

LA140 - Fundraising Within the Lodge

National OA Adviser Training

Session length: 25 Minutes

Overview:

This module will cover Fundraising in the Lodge.

It will cover information/ideas on how to raise monies to support your events and activities, and how fundraising is also an integral part of the overall Lodge Finance and Budget process for the Lodge itself and its events and activities.

Slide 2 - Learning Objectives:

- To understand the need for Fundraising.
- To recognize the importance of Brainstorming.
- To underscore the importance of developing a plan and following "The Plan".

Detailed Outline of the Session:

This session will cover various ways to create money-raising projects that can be used within the Lodge to support its events and activities.

Slide 3 – Need

Is fundraising really needed? To be able to fulfill the needs of the Lodge, fundraising is a much needed component to that end. As we all know money is always needed and is usually in short supply.

The ability for the Lodge to make things happen very much depends on sound financial footing and this is helped by good fundraising.

Some examples of the types of financial needs include:

- NLS, High Adventure and Camp scholarships
- Council financial support
- Service projects
- Recognition
- Uniforming for youth officers
- Youth officers travel to section COC/Conclave
- National event scholarships (e.g.: NOAC)

Slide 4 - Brainstorming

This is a process by which the lodge can develop ideas on how to raise those needed funds.

Q: Who should be involved in the Brainstorming?

A: Everyone: The Lodge Finance committee, Lodge Key Three, Lodge Executive committee, Event and Activities committee, to name a few, should all be involved in this process. And last, but not least, every individual OA member should have input. This is a great leadership opportunity for our youth. As an adviser, you can watch the interactions of the youth (and adults) as the brainstorming process takes place.

Brainstorming allows for the free-flow of ideas. The committee can get lots of ideas out on the table before evaluating any of them. As Arrowmen bounce thoughts off one another, the combined result can be greater than any of the individual contributions.

- Encourage everyone to participate. Their ideas are valuable.
- Think outside the box—that is, consider solutions beyond the obvious. Encourage this kind of input by agreeing at the outset not to be critical of the ideas of others.
- Piggy-back ideas. One person's thoughts can build on the ideas of others.
- Consider successful fund-raising projects in the past, both by the lodge or chapter and by others. There is no need to re-invent the wheel every time, particularly if it works!

Slide 5 - Fundraising Examples

Take a moment to write down 2 or 3 typical ways your lodge uses to get monies.

Here are some approaches:

- **Special Line Items:** Incorporating into each activity/event fee a sum that will go into a special account for other needs (earmarked profit from activities).
- **Membership dues.** Include an amount that is set aside for other needs that is beyond the National fee, the lodge dues and any membership expenses.
- **Lodge Trading Post.** This is pretty self-explanatory. Profits generated from the sale of regular Lodge merchandize goes to support the work of the Lodge. Be sure to keep it fresh and stay on the look-out for new and exciting merchandise.

Always be on the lookout for other fundraising ideas/methods that you see out in the community from other groups and adopt those ideas to your needs.

The National OA web site (www.oa-bsa.org) contains resources that are available to each Lodge. These include:

“Best Practices – Your Ideas from Around the Nation”

- [“Lodge Ledger: Centennial Challenge the fifth blaze – fundraising ideas”](#)
- [“Lodge Ledger: Centennial Challenge Blaze #2 – Suggested NOAC Timeline – Top Ten Ideas”](#)

Some other ideas found on the National OA web site include:

1. Car Wash
2. Spaghetti Dinner
3. Golf Tournament
4. Pancake Breakfast
5. Candy Bar Sales
6. Conclave Dunk Tank – maybe split the proceeds with the section
7. Holiday Light Hanging – many people would love the extra help especially as they get older and their kids move away
8. Bake Sale
9. Fun race: 5K/Bike-athon

If you search the internet for fund raising ideas, you will be bombarded with ideas and suggestions

Most lodges have a tradition of creating special flaps for many different events. These include NOAC, Jamboree, Summer Camp, Section Conclaves, National Officers, Anniversaries, etc. Some of these special flaps and patches have become synonymous with their lodges. For example everyone looks forward to see what Peanuts characters will be on the Redwood Empire Council patches. Of course they have a deal with the Shultz family. Or Star Wars Patches from the Marin Council.

