



Event Description and Details

Event: Governor's Luncheon for Scouting

Date: December 12, 2018

Location: Baxter Arena

Time: 12:00-1:00pm

Purpose of Event

Scouting doesn't just happen. It takes a community of volunteers and donors to provide programs designed to teach character development, citizenship, physical fitness, and career exploration. By hosting a public event, free to guests, the Council can increase exposure to businesses and community leaders. Governor Pete Ricketts is a loyal supporter of Scouting, and his influence within the state will also increase the attendance and participation during the luncheon.

There are many keys to fundraising campaigns, and one of which is having a defined start and end. The Mid-America Council currently fundraises year-round to sustain the programs and activities offered throughout the 58 counties served. While this model works for many non-profits, the Council finds their staff's attention to programming and membership during the busier seasons is often divided with the need to fundraise. As a solution, the Governor's Luncheon for Scouting will act as the annual kick-off to the Investment in Character annual campaign. It will bring many of our loyal donors and new prospects into the same room for one consolidated ask.

Vision for Event

The Governor's Luncheon for Scouting is modeled after fellow Scout Council's events. Their years of success kicking off a fundraising campaign with one prestigious luncheon has led us to replicating a similar event within the Omaha metro. The structure of volunteers includes 40+ Table Hosts that will fill their table at the event with colleagues, fellow community leaders, or personal friends. Our intent will be for the Table Hosts to not only look within the Scouting family, but invite others who are less familiar with the programs offered. This event does differ from our other events in that we do not have sponsors for each individual table. The expectation instead is to ask for a donation from the guests attending.

Anticipated Results

The goal for this event is to fill the Baxter Arena floor with guests that are not only excited about Scouting, but willing to financially support the efforts of the Mid-America Council. To start this journey, the Council is estimating 400 guests in attendance for the first year. Using the Council's network of Board Members and community supporters as Table Hosts, the expectation is to fill the room with individuals who have the means to donate to the Investment in Character Campaign and will use their influence to further the missions of Scouting. The goal for the 2019 luncheon is to raise \$250,000 in donations.