



DAN BEARD COUNCIL

GOOD  
SCOUT  
AWARD  
LUNCHEON

GOOD SCOUT AWARD LUNCHEON  
TABLE CAPTAIN GUIDE | 2022



DAN BEARD COUNCIL, BSA  
SERVING GREATER CINCINNATI & NORTHERN KENTUCKY

SCOUTING  
FORWARD  
TOGETHER

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## THANK YOU LETTER & INTRODUCTION




Dear Good Scout Award Luncheon Captain,

**THANK YOU** for taking an active part in the Dan Beard Council's mission. Our goal is to prepare our youth and adult volunteers to make ethical and moral choices over their lifetimes by instilling in them the values of the Scout Oath and Law.

Your contribution as a GSAL Captain is crucial in helping tell the story of how Scouting positively influences the over 20,000 youth in our Metro Area who participate in the Scouting Program annually.

**The Good Scout Award Luncheon (GSAL) is a major part of the annual Friends of Scouting Campaign**, which raises awareness of our efforts, and builds a base of supporters. This is the biggest fund-raising event for the local council each year. It is a success, year after year, thanks to the dedication of people like you who value what Scouting accomplishes in our community.

The material that follows is meant to serve as **training for a new GSAL Captain and as a refresher for Table Captains who have hosted in previous years**. It offers tips on how to be a successful event captain and lists up-to-date statistics on the Dan Beard Council Scouting Program. It also provides recent video links to help answer typical questions encountered when attempting to recruit supporters to the GSAL. **Your prospects will want to know about:**

-  Up-to-date stories about the positive impact of Scouting on our youth.
-  Key accomplishments that help answer the question: Why should I support Scouting as compared to many other good causes that ask for my donation?
-  Things that Scouting does to make the Community better.

Hopefully, the enclosed information will assist in your organizing, planning and "selling" efforts to create a base of luncheon supporters who will propel the annual GSAL to even greater success.

We welcome your feedback on the contents and look forward to working with you.

Yours in Scouting,

Steve Korach  
2022 Good Scout Award Luncheon Committee



## RESPONSIBILITIES OF A GSAL CAPTAIN

You are hosting a GSAL “Table” for either the Dan Beard Council or one of the Council’s Districts. Your responsibilities leading up to the Luncheon take place in three distinct periods: before, during, and after the GSAL.

**PRIOR TO THE EVENT** (typically in the 3-to-4-month period before the GSAL):

**Establish your captain goal.** You will be connected to a Council or District representative who will be your resource for the event. Together, you will decide on a monetary goal that determines the level of sponsorship you are willing to help raise for the event. There are six levels: Presenting Sponsor at \$50,000; Platinum Sponsor at \$20,000; Diamond Sponsor at \$10,000; Gold Sponsor at \$6,500; Silver Sponsor at \$5,000 and Bronze Sponsor at \$2,500. Each table has 10 seats. To ensure the success of this fund-raiser, we are asking for your commitment and leadership to secure donations that will equal or exceed the level of sponsorship at your table.

**Send a HOLD THE DATE notification** to your prospective attendees shortly after the Council sends its Hold the Date message. This starts the formal process of gaining support for the event. See Communications on the pages below for a sample message.

**Develop a list of prospects and submit it** to your Council or District representative. This is important, as some of your invitees will not be able to attend, yet will support the event by sending the Council a monetary donation. Include relevant contact information so that formal event communications can be shared with your guests.

**Send an Email or Personal Invitation** to each of your prospects 6 to 8 weeks in advance of the event. Ask the invitees to **RSVP**. Set the expected response deadline so that you will have a good idea of who is planning to attend by about one month in advance of the event. See Communications on the pages below for a sample message.




**Establish an Individual Goal with each attendee.** Attendees should not be surprised to find that the GSAL is a fund-raising event at the Luncheon! The Event Captain informs the attendees of this in advance of the event and helps to set the individual goal of each supporter. Typically, the expectation is for each attendee to pledge one-tenth or more of the goal. This should typically be done before the event, but sometimes occurs at the event. An example at a Silver Sponsor table is \$500 per supporter or \$5,000 for the full table.

**Fill your table.** Follow-up via an email or phone call to prospects who have not responded about one month in advance of the GSAL. Track your attendees and fill as many seats as possible.



**Send a final list of attendees to your** representative about one week in advance of the event. You will be assigned a GSAL table number about 3 days prior to the event. **Send this number to your guests via email to save them standing in line at the event.**

## RESPONSIBILITIES OF A GSAL CAPTAIN

### THE DAY OF THE EVENT:

-  **Send a friendly reminder** or a “looking forward to the event” communication.
-  **Greet your guests** or send a message of thanks for attending.
-  **Donations.** There will be an “ask” from the podium during the event. Individual Pledge cards are at each seat. If you would like to send a physical pledge card to any of your guests, please work with a council representative and we can help to do this on your behalf.

