

June 2004

Dear Fellow Scouters,

As a Scouting volunteer, we face many challenges, but the rewards are great. Some of the best young men and young women participate in Scouting programs. And certainly some of the best adults are Scout parents and volunteers. Our youth and volunteers deserve the best programs and facilities we can provide. That is the purpose of the *Trailblazing for Tomorrow Campaign*.

All of us involved with the campaign appreciate your efforts to go the extra mile and help us meet our \$3.975 million goal. Please keep in mind the following as you talk to your friends and neighbors about Scouting:

- Share your personal commitment to Scouting. It's the most effective tool you have. Share your passion for what Scouting does to help your family, your children, grandchildren, or the community.
- Friends of Scouting support, although important, pays only a part of the Council's operating expenses each year. The *Trailblazing for Tomorrow Campaign* will fund major capital improvements that are beyond our normal, annual fundraising.
- This is the first time in more than 40 years that we've asked the community to support a capital campaign (many organizations do this every 5-10 years)!
- Gifts to the campaign may be paid over multiple years or all at once! Gifts can be earmarked for one of the camps, the Scouting Development and Resource Center or a special fund. Gifts are tax-deductible.

Thank you so much for your support. Attached are some suggestions. If you need more supplies, please call the Scout Service Center at 574.289.0337.

One last thought -- naturally we hope everyone will write checks for thousands of dollars to this campaign, but even if we only get checks for \$10, \$25, or \$50 it can make a big difference!

If you had 10 guests who made an average gift of \$25/year for the next three years, your event would raise \$750! If 250 events were held throughout our community, we would raise \$187,500 for the campaign!

You can see how important your efforts are to this campaign and to all the important projects this campaign will fund!

Thank you for all you do for Scouting,

Peggy Soderberg, Council President

Tips for Planning Your Event

Type of Event

Pick the type of event that you think will work best for you, your guests, and your schedule. We have suggested that you consider a Bar-B-Q because of Scouting's outdoor theme, but do what works for you. The event you host can be a dinner, lunch, a 4th of July breakfast. You may want to plan a large community event with other leaders, units or your charter partner or a neighborhood bonfire. Maybe your place of business would all brown-bag lunch one day and each make a contribution. You can hold a garage or rummage sale, recycle pop cans in your office, hold a bake sale – whatever works for you! Use your imagination.

Who To Invite

If you are having a dinner or other activity where guests will be attending, here are some ideas for who to invite:

- If you are currently involved in Scouting (or were in the past!), invite members of your Scout committee, parents of troop or pack members, or other volunteers.
- Your charter partner – if it is a church or service club, has members of the organization who may be happy to “Get Together for Scouting!”
- Neighbors, friends, co-workers, family members
- Your doctor, dentist, mechanic, real estate or insurance agent, accountant

How to Invite Your Guests

Give your guests as much notice as you can. You can, of course, send out e-mails, make phone calls, use the attached invitation or design one of your own. We do suggest you include the information suggested on the attached invitation no matter what form you use to do your inviting. Also indicate what amount you are looking for as “suggested minimum donation”. By doing so, people won't be afraid to come because they can't afford it! We have specifically not suggested an amount because it will vary greatly depending on your event -- \$25/person for a formal dinner or \$25/family for a picnic could both be reasonable (as would \$100/person depending on your guest list!).

What if everyone I invite says “no”? *As sad as this may be, you can still do a great job of raising money for the campaign. As soon as you hear a “no”, follow it up with an outright ask for a contribution, “I’m so sorry you won’t be able to come, but would you be willing to donate \$25 (\$50, \$100, \$1,000) a year for the next three years for the campaign – it will sure help a lot of kids!”* Have them complete the contribution envelope and return it to the Scout Service Center (mail is fine). Just a note: If you have someone who is considering a major contribution (\$500/year or more), please offer to give him or her a campaign brochure and pledge form. If you don't have one, contact the Scout office and they'll send one to you or directly to them.

