

SULLIVAN LODGE TRAINING CENTER FEASIBILITY STUDY HIGHLIGHTS

A random sampling of the community, OA members and prospect data base was conducted. All had scouting background. The following are the highlights:

LODGE PERCEIVED IMAGE

*80% rated Good to Excellent

LODGE WEAKNESSES

*Large membership, Event participation, Lodge/Chapter Communications, No OA Building, Closed group participation

IS FUNDRAISING PROJECT REALISTIC

* Yes- 70%

PRIORITY OF PROJECT

* 60% said HIGH but lacks large gift support

LODGE FUNDRAISING STRENGTH

* 50%- Good, 50%-Poor

* Committee not fundraisers, questions capability of committee to raise goal

BEST TIME TO CONDUCT CAMPAIGN

* Fall- 60% Spring- 40%

* 95% questioned attainability of goal, Payout period too short(2-5 years suggested), 1 characterized goal as unrealistic

TOP GIFT AVAILABLE(\$250,000.00)

* 65% said NO, Low donor base, lack of prospects at this level

NEXT GIVER LEVEL(\$150,000.00 to \$50,000.00)

* 45% Attainable, Majority unsure with strong doubt, 1.5 million extremely unlikely

MAJOR GIFT PROSPECTS RECOMMENDED

* Inability to Identify people, businesses or foundations, this indicates a strong possibility of campaign failure

WILL TO INCREASE PERSONAL GIFT

* Yes- 80%; however, longer payout period (2-5 years)

RANGE OF GIFT

* \$250,000.00 & Up :	0
* \$100,000.00 to \$50,000.00 :	12%
* Below \$50,000.00 :	76%
* Unknown :	12%

WOULD YOUR COMPANY PARTICIPATE, if so what level

* Yes- 12%, No- 88%, \$50,000.00

WOULD YOU PERSONALLY WORK ON THE CAMPAIGN

* Yes : 53%, No or maybe : 47%

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SUGGESTED NAMES FOR CAMPAIGN LEADERSHIP

- * None: 83%, names provided are those we already have or are on other council major campaigns-NO NEW NAMES

CAMPAIGN SUCCESS FACTORS

- * Demonstrated need, Multi-use facility, honors Charley Sullivan, Dedicated campaign volunteers, positive lodge image, strong council, feasibility study reality check, good mailings and website information

CAMPAIGN HINDER FACTORS

- * Council Capital Campaign, FOS Competition, Campaign committee not fundraisers, Project ambitious-Taj Mahal of training centers, Donor recognition plan confusing, longer payout period (2-5 years), lack of high level giving support, camp master plans calls for old dining hall to remodeled as training center, multi-use building rather than OA lodge building will decrease potential of fundraising from OA members

OTHER COMMENTS

- * Donors want monies to go to specific projects, Doug Griffin key to success, Council EB must approve, how will building better the OA, Pledged \$2,000.00 6 months ago but have not received a bill, Lodge membership needs to give before asking national or non-scouts

CONCLUSION HIGHLIGHTS

- * Campaign committee structure well organized but not viewed as fundraisers
- * Need lower goal (would take 2,500 prospects to get 1,500 gifts of \$1,000.00 to reach goal)
- * Significantly reduce size of building or build in stages to match income with in-kind donations of labor & materials or remodel old dining hall
- * Construction shouldn't start until all pledge commitments honored. Campaign completion December 2007, construction Fall 2010.
- * DO NOT KICK-OFF public campaign until 1/2 of goal is raised. December 2006 kick-off should be postponed. Silent phase should continue until 1/2 of goal is pledged.
- * Longer pledge period will attract bigger gifts.
- * Campaign committee members must be asked to double or triple their gift over a longer period.
- * Need thumbnail estimate of construction cost, build in an inflation % based on projected construction begin time.
- * Inform property committee of any building design changes for approval.

PROPOSAL FOR DISCUSSION

- * Do we hire a fundraising company to conduct the campaign
- * Do we postpone the kick-off but continue the quiet phase and continue to submit grants and foundation requests, conduct the Arrowman Campaign May - Sep, 07, conduct the National OA and Region Campaign Committee initiatives. No kick-off until 70% of goal is pledged.
- * Reduce campaign goal to \$400,000.00 and readjust goals accordingly.
- * Reduce building size or remodel the old dining hall.
- * Ask Doug Griffin to produce redesign of building for \$350,000.00 and remodel of old dining hall proposal for \$300,000.00
- * Once redesign is completed ask Jim Sprately to obtain cost estimates to include inflation estimates.
- * Brief the lodge membership via email and Tipi, conduct a lodge membership brain-storming session and EC Briefing at LLD (Nov 06), present revised plan to lodge EC at PowWow, continue the fundraising committee organizational meetings at each lodge event.