



NOAC CONTINGENT FUNDRAISING WORKBOOK

A FUNDRAISING WORKBOOK FOR 2009 NOAC LODGE
CONTINGENT LEADERS.



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ORDER OF THE ARROW

NOAC CONTINGENT FUNDRAISING WORKBOOK

BOY SCOUTS OF AMERICA

Foreword

At the 2006 National Council of Chief's meeting at the National Order of the Arrow Conference at Michigan State University, the National Events Promotion Team stood in front of a room of lodge leaders and asked what the biggest challenges were in promoting NOAC. One of the number one challenges named was the cost of attending a NOAC. First there is the conference fee and travel, on top of the cost of lodge flaps, t-shirts, and the trading post. When the prices add up, the cost of attending NOAC can be overwhelming.

This workbook is not intended to lower the cost of NOAC. This workbook is not intended to provide step by step directions to fundraising. This workbook is not intended to show you how to grow money on trees (though if you figure that out, please let us know). What this workbook is intended to do, is to go through the basic process of fundraising and share some ideas that have worked in other places around the nation. Hopefully you will find an idea in here that will make you go "aha!" Hopefully you will find an idea in here that will excite a passion for fundraising.

Lastly; remember that the guidelines used in the Lodge Finance Manual concerning money-earning projects must be followed at all times. Also make sure that any fundraising effort is consistent with BSA guidelines, and that **all fundraising projects are cleared by the Scout Executive or his designee**, so that fundraising efforts do not take away from your council's fundraising efforts. This workbook is just that – a workbook, providing a space for ideas and a space to go through the process. It is not a substitute for policy or procedures.

Enjoy the workbook, and we will see you at NOAC.

1 Count Your Change

1.1 Assess resources

Before you even think about fundraising, the very first step is to figure out what you have on hand. Answer the following questions to determine how much money the lodge already has to put towards NOAC. Do not fret if you put down zero for any of the questions, this is just about finding your starting point.

How much has the lodge budgeted to spend on NOAC this year? \$ _____

Does the lodge have any unexpected income from last year that can go toward NOAC? \$ _____

How much does the lodge ideally expect a youth Arrowmen to pay on their own?

Youth Arrowmen _____ x Expected Contribution \$ _____ = \$ _____

How much does the lodge ideally expect an adult Arrowmen to pay on their own?

Adult Arrowmen _____ x Expected Contribution \$ _____ = \$ _____

How much has already been raised for NOAC (other than anything above)? \$ _____

B: TOTAL RESOURCES AVAILABLE FOR NOAC = \$ _____

1.2 Figure out how much you hope to raise

Now that you have an idea of how much your lodge contingent already has, it is time to figure out how much money your lodge will need to raise to fully fund NOAC. Answer the following questions to determine how much money the lodge hopes to raise. Consult your lodge staff advisor frequently in this process. Try to answer realistically, even if you do not know exact numbers yet.

Consider all your alternatives, and determine the cost of the best option for travel. Write down the cost of sending an entire contingent, rather than just one person to NOAC.

Cost of airplane tickets to NOAC = \$ _____

Cost of driving personal vehicles to NOAC = \$ _____

Cost of driving rental vehicles to NOAC = \$ _____

Cost of public transportation, such as train or bus = \$ _____

Cost of a hotel/lodging if travel takes more than one day = \$ _____

Cost of meals during travel = \$ _____

Cost of rental vehicles for use during NOAC = \$ _____

TOTAL COST OF BEST METHOD OF TRAVEL = \$ _____

How much will the conference fee cost for your contingent?

Arrowmen Expected to Attend _____ x \$395 = \$ _____

How much will the lodge spend on miscellaneous expenses? Write down the cost for the entire contingent, rather than just one Arrowman.

Cost of lodge flaps = \$ _____

Cost of lodge gear (hats, shirts, backpacks, bandanas, etc.) = \$ _____

Cost of Founder's Day booth = \$ _____

Cost of contingent gatherings at NOAC = \$ _____

Other miscellaneous costs = \$ _____

TOTAL MISCELLANEOUS COSTS = \$ _____

How much of a contingency reserve will your lodge need to have, in case an unforeseen cost arises during NOAC? \$ _____

A: TOTAL COST FOR LODGE TO ATTEND NOAC = \$ _____

B: TOTAL RESOURCES AVAILABLE FOR NOAC (FROM 1.1) = \$ _____

DIFFERENCE BETWEEN A AND B ABOVE = \$ _____

Congratulations! You now have a goal for how much your lodge hopes to fundraise.

