



COUNCIL DEVELOPMENT COMMITTEE PLAN OF OPERATION 2024-2025 Program Year

Mission:

It is the goal of the Development Committee to ensure adequate funding is secured to achieve the council's objectives. Further, the committee will endeavor to be a catalyst for broad community involvement in Scouting through various giving opportunities and events.

2024-2025 Committee objectives and goals

- Successful implementation of the Million Dollar Day for Scouting and 2024 Annual Giving Campaign kick-off.
- Achieve 2024 Annual Giving Campaign goal by November 1, 2024.
- Continue Quiet Phase of the Make Your Mark Endowment Campaign
- Increase gross/net sales for Product Sale.
- Increase partnerships with family and corporate foundations.
- Increase new funding opportunities to support existing and new programs.
- Increase participation and dollars raised at Council fundraising events.

Committee action plan to meet objectives and goals

- Recruit key leadership for the 2024 Annual Gifts Campaign (1 Overall Chair and 8 Individual Team Chairs).
- Recruit leadership for Development Committees as follows:
 - Standing Committees
 1. Annual Gifts Campaign
 2. Major / Special Gifts
 3. Eagle Scout Scholarships
 4. Foundations/Grants
 5. Popcorn Sales
 6. Planned Giving
 7. James West
 8. Make Your Mark Endowment Campaign
 - Fundraising Events
 - Distinguished Citizen Award Dinner
 - Golf Tournament – William Hickey Golf Classic
 - Community Builder Celebration
 - Cultivation Events
 - Golden Eagles 50 Year Anniversary Celebration (event every 3 years)



SUPPORT OF UNITS, VOLUNTEERS AND YOUTH

How will the committee and their actions support units and volunteers:

Short-term Considerations/Planning:

- Continue to expand the Annual Gifts Campaign to include relationships based fundraising with Scouting families
- Leverage company matching gift and volunteer hour grants
- Expand Gift in Kind opportunities
- Continue to support units with a successful and consistent product sale
- Continue to raise funds for camp and registration assistance scholarships
- Provide educational materials to donors showcasing the impact their support has on youth and the community.
- Provide donors with a variety of philanthropic opportunities

Long-Term Considerations/Planning:

- Expanding the donor pipeline in partnership with non-fundraising staff through donor identification, cultivation and stewardship is key for long term financial health and unit support.
- Knowledge gained through relationships-based fundraising about donor's interests and possible recommended volunteer roles will be shared with District Executives and other relevant staff.
- Expand and promote the Planned Giving program
- Increase Endowment through the Make Your Mark Endowment Campaign
- Continue to support units with a successful and consistent product sale

How will the committee and their actions support youth and adult retention and recruitment:

- Conduct successful fundraising activities and efforts to financially support Scouting at all levels.
- Ongoing showcase to donors how their gift directly impacts kids and families across all Scouting programs.

Measure of success that demonstrate support of units, volunteers and youth:

- Fundraising activities will reach or exceed budgeted goals and add to the sustainability of the council budget and growth in youth served.



Other Council Committees we need to work with to accomplish the above:

- Interaction with several council committees and staff will help with donor stewardship and solicitation as well as showcase how fundraising dollars are being spent per donor wishes.
 - Activities
 - Advancement
 - Base Camp
 - Camping
 - Communications
 - Exploring
 - Membership
 - Outreach
 - Popcorn
 - Special Needs and Disabilities
 - STEM
 - Technology
 - Training

COMMITTEE FUNCTIONS

Annual activities/events of this committee:

- Annual Gifts Campaign
- Popcorn sale
- Distinguished Citizen Award Dinner
- Golf Tournament – William Hickey Golf Classic
- Community Builder Celebration

Intermittent/new activities: (Assign committee members and research tasks)

- Make Your Mark Endowment Campaign – Committee Chairs Mike and Anne Hall
- Golden Eagle 50 Year Anniversary Celebration (every 3 years) – Immediate Past Chair Steve Lewis
- Capital Campaigns (none currently underway)

Event, committee meeting, and sub-committee meetings needed:

- Annual Giving Campaign Kick off / Wrap up
- Board Annual Giving Campaign 2-3 meetings July - January
- Million Dollar Day for Scouting events
- Million Dollar Day for Scouting meetings monthly July - Dec
- Popcorn Committee meetings monthly Jan - September
- Distinguished Citizen Award Dinner



Northern Star Scouting

- Distinguished Citizen Award Dinner committee meetings 1-2 annually
- William Hickey Golf Classic
- William Hickey Golf Classic committee meetings 4-5 annually Feb - June
- Community Builder Celebration
- Community Builder Celebration committee meetings 2-3 annually
- Make Your Mark committee meetings 3-4 annually
- Eagle Scout Scholarship committee meetings 2-3 annually
- Golden Eagles 50 Year Anniversary Celebration event and 3-4 committee meetings in year of event

COMMITTEE'S COMMUNICATION PLAN TO SUPPORT UNITS, VOLNTEERS AND YOUTH

Objectives

- It is the goal of the Vice President of Development that each Development Committee communicate in a regular and timely manner needed for that committee to achieve their goals and objectives.

