



Territory 15

Building Community with Transformational Giving

Need a long-term focus

Needs to be strategic

Relationship oriented

Emphasis on the impact of the gift

What is Transformational Fundraising

- Focus is on who the donor is
- Future potential outweighs the present
- Donor is known to you
- Focus is on appreciation
- Focus on why a person would give
- Feels like a match, fulfillment is key
- Build relationship and trust
- It is about Psychographics

Transformational Fundraising

How to Build Trust

- Trust is built through personalized engagement
- Consistent communications
- Inspiring, donor-centric offers that invite the donor into something bigger than themselves

In Transformational Fundraising

- The donor becomes the storyteller
- Giving is an expression of identity and values, not obligation
- Scouting invites participation at every level, not just financial

- IT IS NOT ABOUT THE ANNUAL GIFT, IT IS ABOUT LIFELONG RELATIONSHIPS

Community is the Engine

It is a network of people who feel seen, heard and valued

- Trust builds generosity
- Shared ownership drives investments
- Belonging fuels loyalty

Community is the Engine

It is a network of people who feel seen, heard and valued

- What can you give vs What can we build together?
 - Your gift can help us meet our budget OR
 - Your Gift Helps Ensure Every Youth Can Have a Scouting Experience

This is about belonging, impact, vision and trust

3 Questions to Ask When Embracing Transformational Fundraising

1. Do our donors feel a part of the Scouting Community or just a funding source?
2. Are we offering opportunities to connect, not just contribute?
3. Are we treating our contributors like supporters or spectators?

Final Thoughts

Fundraising can build community: Every ask, thank you and updates builds trust, connection and belonging

People give to people, They give to stories. They give to build and strengthen communities.



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