1.3 Figure out what you can use to your advantage

Now that you know what you want to raise under ideal conditions, it is time to figure out what else you have at your advantage. Try to answer the following questions as best as you can and ask other lodge members for help if needed.

What corporations and individuals have donated to the lodge in the past?

Does the lodge have a way to contact all Vigil Honor members, or other Arrowmen who would be likely to support a NOAC contingent?

How has the lodge successfully raised funds in the past?

What resources other than money does the lodge have (people, time, unique talents)?

Is there anything else the lodge has that can be used to raise funds?

Now that you have a good idea of how much you have already, how much you want to raise, and what is available to you, it is time to start planning.

2 Plan It Out

2.1 Write out your case for donating

A case statement is a crucial part of any fundraising effort. The case statement explains why you are fundraising. A case statement can take any form, but is best when a case statement is in a medium that can be left with potential donors after you ask them for help.

The case statement should quickly outline what the Order of the Arrow and your lodge plan to accomplish, then hone in on what NOAC will do for participants. Remember, you are not trying to convince your donors to join the Boy Scouts, join the Order of the Arrow or attend NOAC. The main purpose of your case statement is to encourage donations. Try finishing this sentence with your lodge Key 3 and NOAC contingent leaders to begin planning your case statement.

Arrowmen who go to NOAC in 2009 will return:

Your case statement should also try to show how each donation is part of a larger plan to raise money for NOAC and what the money goes towards. Donors want to see that they are not the only person you are asking. One reason for this is they want to know that other people have invested or will invest in sending a lodge contingent to NOAC. Donors also want to know what their money is going towards. This is something you determined in Chapter 1, above.

Lastly, make sure to include the historical perspective of NOAC. If this is your lodge's first time going to NOAC, tell that to your donors. They may be more willing to help a first-time contingent. If your lodge has been to previous NOACs, find quotes, photos, and statistics on past NOAC contingents. Donors will be more comfortable giving if they can see that past NOACs have yielded positive results, consistent with the objectives you stated earlier in the case statement.

Case statements do not have to be an expensive endeavor. You could create a letter to potential donors, a pamphlet of information, or even a video case statement. The possibilities are endless; the choice is up to you. On the next page is a sample case statement, in the form of a letter to potential donors.



Dear (Potential Sponsor):

Many people talk today about how important it is to invest in our youth, but that is not always as easy as it sounds. Youth development is a difficult and costly endeavor.

The Order of the Arrow, the national honor society of the Boy Scouts of America, believes in youth development, and has made it a mission to take up the difficult task of creating meaningful and appropriate National Order of the Arrow Conferences (NOAC) where youth can grow as individuals. Youth who have attended NOAC in the past have said that they felt more capable of taking on leadership positions, more confident in their ability to interact with new people, and more devoted to the cause of servant leadership.

Unfortunately, many of the youth who would be best served by this national conference cannot attend, due to the cost of the week-long conference and the high cost of travel to the conference. The local lodge of the Order of the Arrow, Natevenpro Lodge, has attempted to cut down this cost by paying for travel through the lodge budget and by holding several fundraising events over the past year. After this initial fundraising, the cost for a youth to attend NOAC was reduced from over \$500 with travel and conference fees, to only \$100.

Of the 14 youth signed up to attend the conference, 8 have already been paid for through generous sponsorships from local businesses and individuals. Natevenpro Lodge is asking that you consider sponsoring a youth to attend this national leadership development opportunity, either in whole or in part.

While financial times are not the most certain right now, a sponsorship would be a secure investment – of the 132 youth who have attended NOAC during the past decade all have gone on to significant youth leadership positions either in their school or the community.

We would appreciate your consideration of such an investment in today's youth.

Sincerely

Abe Lincoln, Natevenpro Lodge Chief

2.2 Choose a fundraising leader

The leader of the lodge fundraising effort can make or break the effort. A good youth can be a great asset to the fundraising effort, but most youth will not have had much experience with fundraising or working with business leaders. The best youth leader will be charismatic, involved in a variety of activities, and be able to organize volunteers. Strong fundraising experience should not be an expectation of the youth. It is more important that a youth can walk in a room and present themselves well than that they are able to raise money.

