero supports our mission
- Fully understand the stewardship responsibilities that come along with the council's fundraising efforts
- Understand how to engage donors and potential donors in the vision of WLACC and help donors get started in making Scouting a priority in their philanthropy

Structural Objectives:

- Focus on the importance of fundraising in meeting WLACC objectives
- Internalize the fundamentals of successful fundraising principles
- Show how to achieve success in fundraising
- Build a campaign structure that can:
 - Achieve budgeted goals
 - Build a foundation that is sustainable for the future
 - Teach volunteer campaign workers the methodology WLACC wants to use for raising funds
 - Help volunteers tell the Scouting story
 - Help recruit more business and community leaders that can help WLACC reach its objectives

Vision of the BSA

- The Boy Scouts of America will prepare every eligible youth in America to become a responsible, participating citizen and leader who is guided by the Scout Oath and Law.

The Mission of the WLACC

- The Western Los Angeles County Council supports individuals, families, and community organizations by providing values-based recreational and educational programs and activities that develop young people of character as defined by the Scout Oath and the Scout Law.

Key Elements for Success

- * Follow the plan and stick to the timeline.
- * Recruit the best chairperson, someone who is influential and has a financial commitment to Scouting.
- * Secure an active finance committee to direct the campaign.
- * Select quality leadership.
- * Determine and cultivate potential prospects for new gifts.
- * Solicit all potential Past Givers (Those that donated in the prior year)
- * Utilize all methods of giving
 - Online Giving (One-time or Ongoing)
 - Company Gift Matching
 - Company Volunteer Grants (Dollars for Doers)
 - Appreciated Stock Transfer
 - IRA Qualified Charitable Distribution (IRA QCD age 70 ½ or older)
 - Life Event

Timeline

January

Council Scouting Heroes Kickoff
Recruit District Scouting Heroes Champions (Manpower)
Schedule Scouting Heroes Presentations (Focus on Cub Packs)

February

District Leadership Campaign completed
Family Campaign Kick-off
LDS Campaign Kick-off
Conduct Family/Unit presentations at B&G's and COH's
Conduct LDS Stake Kick-off Meetings
Continue scheduling Family Campaign presentations (February – April)
Weekly Scouting Heroes report e-blast begin
February 10th 10am Scouting Heroes Report Mtg.
at the Quarterly District Operations Mtg.

March

Conduct Family/Unit presentations at B&G's and COH's
Conduct LDS Stake Kick-off Meetings
Continue scheduling Family Campaign presentations (March – April)
Weekly Scouting Heroes report e-blast continue
March 17th 10am Scouting Heroes Report Mtg.
at the SoCal Commissioner College

- April
- Continue Family/Unit presentations at COH's**
 - Conduct LDS Stake Turn-in Mtg.**
 - Create May Direct Mail piece**
 - Scouting Heroes call nights begin**
 - April 14th 10am Scouting Heroes Report Mtg.
at the Van Nuys Office
- May
- Continue Scouting Heroes call nights**
 - May Direct Mail piece sent to all unworked family campaign prospects**
 - Community and Family Campaign final push conducted**
 - May 19th 10am Scouting Heroes Report Mtg.
at 2nd Quarter District Operations Mtg.
- June
- June 30th Scouting Heroes Victory Celebration**

Measures of Success

January

Council Scouting Heroes Kickoff

Recruit District Scouting Heroes Champions (Manpower)

(Ratio of 1 Champion to 5 presentations achieved)

Schedule Scouting Heroes Presentations (Focus on Cub Packs)

(100% of Cub Scout Packs are scheduled)

LDS Campaign Kick-off Schedule

(Date for Stake Kickoff is set in conjunction with the monthly bishops mtg)

February

District Leadership Campaign completed

(100% of District Volunteer Prospects are worked (asked))

Conduct Family/Unit presentations at B&G's and COH's

Conduct LDS Stake Kick-off Meetings

Continue scheduling Family Campaign presentations (February – April)

(100% of Scouting Units are scheduled for presentations)

Weekly Scouting Heroes report e-blast begin

**February 10th 10am Scouting Heroes Report Mtg.
at the Quarterly District Operations Mtg.**

Measures of Success

March

Conduct Family/Unit presentations at B&G's and COH's

Conduct LDS Stake Kick-off Meetings

(Kickoff Meetings/Trainings are completed for each Stake)

Continue scheduling Family Campaign presentations (March – April)

Weekly Scouting Heroes report e-blast continue

March 17th 10am Scouting Heroes Report Mtg.

at the SoCal Commissioner College

(50% of Family Pledges secured)

(25% of LDS Pledges secured)

April

Continue Family/Unit presentations at COH's

Conduct LDS Stake Turn-in Mtg.