### FOLLOWING THE EVENT:

-  **Thank your guests.** Please send a Thank You to each of your attendees. This is typically done via email or a written note. The Dan Beard Council will also send a Thank You to anyone who makes a donation to the GSAL, whether they attend the event or not.
-  Make a final attempt to **secure a pledge from individuals who did not attend the event. It is important to make or exceed your Table Goal**, even if your table was not filled at the event. Attempt to follow up with anyone that you may have been expecting to participate.

## FREQUENTLY ASKED QUESTIONS (FAQ)

### BY CAPTAINS:

#### **Who should I invite and how many guests do I need?**

Invite people who are inspired by our work with the youth in our community. They may be former Scouts or parents of former Scouts. A typical goal is to invite 9 guests.

#### **How much are guests expected to donate at this fund-raiser?**

We want to inform and inspire potential donors about the positive impact of the Scouting Program on our youth and the community. It is our hope that each attendee will donate \$250 or more. This expectation should be shared with them prior to the event. The donation expected is higher at Silver (\$500 per seat) and Gold Tables (\$650 per seat). The appropriate individual donation level depends upon the Event Captain's knowledge of the amount that can be raised from his or her overall list of invitees. For example, a Silver Table Captain who already has pledges totaling \$2000 from invitees who are not able to attend the event does not need to require \$500 from someone who may not be able to exceed the minimum \$250 donation level. **Achieving the overall table goal is important** and may be done through a combination of pledges received at the event and from individuals who pledge, but are not able to attend the event.

### BY INVITEES:

#### **My seat is paid for, as I am sitting at a Sponsor Table. Is there an opportunity for me to contribute at the event?**

Yes. Your additional donation is greatly appreciated and will be added to the overall sponsor/captain total.

#### **How will the event work this year with Covid-19?**

We are planning an in-person event at the Duke Energy Convention Center. We are also continuing to monitor both local and CDC guidelines in order to ensure a safe environment for all participants.

#### **How do I find my table?**

Each table is numbered. Your table captain may communicate your table number to you a few days before the event. If not, there is a table by the entrance to the luncheon where you may register and obtain the number for your table.



## COMMUNICATIONS

### The Invitation Process | Tips & Guidelines

**Send your First Invitation EARLY as a *Save The Date* message.**

This is most effective right after the Council sends its' SAVE THE DATE message, usually **3 to 4 months before** the date of the event. It is typically done via email or by a phone call. The objective is to pass the date and key information. You do not need to ask for a response at this time, although there will be some invitees who will inform you that they plan to attend.

**A sample of a *Save The Date* message follows:**

Dear Friend(s) of Scouting,

Please Save the Date for this year's Good Scout Award Luncheon on March 16th to your calendar. It will be held at the Duke Energy Convention Center from 11:30am - 1:00 pm.

This year's program will honor (name of company or organization). The keynote speaker is (name of this individual if known by then).

I will send additional specifics as I receive them, but I wanted to make sure to at least share the date with you for now. I look forward to seeing you at this important fund-raising event in support of local Scouting in our metro area.

Yours in Scouting,

Your Name

Your Phone Number

[Council may also have save the date graphic you can include]

## THE INVITATION PROCESS

**Send your Formal Invitation and ask for an RSVP in 2 weeks.**

Do this **about 2 months prior** to the event. It is best done via email. It should include the specifics that the potential attendee needs about the event (date, time, location, name of the honored Company and the keynote speaker). It will require follow-up reminders to determine your final list of attendees.

An important, additional part of this communication is to provide information (name and address) that gives prospects the opportunity to make a donation if they are unable to attend.

**A sample of a Formal Invitation to the GSAL, asking for an RSVP, follows:**

Dear Friend(s) of Scouting,

I am writing to invite you to attend the Dan Beard Council, Boy Scouts of America, annual Good Scout Award Luncheon (GSAL). I hope you can attend this important fundraiser and support the Scouts of our local area.

The (year) GSAL again promises to be an inspirational event. Its purpose is to celebrate Scouting—a program dedicated to producing self-reliant leaders who are principled, trustworthy, and focused on doing the right thing. This year's program will honor (name of company or organization). The keynote speaker is (name, title and a few words about this individual).

