

## NARRAGANSETT COUNCIL FUNDRAISING PLAN FOR 2021

No Unit Presentations, More Flexibility, More Champions



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## **Gift Comparison**

#### 2020 (2,870 gifts totaling \$417,185; \$145.36 per-gift avg)

Giving Category	Total Contributions	# of Contributions	Average Contribution
	\$1,079.02	11	\$98.09
Board	\$85,546.02	74	\$1,156.03
Community	\$184,748.15	618	\$298.95
Direct Mail	\$50.00	1	\$50.00
Family	\$145,762.53	2166	\$67.30

#### 2019 (3,473 gifts totaling \$519,817; \$149.70 per-gift avg)

Giving Category	Total Contributions	# of Contributions	Average Contribution
	\$1,138.00	10	<b>\$11</b> 3.80
Board	\$62,418.60	62	\$1,006.75
Campership	\$216.00	1	\$216.00
Community	\$252,060.04	869	\$289.43
Direct Mail	\$50.00	1	\$50.00
Eagle Parent	\$50.00	1	\$50.00
Family	\$202,884.75	2528	\$80.20
Merit Badge Sponsor	\$1,000.00	1	\$1,000.00







#### The good news: \$200k+ raised since COVID restrictions & surpassed new overall goal of \$400k

Post-COVID GRANDTOTAL	\$ 400,000	\$ 417,185	104%	\$ 17,185
	<u>Original 2020</u> <u>Goal</u>	Raised YTD	<u>% of Goal</u>	Over/Under Original Goal
SOUTHWEST	\$ 83,000	\$ 55,654	67%	\$ (27,346)
SOUTHEAST	\$ 77,000	\$ 60,317	78%	\$ (16,683)
NORTHWEST	\$ 65,600	\$ 45,927	70%	\$ (19,673)
NORTHEAST	\$ 79,000	\$ 33,559	42%	\$ (45,441)
1910	\$ 17,200	\$ 10,128	59%	\$ (7,072)
DISTRICT TOTAL	\$ 321,800	\$ 205,585	64%	\$ (116,215)
COUNCIL LEVEL	\$ 223,200	\$ 211,600	96%	\$ (11,600)
GRAND TOTAL	\$ 545,000	\$ 417,185	77%	\$ (127,815)







Build the foundation for your council's long-term success through membership growth focused fundraising strategies.



Partner with the Office of Development



Develop your vision & case for support



Identify your top donors and prospects



Engage your top donors







## 2021 Champion Campaign Structure

- Operating with a 90-day plan
- Supported by Office of Development collateral
- Quarterly celebratory events
- Supported by letter, email and phone call campaigns organized by Development Staff





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## KEY STEPS TO ATTAIN THE SCOUTING CHAMPIONS GOAL

- Attend training session
- Set your goal
- Set event date and style
- Prospect potential supporters from your network
- Use collateral and resources provided by NCBSA
- Follow-up on a regular basis
- Clear communication between Champions, supporters, and professionals
- Recognize achievements of the Champions.





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#### The DE's role

- Develop an ongoing prospect lists of potential new champions and donors
- Recruit 12 Champions
- Work pacesetters

#### **Development Director role**

- Work with the Champions identified by the DEs
- Coordinate training of Champions
- Support Champions in preparing mailings, Peer2Peer platforms, events, and adapt to needs.





# Why are you a good champion prospect?

- You believe in the power of Scouting to shape lives
- A reliable and good communicator
- Comfortable asking others for donations to support Scouting
- Have a network of individuals you can identify to ask for support
- Can commit to achieving the goal on time







#### TIMELINE OF A SUCCESSFUL CAMPAIGN

Days	Objective(s)
1	Agree to be a Scouting Champion and/or Set goal and tentative event date
10	Share list of people you will ask with Development Director
15	Decide on a plan for outreach (mail, email, social media etc)
30	Personalized Media is created
45-60	Event/Ask to Support Scouting happens
75	Follow up with those who could not attend
90	Celebration event for Champions



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### **Lists and Invites**

- How many people should you ask?
  - 5
  - 10
  - 15
  - 20
- Share the prospect list with staff
- Make an ASK using peer2peer, letters, calls, etc