Create May Direct Mail piece

Scouting Heroes call nights begin

April 14th 10am Scouting Heroes Report Mtg.

at the Van Nuys Office

(75% of Family Pledges secured)

(50% of LDS Pledges secured)

Measures of Success

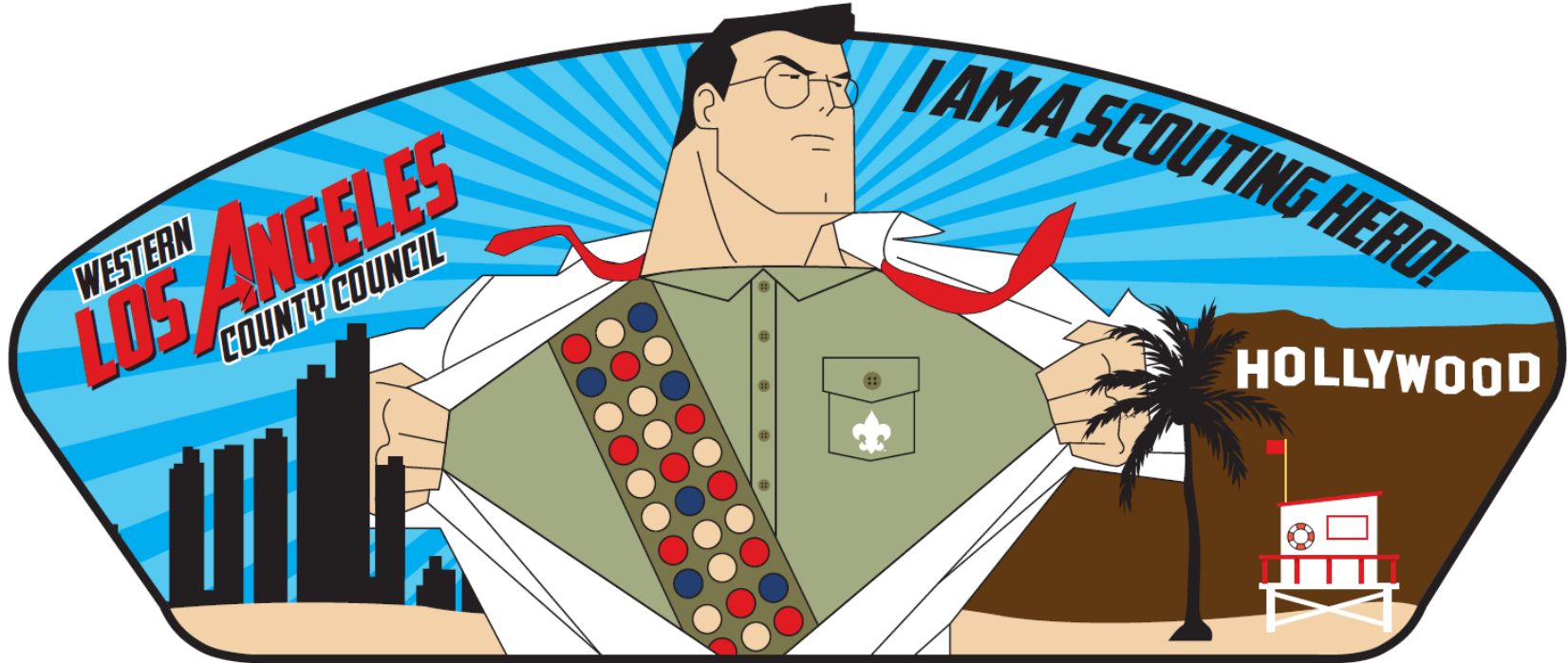
- May
- Continue Scouting Heroes call nights**
 - May Direct Mail piece sent to all unworked family campaign prospects**
 - Community and Family Campaign final push conducted**
 - (100% of Family presentations completed)**
 - May 19th 10am Scouting Heroes Report Mtg.
at 2nd Quarter District Operations Mtg.
 - (90% of Family Pledges secured)**
 - (75% of LDS Pledges secured)**
- June
- June 30th Scouting Heroes Victory Celebration**
 - (100% of Family Pledges secured)**
 - (100% of LDS Pledges secured)**

Campaign Tools

- Scouting Heroes brochures
- Recognition items

Scouting Heroes





WESTERN
LOS ANGELES
COUNTY COUNCIL

I AM A SCOUTING HERO!

HOLLYWOOD

Campaign Tools

- Scouting Heroes brochures
- Recognition items
- Google Tracking Sheet
- Past Givers Lists
- Kintera Links & Double the Donation

Matching Gifts—An Excellent Potential

Corporate matching gift programs are a great untapped resource. More than 1,000 national corporations match their employees' gifts to nonprofit organizations. Others offer volunteer grants and donate funds for every hour volunteered. For details, visit:

<https://doublethedonation.com/BSAwestLA>

Or

Donate.bsa-la.org

2018 Finance Goals by District

	2018 Scouting Heroes Goal	Special Events Goal (Net)	Total Finance Goal	JTE Bronze (80%)	JTE Silver (90%)	JTE Gold (100%)
Antelope Valley	\$ 37,000	\$ 10,000	\$47,000	\$37,600	\$42,300	\$47,000
Balboa Oaks	\$ 25,000	\$ 10,000	\$35,000	\$28,000	\$31,500	\$35,000
Las Colinas	\$ 40,000	\$ 5,000	\$45,000	\$36,000	\$40,500	\$45,000
Cahuenga	\$ 21,000	\$ 5,000	\$26,000	\$20,800	\$23,400	\$26,000
Crescent Bay	\$ 150,000	\$ 20,000	\$170,000	\$136,000	\$153,000	\$170,000
Bill Hart	\$ 47,000	\$ 20,000	\$67,000	\$53,600	\$60,300	\$67,000
Scoutreach	\$ 25,000	\$ 20,000	\$40,000	\$32,000	\$36,000	\$40,000
Total	\$345,000.00	\$ 90,000.00	\$435,000.00			

Questions and Support Needed?



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