

2015 National Order of the Arrow Conference

“Panning for Gold, Discovering your Financial Resources”

Part Two - “Building Profitable Council and Community Relationships”

Session Length: 50 minutes

Through this session, you will:

**Explain:** The importance of good relationships with your key customer resources to successful fundraising.

**Demonstrate:** How to identify your key resources

**Guide:**  How to build and maintain beneficial relationships with your key resources

**Enable:** Expand and improve the Lodge’s ability to conduct successful annual fundraising

This session will help the Lodge with the Journey to Excellence Requirement(s)

1. Fiscal Management – “*Develop and successfully execute a lodge annual budget.”*
2. Contribution to Council – *“Contribute cash, materials or both to the council.”*

9. Service Projects – *“Complete Scout Executive approved service projects on council property*

*and in the community.”*

E. Council Support

13. Council designated support – *“Lodge completes agreed upon projects (Lodge Key Three / Scout Executive)”*

14. Council program support – *“Provide OA staff support for council and district program”*

15. Council camping support – *“Conduct camp promotion contacts to troops and teams*.”

The theme of NOAC 2015 is “It Starts With Us”. This session will relay this theme in the following ways:

* By starting the process today to know your Council and Community better, so that they in turn will better know the Lodge; you will be able to better utilize these resources to support your finances and fundraising.
* By taking action today to develop and execute an annual, ongoing, successful fundraising

program, Lodges will improve their ability to remain financially sound for the next century of service.

**Trainer Instructions: Ask the following question of the group,**

“*It Starts With Us.” Who would like to share what this theme means to them? Take 5 – 10 offerings from the group, not for debate or comment, but to set the tone for the session*

**SESSION NARRATIVE**

**Introduction: 5 Minutes**

*“The National OA Committee and all lodges are financially stable with balanced budgets, appropriate cost structures and diversified funding models.”*

*“Lodges will provide financial and other support to their councils as determined collaboratively with them.”*

*Toward a Second Century of Service – The Order of the Arrow Strategic Plan 2013 - 2017*

In order to accomplish the many events and projects a lodge undertakes in support of the mission of Scouting, it is necessary to have sufficient funds to cover the costs of those projects and events. This session will give you both ideas and tools to identify resources in your Council and Community, build and strengthen relationships with them and improve your ability to fundraise to insure a financially stable lodge.

**Part 2. “Building Profitable Council and Community Relationships”** **SECTION LENGTH 40 Minutes**

Carrying forward from the first section where we developed methods and tools to develop better knowledge and relationships with our Lodge members, similarly the Lodge’s relationship and reputation with our Council and Community is also very important to their support of the Lodge and their fundraising programs.

To clarify, we aren’t talking about the Council making direct contributions to the Lodge; in fact the opposite should be the case. Rather, the goal is to ensure that through good relations with Council and the key professional staff, board members and volunteers, the Lodge can better count on their consent and non-monetary support for fundraising programs and potential collaboration on joint fundraising projects.

**Trainer Instructions: Ask the following question of the group,**

“*As Leaders in the Lodge, What are ways that we can further develop a positive impression of our Lodge and strengthen our relationships with our Council and Community? (Write suggestions on flip chart and continue until most of the following have been offered)*

**Council**

* Lodge pays its own way
* Make an annual contribution to Council Endowment fund
* Sponsor a James E. West award.
* Support camp and council projects with cash, material donations, work days and gifts-in-kind.
* Promote Summer camp.
* Provide staffing for Council and District events (Golf outings, annual meetings, 5-K runs, etc.)
* Support Cub Scout recruitment and retention – “Cub Fun Day”
* Support membership retention – Brotherhood conversions.
* OA Troop representatives – Unit elections – Ceremonies team
* Meet and communicate regularly with Council professionals. (Chief makes annual “State of the Lodge” address at Council Board meeting, joint meeting with Council Board at camp)
* **Check with council for no conflict before approaching donors.**

1. **Who are the Stakeholders in our Council?**
2. Key Three
   1. Council President
   2. Council Commissioner
   3. Scout Executive
3. Professional Staff
   1. District Executives
   2. Camp Director
   3. Director of Development-Fundraising
   4. Lodge Staff Advisor
4. Council Board Members

**Community**

* Publicity
* Community annual Day of Service
* Partner annually with a community non-profit organization
* Provide volunteers, staffing for large, annual Community events.

1. **Who – What are the Stakeholders in our Communities?**

A. Individuals

1. Community Leaders

2. Business Leaders

B. Businesses and Corporations

1. Survey Members to determine their employers

a. Matching gift opportunities

b. Gifts in Kind

C. Service, Environmental and Outdoor non-profit organizations

1. Common interests

2. Opportunities for joint projects

(*Example: Organization provides trees for planting at camp in buffer zones or to reduce run-off)*

**Conclusion Section Length 5 minutes**

“It Starts With Us.” Lodge leadership needs to be proactive in initiating and developing mutually beneficial relationships with our Council and our Community. Relationships are sustainable and need to be continued on an ongoing basis through regular contact with key Stakeholders and participation in Council and Community events.

By developing stronger, positive and lasting relationships with Council and Community the Lodge can improve its ability to develop and obtain support from the Council and Community for its fundraising and service projects.

IV. RESOURCES AND PITFALLS

A. Resources

**TRAINER PREPARATION**

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What qualifications should the trainer have to perform this session?

Prior to the session, the trainer should print on a chalkboard, flip chart or overhead projector the following information:

The Session name

Trainer’s name

Contact information

Review materials needed for session

Prepared materials for session

Timeline

This session is designed to be in a classroom format.