2011 DIRECT SUPPORT AWARD

Councils that have shown growth in total Direct Support (FOS [including re-class and less provision for uncollectable], Project Sales, Special Fundraising Events [net], Foundations and Trusts, Other Direct Support) on June 30, 2011, over June 30, 2010, will be recognized as Direct Support Achievers. This achievement recognizes the total effort of staff and volunteers in the cultivation and direct solicitation of donors in support of council programs.

On Friday, July 15, 2011, the Finance Impact Department will pull the Standard Statement of Operations for each council to determine those councils that show an increase in total direct support over the previous year.

BLACKBAUD CRM NEW BSA FUNDRAISING SOFTWARE

The Boy Scouts of America and Blackbaud Inc. announced that Blackbaud CRM will become the fundraising software for the BSA, replacing the current ScoutNET and MyBSA fundraising products. The Council Fund Development Team will work closely with the Information Delivery Group and Blackbaud to develop the integration and rollout strategy to local councils. The strategy will include the conversion of current ScoutNET data to the new platform, determination of best practices in the use of the new software, implementation schedule and training content, and delivery to local council employees and volunteers.

The new software will be delivered to councils in conjunction with the delivery of the new general ledger software and will also integrate with membership data.

Click on Blackbaud CRM for additional information.
GETTING MORE FROM YOUR DONORS

A great source of additional funds from your council service area is matching gifts. Many companies provide matching support for their employees. It is imperative that each council does its best to identify these companies and their employees to seek out their support. Finding matching gifts should be a two-sided process. First, the council should keep lists of employers of Scout parents and volunteers. When an employer is identified, enter it in the ScoutNET database as an organization. A “relationship” between the organization and the employee can be created.

Councils are encouraged to research each company in their council to determine its matching gift rules. Once the employers that provide matching gifts are identified, use I-Wave, the research online tool provided by the Finance Impact Department, to search by state, area, or even company name. It is acceptable to remind employees that their employer provides matching contributions once the matching gift rules are obtained. I-Wave requires a user name and password. These are available on the Finance Impact gadget located in MyBSA.

If you need assistance with matching gifts, contact Don Day or John Kuehn with the Council Fund Development Team.

MAJOR GIFTS WEEK AT PHILMONT

Here’s a great opportunity for your council’s major gifts committee to participate in the Major Gifts Fellowship Week at Philmont, October 3-7, 2011. One of the topics for discussion is the Journey to Excellence objective for endowment growth.

The National Donor Development Task Force is offering the eight items on the Major Gifts Award application as an outline for an agenda for your committee’s yearly activities focused on generating major gifts for Scouting. Put it to good use. Additional tools are available on the Finance Impact Department website under “Council Fund Development” and then “Major Gifts & Endowment.”

If you have additional questions, contact Bob Myers with the Council Fund Development Team.
SEASONAL HIRES AND IOI

In an effort to ensure that seasonal and camp staff employees are correctly classified in the IOI payroll software and subsequently in the BSA personnel database, please make sure that for each of these employees, the Employee Job Title field is left blank and Employee Status is set to Seasonal. If you need help with the software screens or processes, please call IOI at 888-697-0021 between the hours of 7:30 a.m. and 7 p.m. Eastern time.

BSA ONLINE SUPPLY ORDERS MAY INCREASE REVENUE

Did you know that more than $185,000 so far has been distributed to local councils from online sales of items from the BSA Supply Group? All but five councils now participate in the revenue sharing program, where BSA Supply items sold at www.ScoutStuff.org return 6 percent commission to the local council where orders are shipped (or orders are placed via the council’s website).

ScoutStuff.org provides your customers the opportunity to make purchases 24/7, without your council needing to have inventory on hand, or staff available to support these sales. Has your council considered how increased promotion of this resource can positively impact your Journey to Excellence score?
2011 FOS CAMPAIGN BENCHMARKS

Congratulations on a successful victory celebration. Here’s what you should be working on now.

- Thank-you notes should have been sent to all campaign workers and recognition items delivered to all workers who were not able to attend the victory celebration.
- Evaluate the performance of all campaign personnel (leadership, majors, captains, workers, presenters) and determine who will be asked to participate in next year’s campaign.
- Evaluate your campaign using the evaluation form in the Campaign Manager’s Manual found on the Finance Impact Department website (Council Fund Development>FOS Planning Kit>2010 Campaign Manager’s Manual>Chapter 10—Campaign Discipline).
- Develop your prospect list for your 2012 steering committee. Sign up for the FID webinar “The Steering Committee: Selecting Fundraising Volunteers” on Thursday, July 14, at 10:30 a.m. or 3 p.m. CT; Tuesday, July 26, at 10:30 a.m. or 3 p.m. CT; or Thursday, August 25, at 10:30 a.m. or 2:30 p.m. CT. Prioritize your list into the top three prospects.
- Identify natural partners (board members, community leaders, Scout alumni) who can help recruit your steering committee chairperson.
- Arrange for the natural partners to secure appointments with the top prospects (there may be different natural partners for different prospects).

If your council has not reached its goal, please call the Council Fund Development Team at 972-580-2339 to schedule the webinar “Wrapping Up Your Campaign.”

BLACKBAUD SPHERE USAGE CONTINUES TO GROW!

For the past two years, the use of Blackbaud Sphere has continued to grow. In 2009, councils received contributions and online event registrations totaling $1,140,408. The total for 2010 increased to $2,354,076. There has been an even more dramatic increase in 2011.

