



NARRAGANSETT COUNCIL FUNDRAISING PLAN FOR 2021

**No Unit Presentations,
More Flexibility,
More Champions**



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	\$113.80
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
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	<u>Original 2020 Goal</u>	<u>Raised YTD</u>	<u>% of Goal</u>	<u>Over/Under Original Goal</u>
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





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.





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





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**





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

BOY SCOUTS OF AMERICA
NARRAGANSETT COUNCIL

Narragansett Council Website

Yoni Sunshine
\$4995 to Goal

[DONATE](#)

Barrington FOS
By Yonaton D Sunshine

Be a Friends of Scouting Champion
Help Scouting Thrive!

Your participation will help bring Scouting's character and leadership development programs to youth in your community. Help us promote Scouting, recruit and train volunteers, coordinate programs, and deliver a wicked awesome Scouting program to youth by inviting friends and associates to contribute to Scouting.

Share and Invite People to Give



Donors

Comments



Yonaton Sunshine
this rocks

Wed Nov 18 2020

Yoni Sunshine
By: Yonaton D Sunshine

\$ 4,995 to Goal

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- [View Peer 2 Peer](#)
- [View Donors](#)
- [Share on Social Media](#)
- [Invite someone by e-mail](#)
- [Copy Link](#)
- [fundraiserAppeal.deactivateFundraiser](#)





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 <https://donations.scouting.org/#/council-admin/15/fundraisers>





STEP 1: Login as a Volunteer

donations.scouting.org/#/national

BOY SCOUTS OF AMERICA

Give a Gift
Develop our nation's future with Boy Scouts of America

USD GIVE NOW

Boy Scouts of America
Login with your my.Scouting credentials

Volunteer Login

Username
younishin

Password

[Forgot username / password?](#)

I'm not a robot

reCAPTCHA
Privacy - Terms

LOGIN

Don't have an account? [CREATE ONE](#)

Sign in with Google

Our future
Contributing to the Boy Scouts of America creates...
that will help them develop into the future leaders





STEP 2: Create Campaign

The screenshot shows the 'donations.scouting.org/#/volunteer/dashboard' page. A red arrow points to a blue 'CREATE' button with a plus icon, which is circled in red. The page header includes the Boy Scouts of America logo and the text 'BOY SCOUTS OF AMERICA'. Below the header, a user profile for 'Yonaton D Sunshine!' is displayed, including contact information: 'null, RHODE ISLAND 02806 yoni.sunshine@scouting.org (443) 846-7628'. A campaign card for 'Yoni Sunshine' is shown with a photo of a smiling man in a helmet and wings, and a progress bar indicating '\$ 4,995 to Goal'. Below the campaign card, there are tabs for 'PAST PEER 2 PEERS' and 'REJECTED PEER 2 PEERS'. The 'My Past Peer 2 Peers' section shows a total of 0 items per page.





STEP 3: Link to Council

The screenshot shows a web browser window with the URL `councils.scouting.org/#/select-council/default.html`. The page header includes the text "SCOUTS OF AMERICA". A modal window titled "Council Selector" is open, containing the text "Let's get started! Select the council you would like to support." Below this is a dropdown menu labeled "Council Name" with "Narragansett Council" selected. A link "Don't you know your Council's name?" is visible. A blue "START" button is at the bottom of the modal. In the background, a "Welcome You" section is partially visible, along with a "Yoni Sunshine" card and a "CREATE" button.






STEP 4: Fill in Fields

Create New Appeal

1 Define

Scouting Peer 2 Peer Banner Image



Scouting Peer 2 Peer Purpose
Friends of Scouting

Scouting Peer 2 Peer Goal
2,500

Scouting Peer 2 Peer Name
Yoni Sunshine

Enter Donation Amount

ADD

Scouting Peer 2 Peer Description
Help grow Scouting in our town

30 / 600

End Date
2020-11-26


Allow donor to define donation amount

Allow donor pay fees

CANCEL

NEXT

Preview



Yoni Sunshine
By Yonatan D Sunshine
Friends of Scouting
Help grow Scouting in our town

Donation Amount:
\$ 250.00 USD

Don't share my info as a Donor

Total Gift Amount \$ 250.00 USD





STEP 5: Submit for approval

Create New Appeal

Done | **1** | 2 | 3

4. Review and Submit

Upload photo

LOAD PREVIOUS PHOTO

Thank you message
Your gift helps Scouting thrive!

Council Name
Merrimack Valley Council

Council Contact Email
merrimackvalley@scout.org

My Sign as
Yonator D Sunshine

Council Phone

BACK | SAVE FOR LATER | **SEND FOR APPROVAL**

Preview

Yonator Sunshine
By Yonator D Sunshine
Friends of Scouting
Help grow Scouting in our area

Donation Amount
\$ 250.00 USD

Donor Pay Fees

Don't share my info as a Donor

Total Gift Amount \$ 250.00 USD





To View Your Campaign...



STEP 1: Click Peer2Peer to view campaigns



A screenshot of the donations.scouting.org dashboard for Narragansett Council. The browser address bar shows the URL: donations.scouting.org/#/council-admin/15/dashboard. The dashboard has a dark sidebar on the left with navigation options: Dashboard, Appeals, Events, Text Giving, Peer 2 Peer (highlighted with a red circle and a red arrow), and Manage. The main content area shows the council's name, contact information (email: marc.cardin@scouting.org, phone number, website: www.ncbsa.org, and social media links for Facebook, Twitter, Instagram, and YouTube), and links for Guide Star and Charity Navigator. On the right, there is a 'Total Collected' line graph showing data from January to May, and a 'Total Donors' section with a pie chart. The EN number 05-0308384 is visible at the bottom left of the dashboard.





STEP 2: Choose appeal to view

The screenshot shows a web browser at donations.scouting.org/#/council-admin/15/fundraisers. The page displays a list of fundraisers under the 'ACTIVE' tab. The first fundraiser is 'Yoni Sunshine' by Yonatan D Sunshine, with a goal of \$4,995. The second is 'Kent County Friends of Scouting' by Alexander J Conway, with a goal of \$3,000. The third is 'Mark Arnold's Giving Circle' by Mark Antone Arnold, with a goal of \$5,000. A red arrow points from the 'Yoni Sunshine' fundraiser card to a detailed view of that fundraiser on the right. The detailed view shows the fundraiser's name, goal amount (\$4,995 to Goal), a description: 'Be a Friends of Scouting Champion Help Scouting Thrive!', and a list of actions: 'View Peer 2 Peer', 'View Donors', 'Share on Social Media', 'Invite someone by e-mail', 'Copy Link', and 'fundraiserAppeal.deactivateFundraiser'.





Step 3: View Campaign

BOY SCOUTS OF AMERICA
NARRAGANSETT COUNCIL

Narragansett Council Website

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[Share and Invite People to Give](#)

[f](#) [t](#) [m](#) [v](#)

Donors

Comments

Yonatan Sunshine
this rock View 10 2021





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