Most Sections have started to have Memorabilia auctions at their conclaves. Your Lodge could do one also at your annual lodge banquet.

Setting up a Concession stand at your council’s Scout Show or other events around your town are also good ideas.

Don’t forget that the National OA Committee has Service Grants available to apply for each year.

Ask your Lodge Members for ideas. You would be amazed at the ideas and connections our members have in the community.

Slide 6 - Lodge Fundraising and the Council

All fundraising efforts need to be approved by the Lodge and depending on the scope, may need to be approved by your Council Scout Executive. You don't want the Lodge to interfere with FOS or other fund raising efforts the Council has in progress.

Don't Forget the Paper Work.

Be sure to file the proper paper work for your fundraiser(s). The form for this is the Lodge Money-Earning Application, part of the Lodge Finance Manual (<http://www.oa-bsa.org/uploads/publications/LFM-2008.pdf>) reproduced as an Attachment to this session. The Lodge Finance Manual also has a section outlining some other common money-earning projects.

Slide 7&8 - Ten Guides

It is very important to follow the Ten Guides to Money-Earning Projects. These are extremely important to having a successful fundraising project. To review

1. Have the lodge executive committee and Scout executive approved the project, including the dates and methods?

There should be a real need for earning money. The lodge should not engage in special money-earning projects merely because someone has offered an attractive plan or the treasury is low. Money needs should be based on lodge program commitments for the current year. It's good to remember that individual Arrowmen are also expected to earn their own way for most lodge and Scout activities.

2. Do the plan and dates avoid competition with money-raising programs and policies of the BSA local council and the United Way?

Clear the money-earning project and dates with the lodge adviser and lodge staff adviser.

3. Is the plan in harmony with local ordinances, free from any stigma of gambling, and consistent with the ideals and purposes of the Boy Scouts of America and the Order?

If there is any question of its suitability, drop the project and find a better one for the lodge.

4. If a commercial product is to be sold, will it be sold on its own merits and not on the basis of helping Scouting or the Order?

Teaching a young man to stand on his own feet and to earn his own way is an integral part of Scout training and should be fully supported by the Order of the Arrow.

5. If tickets are sold for any function other than a Scouting event, will Arrowmen sell them as individuals, without depending on the goodwill of Scouting to make this sale possible?

Tickets may be sold by a boy in uniform in the name of Scouting for such things as pack shows, troop breakfasts, circuses, expositions, and similar Scouting events.

6. Even when sales are confined to family and friends, will they get their money's worth from any product they purchase, function they attend, or services they receive from the lodge?

Here again is the principle of value received – a sale standing on its own merit – so that the recipients are not in any way subsidizing either Scouting or the Order. Scouts must learn to pay their own way and to honestly earn their money to do it. No one is permitted to capitalize on a Scouting connection or induce sympathy as a substitute for a worthy product or service.

7. If a project is planned for a particular area, are the rights of other Scouting units in the same neighborhood respected?

It's a courtesy to check with neighboring units to see that they aren't covering the territory.

8. Is it reasonably certain that people who need work or business will not lose it as a result of the lodge's plan?

The lodge should neither sell nor offer services if doing so will damage someone's livelihood. If possible, check with people who may be affected.

9. Will the plan protect the name and goodwill of the Boy Scouts of America and the Order, and prevent it from being capitalized upon by promoters of shows, benefits, or sales campaigns?

Because of Scouting's good reputation, customers rarely question the quality or price of a product. Unchecked, the network of Scouting units and Order of the Arrow lodges could become a beehive of commercial interest to the neglect of character building and citizenship training.

10. If any contracts are to be signed by the lodge, they must first be reviewed by your Scout executive and signed by the appropriate authority specified by the Scout executive.