This is where a good adviser comes in. Lodges should look for a fundraising adviser who has experience in fundraising and finance. This project can be a great learning experience for youth, but only if the fundraising adviser can provide the expertise needed.

2.3 Plan your fundraising drive

Start by budgeting for any fundraising effort. The worst thing you can do is spend more money than you take in. This is not to say you cannot spend anything in selling your fundraising project. Determine how much money you have up front, and how much money you are willing to put towards your sale. This will determine what kind of projects you can do.

Prepare for the project by asking what you need to carry out your fundraiser and how many people will be needed to do it. Treat your fundraising project just like any other event. Gather all your materials and make sure you have enough people to carry out your plan. Remember that the purpose of your project is to raise money, not to have an event. Choose the simplest, most direct method of achieving your purpose.

Getting youth to volunteer can be tricky. The best option is to provide an incentive. For example, if your lodge works out an agreement with a local ball park to work the concession stand in return for funds, track the number of hours youth work. Distribute the funds raised to youth based on the number of hours they work, rather than splitting the total equally.

Make sure in your plan that you look at where you will carry out your fund raising project. Selling NOAC fundraiser flaps will go over better at a lodge event than at local grocery stores. Another aspect of where you fundraise is whether it is at the lodge, chapter, or individual level. The next chapter is broken down based on these three levels.

Last, make sure to advertise any fundraising projects. Some potential donors will be lost purely because they did not hear about the project. Minimize this loss with good advertising.

3 Raise the Funds

There are many different fundraisers you can do. Below are a few ideas from around the nation, divided by lodge, chapter or Arrowmen level. Make sure that any fundraising effort is consistent with BSA guidelines, and that all fundraising projects are cleared by the Scout Executive or his designee, so that fundraising efforts do not take away from what your council is already doing.

3.1 Lodge level fundraisers

Carnival Treats

Purchase or rent a snow cone, cotton candy, or popcorn machine and sell carnival treats at your lodge winter banquet, at a lodge weekend, or even just at a council level scout event. The start up cost of this can be high, but a snow cone, cotton candy, or popcorn machine can make up the cost over time. Make sure to check if your council already has one of these machines that they would let you borrow. This is a fundraiser that can be done at lodge and council events all year long as a way to continuously raise for the next national event, and the cost of a machine would be paid off after a few events.

Fundraiser Flaps

Many lodges will create a special flap intended for fundraising for NOAC. These flaps, rather than being sold as trader flaps are intended to be purchased by Arrowmen to help fund NOAC. Many lodges will use these flaps to emphasize the location of NOAC, a historical milestone of the lodge, or the benefit of NOAC. These flaps are sold above cost to raise money. Make sure Arrowmen know that these flaps are a fundraiser, and they may be willing to buy more. Sell on preorder to cut down on the start up costs. The key with any fundraiser flap is to advertise these heavily. Try selling them through the lodge website, at lodge events, or even just in the camp trading post.

Fundraiser Auction

Ask for donations of Scouting memorabilia, patches, or Native American attire. Emphasize that the all money raised by the auction will go towards NOAC, and bids may go higher. This would be a great event for a winter banquet or fellowship weekend. The most difficult part of this event would be gathering donated items, though contacts with older members of your lodge or all of the Vigil Honor members can be very helpful. To encourage more bids, make this a silent auction that lasts throughout the day. The lodge can also contribute limited edition trading post items or trading post gift sets.

Contingent Sponsorships

Another highly successful idea is to ask Scouters and parents for donations to the lodge contingent. This is an instance where your case statement will come in handy, as most sponsors want to see that they are investing in something. Try selling a contingent sponsorship as an investment in youth. This is the most basic fundraising, but is the hardest to do, because you are asking people directly for money, which is difficult. It is especially important to follow up this type of fundraising with a thank you letter, preferably written by a youth contingent member. Another great thank you is a contingent photo, in a nice frame, presented after NOAC to the sponsors.

3.2 Chapter level fundraisers

Pizza Party

Chapters can order pizzas before their next district roundtable or chapter meeting and sell them by the slice. By charging a few dollars per slice, a chapter can make a profit on each pizza they sell. Over a couple of months, a chapter has the potential of making enough to fund a youth NOAC scholarship. This can be coupled with other food and beverages to make a few extra dollars.