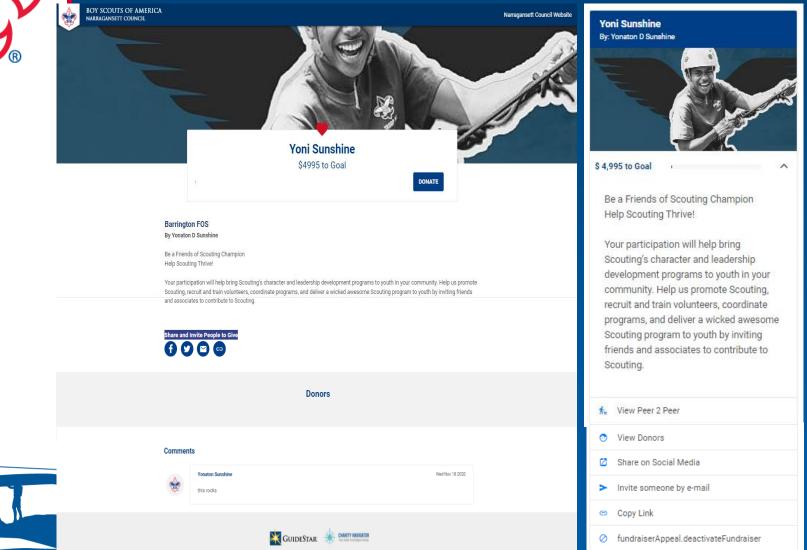




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We will use the Peer2Peer function on Scouting Gives to provide Champions a platform to articulate, share and monitor their campaigns.





Champions will use their my.scouting.org Id to create a Champion specific campaign. The benefits of this systems are:

- Use a pre-written campaign description or tailor it their town, interests, social network.
- Set their own goal and have a thermometer to track progress
- See who gave
- Post directly to their Facebook pages
- Have a direct url link
- Can upload their own campaign photo
- The campaign can be accessed through <u>https://donations.scouting.org/#/council-</u> admin/15/fundraisers





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### STEP 1: Login as a Volunteer

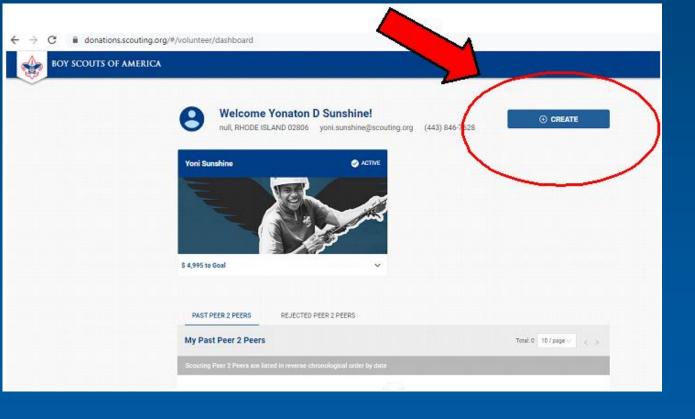
donations.ccoating.org/#/national	
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-170)	Boy Scouts of America Login with your my. Scouting credentials
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Contributing to the Bry Secure of Amorie	LOGIN
that will help them develop into the fi	uture le: Don't have an account? CREATE ONE
	G Sign in with Google







### STEP 2: Create Campaign









#### STEP 3: Link to Council

donation-scooling.org/#/volunteer/dashboard

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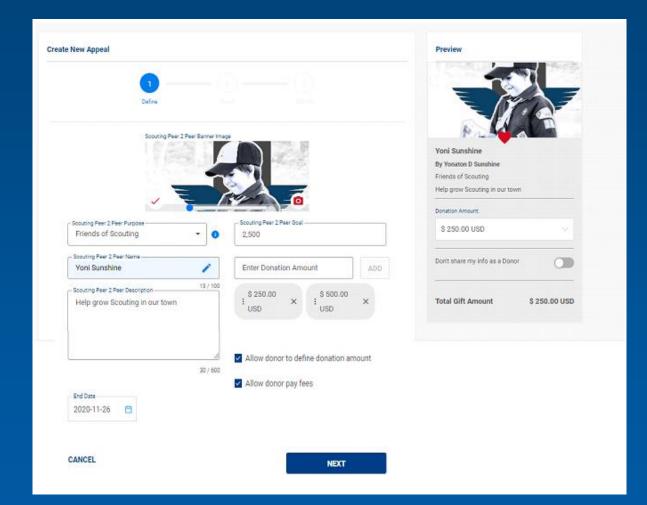
Welcome will recorn us	Let's get started. Select the council you would like to support.	×	() GREATE
Yani Sunshine	- Counel Name		
	START		
	All and a second second		
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#### STEP 4: Fill in Fields