Before any person in the lodge signs a contract, he must make sure the venture is legitimate and worthy. If a contract is signed, he is personally responsible. He cannot sign on behalf of the local council or the Boy Scouts of America.

Slide 9 - Plan and then work the Plan

As for any fundraising effort there should be a plan on how to implement. You need to set a goal for the fund raising project. Remember to make these goals **SMART**: Specific, Measurable, Action-based, Related to the Purpose and Time-bound. The Planning process involves answering four basic questions:

- **WHAT** – Keep in mind the ultimate goal or use for the monies obtained from the fundraising project
- **HOW** – What kind of fundraising project will dictate how it's accomplished. How many people will be needed and what other type of resources will be required?
- **WHEN** – A use of a backdating calendar will be helpful. Fundraising for Summer Camp scholarships normally happen end of calendar years whereas need for NOAC monies will be needed up to 18 months before the event.
- **WHO** – Arrowmen from the local chapter or at the lodge level as well as other interested people (parents) may be involved

Don't think you can just make money. There are costs involved in every endeavor. Even if it's just signage for a Bake Sale. Make sure you set up a budget if such costs are involved. Follow good financial planning as outlined in the Lodge Financial Manual. Once you have the plan, then work to carry it out. Everyone needs to be involved.

Slide 10 - Five Tips to have a successful Fund Raising Project

- 1) **Tell a good story.** Make sure everyone knows why you are doing this and also make sure everyone has an easy way to tell your story clearly. Engage your audience.
- 2) **Know your audience.** If you are doing a dunk tank at a conclave or scout show, you can focus on getting the Lodge Chief wet. But a bake sale will do better in front of a supermarket and you need to focus on people getting desert, for example.
- 3) **Establish Attainable Goals.** Be realistic and conservative in your goals. You may think your plan will raise \$5,000 but if your bake sale is competing with Girl Scout Cookies Sales, you will probably fail.
- 4) **Remember your manners.** The OA and the BSA follow the Scout Oath and Law. Wear your uniform. Don't forget to say thank you. And if you receive donations, don't forget to send thank you letters.
- 5) **It takes the whole Lodge.** It takes a team to accomplish any major project and your lodge fund raiser will be more successful if you use your entire team...from all parts of your lodge.

Following these steps, Brainstorming, Fundraising Guide, Planning and the Five Tips can help you and your lodge develop and carry out great fundraising projects.

LODGE MONEY-EARNING APPLICATION

Date _____

Please submit this application to the local council office well in advance of the proposed date of the money-earning project.

Read "Ten Guides to Lodge Money-Earning Projects" which will help answer the questions below.

Council name _____ Council No. _____

Lodge name _____

This lodge submits the following plan for its money-earning project and requests permission to carry it out.

1. What is your lodge's money-earning plan? _____

2. About how much money does the lodge expect to earn from this project? _____
3. How will the money earned be used? _____

4. Has the lodge executive committee given full approval for this plan? __Yes __No
5. What are the proposed money-earning project dates? _____

6. Are tickets or a product to be sold? ___Tickets ___Product Please specify: _____

7. Will Arrowmen be in Scout uniform while carrying out this project? __Yes __No
8. Have other Scout units been contacted to avoid over lapping their territory while working on this project?
__Yes __No
9. Is the product or service in direct conflict with that offered by local merchants? __Yes __No
10. Are there any contracts to be signed? __Yes __No If yes, by whom? Give details: _____

11. Is the lodge on the budget plan? __Yes __No How much are the lodge dues per person? \$_____
12. How much money does the lodge have in its treasury? \$_____

Signed _____

Lodge Chief

Lodge Adviser

Lodge Staff Adviser

<i>For Council Approval</i>	
Approved by: _____	Date: _____

TEN GUIDES TO LODGE MONEY-EARNING PROJECTS

Whenever a lodge is planning a money-earning project, this checklist can serve as a guide. It will be helpful in filling out the Lodge Money-Earning Application. If the answer is "yes" to all the questions that follow, it is likely that the project conforms to Scouting standards and will be approved.

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