

# HONORING MAJOR DONORS IN THE SECOND CENTURY OF SCOUTING

A culture of philanthropy is the foundation for a robust major gifts program. Councils grow when major gifts help meet funding priorities and grow endowment. Donors want to connect their vision and passion for Scouting in tangible, meaningful ways. Building long-term, genuine relationships between donors and a council sets the stage for a successful major gifts program.

## STEPS TO UTILIZING THE SECOND CENTURY SOCIETY

***Councils are moving toward the Second Century Society as the preferred method of major donor recognition. Successful councils use the following elements:***

### ***RECRUIT A CHAIRPERSON***

A vibrant Second Century Society has an engaged chairperson. As a Second Century member, this person understands the impact of giving at this level and the importance of cultivation and recognition. The chairperson hosts gatherings, leads recognition events and works closely with the Key 3 to establish and maintain the council's major gifts program.

### ***CREATE A SECOND CENTURY PLAN***

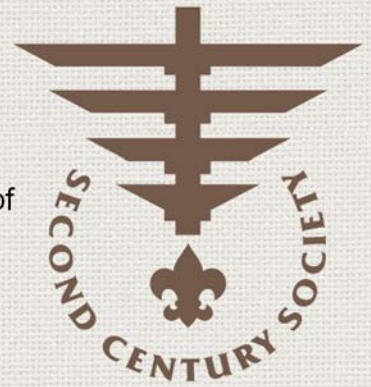
The 1910 Society and Founders Circle have been an important part of donor recognition at the council level. It is important to create a plan meeting the specific council's needs and donor expectations. Some councils recognize all 1910 Society and Founders Circle members as Second Century and some use it as a tool to energize and cultivate new major gifts. Councils use major gift committees to augment their development efforts. Starting the conversation at the Board level will ensure consistency and successful implementation of a Second Century Donor Recognition Plan.

### ***HOST GATHERINGS***

As the Board and Second Century Chairperson have set the direction and tone, it is time to identify new members. Use gatherings to increase your council's society and identify those who can grow into membership. Gatherings and events provide the opportunity to highlight Scouting and understand donor passions.

### ***RECOGNIZE NEW MEMBERS***

When new major gifts are made to the council, put into action your Second Century Plan. Communicating the impact of a gift can lead to lifelong giving. Recognize the impact of the gift locally and nationally. Donors giving \$100,000 or more are eligible for special national level recognition. Recognizing the donor, as well as, the impact of the gift connects a donor to the Scouting mission.



The Boy Scouts of America created the Second Century Society to nurture a donor centric culture within Scouting philanthropy. Consistent donor stewardship, using the Second Century Society, will create a culture of donor engagement resulting in increased size and frequency of major gifts.

## ***DONOR CENTRICITY***

### **CONNECT**

Match a donor's passion and vision with Scouting's critical and innovative priorities.

### **BUILD**

Strengthen relationships and a sense of belonging through council events.

### **COMMUNICATE**

Share with donors the impact of their gifts in a timely manner.

### **RECOGNIZE**

Thank donors frequently and steward the various recognition levels for major gifts.



BOY SCOUTS  
OF AMERICA  
NATIONAL FOUNDATION



# GRATITUDE IN ACTION

## THE SECOND CENTURY SOCIETY AND PRESIDENTS LEADERSHIP COUNCIL

The Foundation is deeply grateful for the time, talent and resources committed by our investors, trustees and Scouters. We are stewards of these gifts representing the future of Scouting and the passion of our Scouters. Understanding the motivations of our investors, helps the Foundation connect resources to programming. Most importantly, the majority of these funds remain at the local level as direct fuel for the Scouting mission.

In honor of Scouting's next 100 years, the Second Century Society is designed to meaningfully foster relationships between our major investors and Scouting.

### Second Century Society - Local Council Recognition

- minimum of \$25,000 outright or paid within five years

### Second Century Society - Foundation Recognition

- minimum of \$100,000 outright or paid within five years
- minimum of \$100,000 deferred gift

### Second Century Society - Lifetime Investors

- Paid, lifetime gifts to Scouting of at least \$500,000
- Recognized by the Foundation

### Presidents Leadership Council

- A recognition unique to the Foundation. Membership includes investors who partner directly with the Foundation at the \$1 million or more level for local or national impact.



### OUR COMMITMENT TO OUR INVESTORS...

through relationships we listen and craft philanthropy with our investors so they may direct funds to specific interests in Scouting on a local and national level. We steward gifts at the direction of our investors.

### CONTACT THE FOUNDATION

Contact Diane Smith at the Foundation for details on how your council can use the Second Century Society to grow major gifts.

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