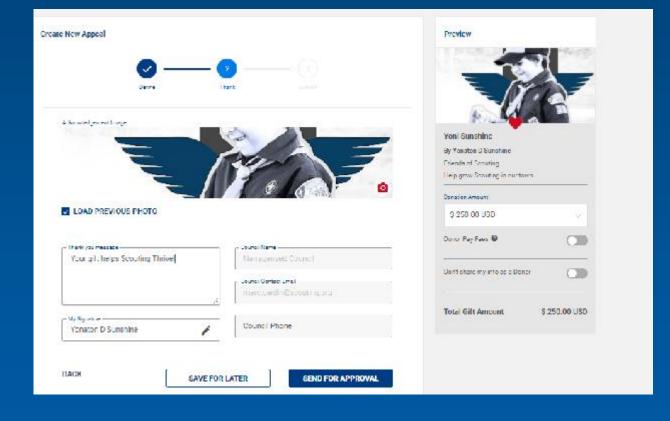








#### STEP 5: Submit for approval









## To View Your Campaign...









## STEP 1: Click Peer2Peer to view campaigns

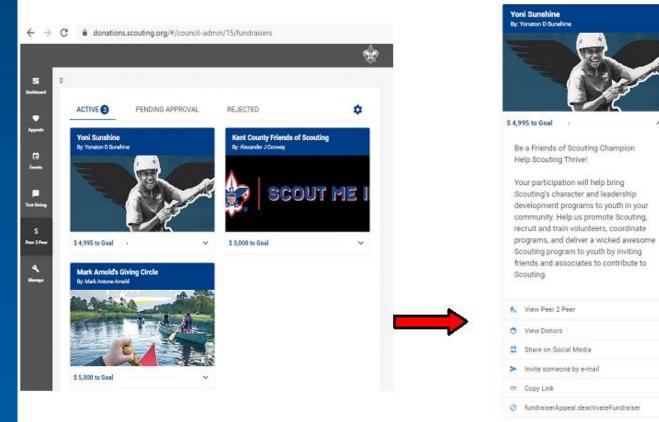
55 Durithourd	Narragansett Council EDIT https://donations.acouting.org/#/council/535	Total Collected
	marc.cardin@scouting.org	\$45.000.00
	C Phone Number	\$40,000.00
	O www.ncbss.org	\$35,000.00
	f www.facebook.com/ncbsa	\$30,000.00
Test Giving	https://twitter.com/ncbsa	\$25.000.00
s	segram.com/ncbsa/	\$15.000.00
Peer 2 Peer	https://www.yourube.com/user/NC85A	\$10,000.00
	Guide Star	\$6,000.00
1000	Guide Star Link	\$0.00 Jan Palo Mar Apr
	Charity Navigator Charity Navigator Link	
		Total Donors







#### STEP 2: Choose appeal to view





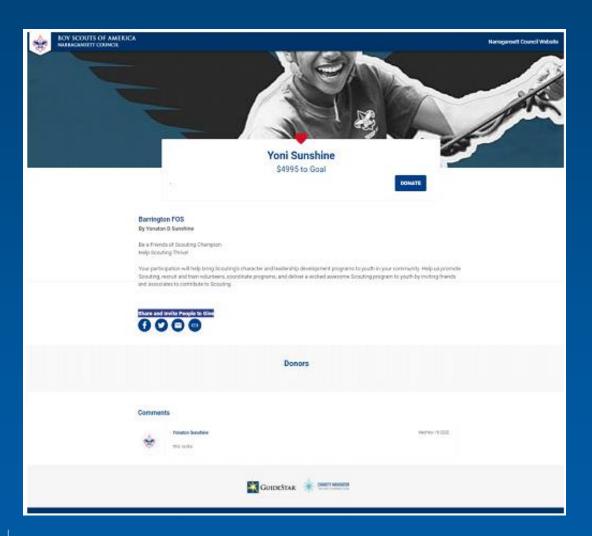


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#### Step 3: View Campaign







#### **Benchmarks**

- Each Champion raises their self-set goal, minimum \$1,000 above personal gift
- DEs raise \$20k each, with \$5k of that being new
- Recruit 60 Champions

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- Champion Campaign raises \$125k
  through those 60 Champions
- Board and Council Community Campaign raises \$175k