Hike-A-Thon

A chapter can host a hike-a-thon at a local hiking trail as a way of raising money. Ask Scouts attending NOAC to hike and take donations by the mile from district or troop leaders. Early spring, just before NOAC is a great time to host one of these events.

Restaurant Partnerships

Many restaurants will offer a percentage of the profits of sales on a certain night as a donation to an organization or cause. Encourage local Scouts and Scouters to eat at the restaurant and make sure they mention they are eating on behalf of your organization. Done once or twice a month, this fundraiser also has the ability to make enough for a full youth NOAC scholarship.

Recycling Day

Collect aluminum cans, old cell phones, or other recyclable items that can be exchanged for money. Profits are generally low, but if a whole chapter gets behind one project over a series of months, the long term profits can be good. The biggest challenge with this fundraiser is keeping up the motivation to continue recycling. Encourage chapter members to make this project a habit.

Donut Day

Groups can sometimes partner with local donut companies, such as Krispy Kreme, to pre sell donuts by the dozen. All the donuts get delivered to one place, and groups distribute to buyers from there. This can be a great project for a district level camp out where units are cooking their own breakfast. Encourage units to help support the lodge contingent, while supplementing their eggs and bacon with a dozen donuts.

Group Fundraisers

Some local venues, such as concert halls, theme parks, or ballparks will allow local groups to work concessions or other services in exchange for a donation to the group. Most jobs require a minimum number of volunteers, so make sure you have a large number of people available.

3.3 Arrowmen level fundraisers

Individual Arrowmen can be responsible for their fundraising as well. Rather than relying on events or organized efforts, individuals should focus on personal appeals and personal savings. This is often the easiest fundraiser to pull off, but is the hardest to get people to do because it involves personal sacrifice.

A good way to begin is for individual Arrowmen to agree to give up one thing they would normally spend money on and save that money for NOAC. Arrowmen can give up one trip to the vending machine each day, a music purchase each week, or a spending one paycheck from a part-time job each month.

Personal savings can only get you so far. Friends and family members can help contribute to the cause, but only if they are asked. If an Arrowman asks each family member at a family gathering for just a few dollars, they can quickly raise a substantial amount of funds to put towards their NOAC cost.

Another possible source of fundraising for a youth to attend NOAC comes from the unit. Many units take a part of a youth's fundraising for the troop, such as that from popcorn sales, and put it aside for the youth to use on whatever scouting needs they have. Check if your unit does this. If so, Arrowmen may be able to apply this money to the cost of attending NOAC.

The best advice for raising funds on an individual Arrowmen level is to refer to Personal Management Merit Badge, especially for the sections on planning for major expense, budgeting, and tracking personal expenses.

If you are looking for more fundraising ideas at varying levels, a quick list of fundraisers is available in the resources section of this workbook.

4 Keep On Track

4.1 Keep a running tally

You began your project, and this guidebook, by writing down exactly how much you hoped to raise. To stay on track, you need to keep a running tally of how much money you have raised.

More important, make sure your tally means something. Backdate from NOAC to determine how much needs to be raised by when. Keep in mind when conference fees are due, when items need to be ordered, and when transportation costs must be paid. Fill out your goals now, and compare to your actual tally.

	Goal		Actual		Still to Raise
August 1 (NOAC)	\$_____	(-)	\$_____	(=)	\$_____
July 1	\$_____	(-)	\$_____	(=)	\$_____
June 1	\$_____	(-)	\$_____	(=)	\$_____
May 1	\$_____	(-)	\$_____	(=)	\$_____
April 1	\$_____	(-)	\$_____	(=)	\$_____
March 1	\$_____	(-)	\$_____	(=)	\$_____
February 1	\$_____	(-)	\$_____	(=)	\$_____

Do not be discouraged if you still have money to raise – you will get there if you just keep working towards your goal

4.2 Follow up on donations

Make sure to follow up with all donors by saying thank you and keeping them apprised of your progress. Let donors know how close you are to achieving your ultimate goal. Most donors will know other people who can donate, or may be able to donate more. Many donors will be willing to help make that final donation to reach your goal.