As of June 11, 2011, online contributions and event registrations surpassed the 2010 year-end total—$2,394,707, an increase of 102 percent over last year’s total. Currently, there are 206 councils that have active donations or registration events online, and 26 councils are using online registration forms, totaling 253 events.

To learn more about Blackbaud Sphere and how to use it in your council, contact Don Day or John Kuehn with the Council Fund Development Team.
FINANCE IMPACT DEPARTMENT WEBINARS

Below are the Finance Impact Department’s webinars. Please Note: Webinar times are Central time.

**Pledge Collection**
Don’t wait until the end of the year to resolve unpaid pledges. In this webinar, participants will learn a painless, donor-centric process to secure those payments as soon as they become delinquent. In most cases, 95 percent collection is entirely possible!

**Thursday, July 12, 10 a.m. CT**
**Thursday, July 12, 3 p.m. CT**
**Tuesday, July 26, 8:30 a.m. CT**
**Tuesday, July 26, 1:30 p.m. CT**
**Thursday, August 25, 8:30 a.m. CT**
**Thursday, August 25, 1:00 p.m. CT**

**Let’s Have Lunch Together: Relationship-Building**
Relationship building is vital in fundraising. Participants will receive a copy of Marshall Howard’s *Let’s Have Lunch Together* book and then learn to apply the relationship-building principles described in the book to enhance their fundraising campaigns. To ensure receiving the accompanying book in time to review for the webinar, please register as far in advance as possible.

**Thursday, July 14, 8:30 a.m. CT**
**Thursday, July 14, 1:30 p.m. CT**
**Tuesday, July 26, 8:30 a.m. CT**
**Tuesday, July 26, 1:30 p.m. CT**
**Thursday, August 26, 10:00 a.m. CT**
**Friday, August 26, 12:30 p.m. CT**

**The Steering Committee: Selecting Fundraising Volunteers**
In this webinar, you will learn how to use the prospecting and evaluation tools, learn how some councils are generating new volunteers and donors using this time-tested process.

**Thursday, July 14, 10:30 a.m. CT**
**Thursday, July 14, 3:00 p.m. CT**
**Tuesday, July 26, 10:30 a.m. CT**
**Tuesday, July 26, 2011 3:00 p.m. CT**
**Thursday, August 25, 10:30 a.m. CT**
**Thursday, August 25, 2:30 p.m. CT**

Go to [http://fidwebinar.kintera.org/July2011](http://fidwebinar.kintera.org/July2011) to register for a webinar in July.
Go to [http://fidwebinar.kintera.org/august2011](http://fidwebinar.kintera.org/august2011) to register for a webinar in August.
Teleconference information will be sent to registrants at least 24 hours prior to the webinar.

NASCAR HUMANITARIAN AWARD

Do you have a volunteer who is a NASCAR fan and is committed to Scouting? The NASCAR Foundation will award the Betty Jane France Humanitarian Award to one outstanding fan who is committed to his or her community. The deadline for submission is July 18, 2011. The award will be presented during the NASCAR Sprint Cup Champions week in Las Vegas in December 2011. Click here for the application.
Over the Edge (OTE) is the Finance Impact Department’s preferred council service provider for June 2011. This new preferred council service provider offers a unique fundraising event for BSA local councils. “OTE is a fundraising event that lives far outside the box, somewhere between the realms of ‘Huh?’ and ‘You’ve got to be kidding me!’” Scout supporters can experience the thrill of a lifetime; they can “rappel down a high-rise building in exchange for raising pledges for their local council.”

Over the Edge is becoming more popular within the Scouting community as more BSA local councils are participating in this unique event. In 2009, the Daniel Webster Council in Manchester, New Hampshire joined with OTE and generated more than $54,000 in revenue. In 2010, four additional local councils (Los Angeles Area, Mid-America, Seneca Waterways, and W.D. Boyce) joined with OTE to raise $385,000, collectively. OTE is currently working with 13 BSA local councils, and projects to raise $1.1 million in revenue for these councils by year’s end. For additional information, please click the link above.

In addition to the event generating revenue for local councils, the media coverage of the event benefits councils as well. “In Rochester, New York, for example, the Seneca Waterways Council put on an OTE event which generated print, Internet, and television media valued at [more than] $500,000!”

At last month’s National Annual Meeting in San Diego, California, local councils’ staff posed to OTE representatives similar questions concerning OTE events. As a result, OTE has compiled a document of frequently asked questions. For answers to these questions, please click on the FAQ link.

For more information on Over the Edge, and how to schedule this adventurous event for your council, please contact Ben Hazlehurst at 866-434-8776.

“It was important for us to bring something new and innovative to the New Hampshire marketplace. We basically pulled this together in 30-40 days and raised more than $54,000!”

Mike Kaufman, Daniel Webster Council, Manchester, New Hampshire

PREFERRED COUNCIL SERVICE PROVIDERS

PRODUCT SALES
- First Source
- Interstate Batteries
- Pecatonica River
- Pine Valley Foods
- Ramsey Popcorn
- Trail’s End
- Virginia Diner

DIRECT MARKETING
- Birkholm Direct
- Haines Direct
- Spectrum Marketing
- Teuteberg

CAMPAIGN COUNSEL
- Capstone Advancement Partners
- Hartsok Companies
- Kelley Marketing Group Inc.

ASSET MANAGEMENT
- Woltz & Associates

CONSULTANT
- Blackbaud Inc.
- Bell Fundraising Consulting
- Over the Edge