DAN BEARD COUNCIL
GOOD SCOUT
AWARD
LUNCHEON

DAN BEARD COUNCIL, BSA
SERVING GREATER CINCINNATI & NORTHERN KENTUCKY

Live Scout Loud

THANK YOU AND 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 Table Captain is crucial in helping tell the story of how Scouting positively influences over 12,000 youth in Southwest Ohio and Northern Kentucky each year.

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 Table Captain and as a refresher for Captains who have hosted in previous years.

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

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

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 five levels: Platinum Sponsor at $25,000; Diamond Sponsor at $10,000; Gold Sponsor at $7,500; Silver Sponsor at $6,000, and Bronze Sponsor at $3,000. 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 Save the Date Notification to Your Prospective Attendees
The Save the Date should be sent to your prospective attendees shortly after the Council sends its Save 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
Create your 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 Invitation to Your Prospects
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 fundraising 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 $600 per supporter or $6,000 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 in a Final List
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

DAY OF THE EVENT

Send a Communication to the Attendees
Send a friendly reminder or a "looking forward to the event" communication to those attending the event at your table.

Greet Your Guests
When your guests arrive at the event, greet them and thank them for attending. Or, send them a message of thanks for attending the event and supporting local Scouting.

[SOMETHING] Donations
There will be an "ask" from the podium during the event and there will be individual pledge cards 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 you 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.

Secure Pledges
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.

COMMUNICATIONS

SAVE THE DATE

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.

THE INVITATION PROCESS

Send your Formal Invitation and Ask For an RSVP in Two 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.

INVITEE RESPONSES

When the Invitee Says 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.

THANK YOUR GUESTS

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.

Sample Save The Date Message

Dear Friend(s) of Scouting,

Please Save the Date for this year's Good Scout Award Luncheon on March 20th 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), and the keynote speaker is (name 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

Sample Save The Date Message

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 20th 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, 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 whowill 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.

Your Name
Your Phone Number

FREQUENTLY ASKED QUESTIONS

BY TABLE 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 fundraiser?
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 $300 or more. This expectation should be shared with them prior to the event. The donation expected is higher at Silver and Gold Tables. 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.

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 captain total.

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.

THANK YOU FOR YOUR SUPPORT OF LOCAL SCOUTING
Please contact Edward Rauen at (513) 577-7718 or Edward.Rauen@Scouting.org with any questions.

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