Communications volunteer(s) - who helps with the communication plan:

The lead volunteer or chair for each activity or event works in coordination with the lead staff advisor.

- Annual Campaign – Brad Bakken/ Jacob Stonesifer
- Board Annual Campaign – Eric Miller / Jon Niebergall
- Million Dollar Day for Scouting – TBD / Jacob Stonesifer
- Popcorn Committee – Nikki Johnson / Bill Anderson/Horecka
- William Hickey Golf Classic – Bill Hickey III / Bill Anderson- Horecka
- Community Builder Celebration – TBD based on recipient / Jacob Stonesifer
- Distinguished Citizen Award Dinner – TBD based on recipient / Jenny Hedall
- Make Your Mark – Mike and Anne Hall / Jon Niebergall
- James West – TBD / Jacob Stonesifer
- Planned Giving – Steve Lewis / Jon Niebergall
- Eagle Scout Scholarship – Rick Smith/ Bill Anderson - Horecka

Social media/print/mailings/etc. plan – how will we get information to units and members:

- Committee promotional needs will vary depending on the committee and activities associated with that committee.
- A variety of social media and promotion platforms will be used, including direct mail, Print Navigator, E-Navigator, Northern Star Highlights, Annual Report, Endowment Report, Eagle Fellowship Book, Council Calendar, and Northern Star Update.



COMMITTEE MEMBERS

Chair: VP of Development: Eric Miller

Members/ Sub Committee Chairs:

- Annual Gift Campaign – Brad Bakken
 - Board Annual Campaign Chair – Eric Miller
 - Vice Chairs: Greg Chamberlain, Mike Goldstein, Phil Johnson, Lynn Swon
- Major Gifts – Bill Brody
- Popcorn Committee Chair – Nikki Johnson
- Distinguished Citizen Award Dinner Committee Chair- changes annually
- William Hickey Golf Classic Chair – Bill Hickey III
- Community Builder Celebration Committee Chair – changes annually
- Eagle Scout Scholarship Committee Chair – Rick Smith
- Foundation/ Grants - open
- Make Your Mark – Michael and Anne Hall
- Planned Giving – Steve Lewis
- James West- Open

Staff Advisor: Jenny Heddal Director of Development

Draft Position Descriptions:

Position descriptions are event/ activity specific and will vary depending on which Development sub-committee a volunteer is participating on.

Committee Chair:

VOLUNTEER POSITION DESCRIPTION **VICE PRESIDENT - DEVELOPMENT**

POSITION CONCEPT

The Vice President - Development works with members of the Development Department to fulfill organizational objectives consistent with the council's mission and strategic plan. The Vice President – Development is a member of the Board of Directors and reports directly to the Council President.

ORGANIZATIONAL RELATIONSHIP

The Development Department is responsible for overall planning of council fundraising to meet operating and capital needs. The Vice President-Development serves as volunteer leader of all council fundraising. Staff support is provided by the Director of Development and other Development staff who relate to specific fundraising activities.



VICE PRESIDENT'S RESPONSIBILITIES:

1. Serve as a member of the Board of Directors, keeping the members advised of pertinent fundraising information and hands on skills.
2. Work closely with the Director of Development in giving leadership to all volunteer development functions through the respective committee chairs including: Annual campaign, foundations, planned gifts, endowment, special events (includes, one golf tournament and two recognition events), and product sale (popcorn).
3. Give leadership to recruiting key Development volunteers.
4. Participate in the operating budget building process.
5. Have fun!

VICE PRESIDENT'S ESTIMATED TIME COMMITMENT – 4-5 hours per month

- 1½ hours six times a year for Board of Directors meetings
- 1½ hours quarterly for volunteer recruitment/donor stewardship visits
- 1-2 hours monthly for discussions with staff and related volunteers, and to attend events.

CALENDAR DATES

Printed in the Council Calendar

Committee Meetings:

None in the calendar. Development VP meets monthly with staff advisor. All other sub committee's meet per their event or activity timeline.

Activities/Events:

- Million Dollar Day for Scouting –
 - December 11 & 12, 2024
 - December 10 & 11, 2025
- Popcorn Sale –
 - Super Saturday August 3, 2024
 - Kick- Off September 14, 2024
 - Sale starts September 20, 2024
 - End of Sale October 27, 2024
 - Payments due December 13, 2024



SUGGESTED 2024-2025 PROGRAM-YEAR
COUNCIL STRATEGIC OBJECTIVES

In support of the Five Priority Areas

2024- 2025

- Implement new funding opportunities for existing and new programs.
- Revitalize the Planned Giving Program.
- Expand the Make Your Mark Endowment Campaign.
- Create a plan to stabilize the product sale.
- Through better retention and an increase in the number of donors at all levels get closer to the 80/20 rule (Pareto Principal).