



Territory 15

Why People Give To, For and Through Scouting Our Message to Donors

- Focus on donor interest and passion
- Repositioning the focus of our fundraising requests from dollars to impact
- Attracting outsiders (nondonors and new prospects) to support all things Scouting

Why People Give **TO**, For and Through Scouting

Why People Give To Scouting

- Our brand is powerful
- Donors feel as if they are part of the mission
- Donors associate the Scouting brand and mission to their personal history and goals

Why People Give **TO**, For and Through Scouting

Examples of Why People Give To Scouting

- Parents appreciate the impact Scouting is having on their kids
- Personally had a good Scouting experience
- Active volunteers who want to make sure Scouting has the resources to succeed
- They could not say no to the person who asked for the gift

Why People Give To, **FOR** and Through Scouting

Why People Give For Scouting

- It is about impact
- Giving to a specific need is powerful
- Donor see the benefit to themselves and community

Why People Give To, **FOR** and Through Scouting

Why People Give For Scouting

- People see Scouts in action in their community
- They appreciate the impact of eagle projects in the park, at church, etc.
- They appreciate the values and work ethics of Scouts when they work for them

Why People Give To, For and **THROUGH** Scouting

Why People Give Through Scouting

- Give to help other causes they are passionate about
- Scouting's Impact goes far beyond merit badge requirements
- What good turns is your council doing others find of interest?

Why People Give To, For and **THROUGH** Scouting

What is your council doing that outsiders will find of interest and support?

- Clean Waterways
- Coral Restoration and Land Conservation (HABs)
- America 250
- Other Examples

Why People Give **TO, FOR and THROUGH SCOUTING**

- **To** Scouting because they believe in Scouting
- **For** Scouting because of the impact it has on them and community
- **Through** Scouting to accomplish/support a personal goal or interest that Scouting impacts



Ken Sheetz

Ken.sheetz@scouting.org

317-752-7901