Format for Event

- ✓ Time to mingle – when people arrive, name badges would be great if they don't all know each other
- ✓ Time to eat
- ✓ Gather and show the campaign video (about 14 minutes) (Call the Scout office when you've set your event date and they'll get the appropriate video to you)

- ✓ Ask for their support and pass out contribution envelopes
- ✓ **And this part is very important** – assign one of your guests (hopefully a close friend or other Scout volunteer) – who will start the ball rolling with a few stirring comments about what Scouting means to them and how they will be writing their check immediately (and for twice what you're suggesting – if it works for them!) Naturally, you'll want to ask someone ahead of time to play this role – and, of course, they should sincerely feel this way! Please remember to ask your guests to consider a multi-year gift (\$25/year for three years won't take a major hit out of most household budgets -- \$100/year for many wouldn't either.)

Finally, If you can have a few Scouts there in uniform to help serve food, do a flag ceremony, great guests and thank them for coming, or share a little bit about why they love being Scouts, you will have a wonderful event! If you would like one of our campaign volunteers, board members, or staff members to attend to answer questions, make the ask for the contribution or help you in any other way, call 574.289.0337.

What to Serve

If food is a part of your event – serve what you do best. And if that's frozen ice cream sandwiches and drumsticks from the grocery store, go for it! We appreciate each and every volunteer's efforts to help and we want this to be enjoyable for you.

Here are a few guidelines on quantity:

Breakfast: Egg casserole (9x13 pan will usually make about 12 servings)

Desserts: Ice cream sundae bar – Make your own: basic ice cream flavors and toppings (1 quart of ice cream provides 8, 1/2 cup servings)

Rice Krispy Squares: Simple and they always disappear (one batch makes about 12-15 squares)

Hamburgers: 1 lb. of hamburger makes about 3 nice size patties

Chicken: 1 chicken breast per adult or 1/2 per child under 10

Salad: plan on about 1/2 cup of salad per serving

Do you want a sample speech? Here is it!

Thank you all for coming. As you know, Scouting is very important to our family. Boy Scouting promises young men and women great outdoor experiences, friendship, opportunities to set goals and reach them, and experiences that will help them mature into strong, wise adults. But most of our youth join Scouting simply because it's great fun. [If you have a great story about some Scouting adventure, please share it.]

The \$3.975 million Trailblazing for Tomorrow Campaign will ensure that Scouting in our community can continue to provide adventure, fun, friendship and exciting outdoor experiences. Our council properties haven't had major renovations in more than 40 years. It's time to fix-up, expand, and in some instances replace buildings and properties that have served us well.

We also have many youth in Scouting today who live in difficult circumstances where family resources are stretched thin. Money raised through this campaign will make sure that all youth who wish to, can have the same kind of wonderful Scouting experience that many of us had.

[Insert a few brief personal comments about your personal Scout experiences or have a Scout speak for a minute or two.]

Today we all have the opportunity to make a difference in the lives of our children and grandchildren with our contributions to the campaign. More than 16,000 youth in the LaSalle Council are counting on us to get our camps and Service Center ready for this generation of Scouts and many more generations to come.

Whatever amount you think you will give to this campaign, please consider carefully and give with your heart. We aren't just paying for lodges, and shower houses, and training centers. We are investing in our youth and in their future. We are showing by our actions that the values of Scouting are important to us, today.

Gifts to the campaign may be paid over three years or all at once. Gifts can be earmarked for one of the camps, the Scouting Development and Resource Center or a special fund. Gifts are tax-deductible.

Thank you again for coming and your support – [Pass out envelopes and ask them to hand their contribution envelopes before they leave – this would be a great time to have your assigned guest make their comments.]

A Couple of Miscellaneous Items

A “**Let's Get Together for Scouting**” yard sign will help publicize your event and remind your guests to come!

Please see the e-mail this information was attached to for more information on picking up contribution envelopes. You can also have them mailed to you – please plan on adequate delivery time.

If you have any questions, please call the Scout office 574.289.0227 or Michele Steed, our campaign consultant at 517.349.8446 (steed6@comcast.net)



“Let’s Get Together For Scouting!”

For the first time in more than 40 years our community is joining together to raise money to expand and improve our local Boy Scout camps and other properties.

*Please join us for a great time and the opportunity to find out more about the
Trailblazing for Tomorrow Campaign!*

Event

Date and Time

Address

Host

Phone (Please R.S.V.P)

Suggested minimum donation: _____

Hope To See You Soon!



Trailblazing for Tomorrow . . . Investing In Values Today

LaSalle Council, B.S.A.

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South Bend, IN 46615

574.289.0337