This year's GSAL will be held on March 16th from 11:30am-1:00pm at the Duke Energy Convention Center. The money raised at this event will benefit local Scouting programs that instill positive ethical and moral values in over 20,000 young people in the Cincinnati and Northern Kentucky Metro area. **Please mark your calendar.**

We appreciate your support of past Good Scout Award Luncheons and hope that you can take advantage of this opportunity to learn more about the on-going progress our local Council continues to make on behalf of our local youth. If you know anyone else who may be interested in attending, please let me know, as I would like to extend an invitation. **In the event that you cannot attend the GSAL, please consider making a tax-deductible, monetary contribution to the Dan Beard Council. You may make a gift online at [www.danbeard.org/GSAL](http://www.danbeard.org/GSAL), or send it directly to: Dan Beard Council, 10078 Reading Road, Cincinnati, OH 45241 Attn: (name of your District or Council representative, the same person who will receive your list of prospects for the GSAL).**

To help with seating plans for this event, I would **appreciate your RSVP via email or by phone by (date 2 weeks later).**

**My most sincere THANK YOU, in advance, for your continued financial support of Scouting.**



## THE INVITATION PROCESS CONTINUED

### When invitees say Yes!

**Thank them** for planning to attend. For a more simplified check-in (no standing in line at the GSAL), let them know that you will get back to them a few days in advance of the event to pass along the number of your table.

### When invitees say NO.

Your action will depend upon why the individual said “no”. You know the person best. **Follow-up with individuals who are not able to attend** typically occurs about a month after the event. You can check with the Dan Beard Council Development team to learn whether the prospect mailed in a contribution as suggested in your formal invitation. If not, a follow-up phone call, on behalf of the annual Friends of Scouting Campaign to ask for support is appropriate. Should they agree to send a contribution, the DBC Development Team will send them Friends of Scouting Pledge Card at your request.

### Post Event Thank You

Although the Dan Beard Council will send a Thank You letter to every contributor to the Good Scout Award Luncheon, we hope that each Captain will also reach out to their attendees to **personally thank them for their support**. This can be done via an email, phone call or personal note/letter.

Ongoing Questions from Captains, both new and experienced, typically address the impact of the Scouting Program on the Community. For example:

- | **How can I more knowledgeably represent the scope and benefit of the Scouting Program in our Community? How many youth does it serve? What impact is it having on our youth and on our Community?**
- | **Can you provide up-to-date information to use in my recruitment of prospects that would help answer why Scouting is worth supporting with so many other good causes that are out there?**

For reference, we've included some facts and common links of interest:

**Mission:** The mission of the Dan Beard Council is to prepare more than 20,000 youth and adults in the Cincinnati and Northern Kentucky area to make ethical and moral choices over their lifetimes by instilling in them the values of the Scout Oath and Law.

- Through proven programs and activities, Scouting achieves its purpose of helping young people develop physically, intellectually, socially, and spiritually. Scouting is all about building confidence and self-esteem, learning important life skills, and perhaps most importantly developing leadership skills, through team building, outdoor adventure, education, and fun!
- On average, there are about 6,000 adult volunteers.
- We serve 12 counties in Southwest Ohio and Northern Kentucky. In Ohio: Hamilton, Butler, Warren, Claremont and Brown. In Kentucky: Boone Kenton, Campbell, Pendleton, Grant, Gallatin and Owen.
- Eagle Scout projects put back a total value of over \$450,000 into the Community on average each year. Local Scouts perform over 160,000 hours of community service on average each year!
- We typically provide over 40 free in-school and after-school programs on average to provide Scouting to youth from every walk of life. We also provide financial aid and camperships to help local youth participate and grow through Scouting.
- Scouting is the largest youth serving organization in the world.
- Locally, we had 10,515 merit badges earned so far this year by local Scouts. Merit badges help youth to learn new subject, new skills, and new potential career opportunities for their future.
- We have just over 1,200 acres of Camps. The Dan Beard Scout Reservation in Loveland, Ohio consists of Camp Friedlander Boy Scout Camp, Cub World Cub Scout Camp and Camp Craig. Camp Michaels in Union, Kentucky is a Youth Leadership Training Camp with high adventure camping, yurts, and a beautiful new Eagle's Lodge training facility.

- The Scout Achievement Center, located in Evendale, Ohio, is a Silver LEED-certified building.
- Daniel Carter Beard's (one of Scouting's founding fathers in America) childhood home is located in Covington, Kentucky.
- Additional information can be found on the Dan Beard Council website at [www.danbeard.org](http://www.danbeard.org).