Also make sure to follow up with all potential donors. Even if a potential donor does not agree to donate right away, give them a call later to thank them for their time and to give them one more chance to donate. One follow up call should be enough if someone does not want to donate. Any more and they may be turned away from your cause. Any less and they may not think you really care about their donation.

4.3 *Communicate what you are achieving*

If you have planned and have gathered a good group of volunteers, make sure they understand what you are achieving. It is easy to get a volunteer excited about the idea of fundraising, but it is not always as apparent once the project starts.

During and after the project, make sure to encourage your volunteers by reminding them of what you are achieving. Let volunteers know what the tally is. Remind them of the objectives in your case statement. Remember personal incentive to fundraise. Keeping volunteers motivated can be a great way to carry your fundraising effort over your goal.

You know your volunteers better than the people writing this guidebook do. Write down in the space below any ideas you have for ways to motivate them. Writing down ideas can help you brainstorm ways to motivate your volunteers.

5 The Goal Was Reached – Now What?

5.1 Say thank you

Even if you have reached your goal, the fundraising effort is not over. The first thing to do is to say thank you to all of your volunteers and donors. If it was not for them, you never would have met your goals.

Try to send a personal note or letter written by a youth Arrowmen thanking donors and volunteers for their time and money. A phone call can also be appreciated. Try to avoid e-mail, as it can be considered impersonal.

Saying thank you is a simple step, but is important because it reminds donors that they are appreciated.

5.2 Show what the funds purchased

It is important to demonstrate to your supporters what their donations purchased. For smaller donors, such as members of the lodge who might have participated in a patch auction or bought popcorn before a winter banquet, this can be accomplished generally by setting up a display at a lodge event or by having a youth who attended speak about their experience to the lodge. For larger donors, those who gave significant contributions of time or money, it is appropriate to send them personal correspondence, such as a letter from a youth, pictures of NOAC, or a flier summarizing NOAC.

5.3 Start planning for the future

Saying thank you and showing what funds purchased is really a way of planning for future fundraisers. There will be other occasions when you need to fundraise. Building a positive relationship with past donors will help make fundraising easier in the future.

Keep track of donors while you are sending them follow up materials, so that future fundraising efforts are easier. You will have a list of potential donors already built up.

Also keep in mind that fundraising can be a year round effort. Instead of thinking of fundraising as a one time thing, approach it with the attitude that it continues all year long. There will be an event every year that fundraising can go towards. Fundraising will be easier if it is a continuous effort.

Resources

Order of the Arrow Guide for Officers and Advisers

Order of the Arrow Lodge Finance Manual

“The Keys to Successful Money-Earning Projects” in the October 1999 issue of *Scouting* magazine by Bill Sloan

Fundraising Made E-Z by Dr. William F. Stier, Jr.

Fundraising for Dummies, 2d ed. by John Mutz and Katherine Murray

List of Various Fundraising Ideas

Monopoly Tournament	Christmas Stocking Stuffers
Rock, Paper, Scissors Tournament	Christmas Tree Sales
Scrabble Tournament	Christmas Wish Tree
Golf Tournament	Crafts Fair
Car Show	College Final Exam Survival Kits
Brunch Boxes	Community Festival
Bike Tour	Cookoff Contests (Dutch Oven, Dad & Daughter, etc.)
Rubber Duck Derby races	Dessert Extravaganza Tasting
Spaghetti dinner	Flea Market
Art Raffle Fundraiser	Flower Sale -- Mother's Day
Mystery Dinner Theater	Game Contest Marathon
Pancake Breakfast	Gardening Sale
Bowling Fundraiser	Hamburger Sales
Karaoke Fundraiser	Handmade Sale Items
Car Wash Fundraiser	Hobby Fair
Art Exhibit	Home Tours
Basketball In The Street	International Foods Sampling
Bazaar And Fair	Lectures
Beach Party	Marathon
Calendar Sales	Movie Festivals
Camping Cookbook	Old Christmas Tree Pickups
Calendar Creation	Outdoor Concert
Celebrity Lunch Or Dinner Auction	Pet Shows
Chili Cook Off	Sheriff's Posse or Jail And Bail Out
Christmas Candy Sale	Sidewalk Chalk Art Show
Christmas Card Sale	Singing Messages
Christmas Craft Sale	Store Coupon Sales
Christmas Decor Boutique	Used Book Sale
Christmas Gift Wrapping Booth	