## ➤ VIDEO LINKS TO SCOUTING HIGHLIGHTS

### The Scout Oath

**On my honor, I will do my best. To do my duty to God and my country and to obey the Scout Law; To help other people at all times; To keep myself physically strong, mentally awake and morally straight.**

### The Scout Law

**A Scout is: Trustworthy, Loyal, Helpful, Friendly, Courteous, Kind, Obedient, Cheerful, Thrifty, Brave, Clean and Reverent.**

### COMMUNITY SERVICE



**Soles4Souls** is a non-profit global, social enterprise committed to fighting poverty through the collection and distribution of shoes and clothing. Local Scouts in the Dan Beard Council collected about 25,000 pairs of shoes and athletic footwear for this organization. Visit <https://youtu.be/qxHHGfcpHAY> to view the video.



### THE IMPACT OF SCOUTING | IT TAKES A VILLAGE TO RAISE A CHILD

This video was created for the **Golden Eagle Dinner** that brings together corporate and community leaders in Northern Kentucky. At his event, they honor an outstanding member of the community and fund raise in support of Scouting. The video can be viewed on YouTube: <https://youtu.be/dNuvFWMKp-U>.



### EXPLORING | DISCOVER YOUR FUTURE

Exploring provides young men and women, ages 14 to 18, with exciting activities and one-on-one mentorship in career fields where they can "discover their future". **Career Exploring in the Dan Beard Council is possible in Aviation, Engineering, Fire & EMS, Health Care, Law Enforcement, and Skilled Trades.** View the video at <https://youtu.be/CBPmtAHQzys>.



### Scouting Brings Our Family Closer Together

Michelle from Pack 191 shares why Scouting is so important to her family.

<https://www.youtube.com/watch?v=SGNBHkeZA-M>



### YOUTH LEADERSHIP TRAINING

**National Youth Leadership Training (NYLT)** is conducted annually in the Dan Beard Council at Camp Michaels, a 700 plus acre camp located in Union, Kentucky. This beautiful camp offers hiking, backpacking and primitive outdoor facilities with 11 campsites, 4 shelters, a campfire bowl and 2 open activity fields. The vision for Camp Michaels as a future high adventure camp is linked to the **current Council Capital Campaign**. Looking ahead, a **Leadership Development Center**, a **Wilderness Adventure Camp** with zip-lines & mountain biking, and a **Sustainability Education Center** will further enhance the appeal of this facility. View NYLT video at <https://youtu.be/T4rkFgojphY>



### Proud of my Boy – Scouting Works

A local Northern Kentucky mother and son share how the Boy Scouts brought them closer together and helped them to build a stronger relationship.

<https://www.youtube.com/watch?v=UB0lZgRqDW0>



### OUTREACH | CHALLENGE CAMP

Challenge Camp is one of the premier camping outreach programs in our community. Its purpose is to strengthen the values and character of the participants via an interactive camping experience. The young men and women who participate do so at no cost to themselves or their families. Transportation, program materials, equipment and uniforms are provided, as well as a nourishing lunch and snacks. Participants are grouped in patrols of 8, each led by a volunteer mentor. This diversified group of volunteers includes a mix of businessmen, police, firefighters, community leaders and members of the PLN, the Dan Beard Council's Young Adult Professional Leadership Network.



## VIDEO LINKS TO SCOUTING PROGRAM



### **SCOUTING HIGHLIGHTS – THE IMPACT OF SCOUTING**

Watch the video on YouTube by clicking the link below:

[https://www.youtube.com/watch?v=kC\\_DHxtlluQ](https://www.youtube.com/watch?v=kC_DHxtlluQ)



### **SUMMER CAMP AT CAMP FRIEDLANDER**

Camp Friedlander is a 500 plus acre facility that is a part of the Dan Beard Scout Reservation. Cub World and Camp Craig are also on this facility. They are located in Loveland, Ohio.

The following videos provide an excellent overview of Camp Friedlander and the programs available to Scouts at Summer Camp:



<https://www.youtube.com/watch?v=bk90zcsuUBQ>

<https://www.youtube.com/watch?v=pD3dVaSl3io>



### **THE JOURNEY THROUGH CUB SCOUTING AND BOY SCOUTING: FROM TIGER CUB TO EAGLE SCOUT**

Watch the video on YouTube by clicking the link below:

[https://www.youtube.com/watch?v=8cUMLPD4\\_Ro](https://www.youtube.com/watch?v=8cUMLPD4_Ro)



### **BENEFITS OF BEING AN EAGLE SCOUT**

Watch the video on YouTube by clicking the link below:




<https://www.youtube.com/watch?v=I7xKw8vIRGA>



## TRACKING TOOLS

This page and the pages that follow contain the tracking tools prepared by the Dan Beard Council Development Team to facilitate the flow of information between GSAL Table Captains and their Council or District representative.

### **PROPOSED TRACKING TOOLS:**

-  Prospect List
-  Invitee List
-  Attendee Guest List