



## Charley Sullivan Lodge 104 Training Center Campaign Plan Booklet (REVISED)

March 19, 2007

### Purpose and General Information:

To establish guidelines and an organizational structure to administer the Occoneechee Lodge 104 fundraising campaign to raise the funding to construct the Charley Sullivan Lodge 104 Training Center. After the results of the lodge building feasibility study it was decided to remodel the old Camp Durant Dining Hall into the Sullivan Lodge Training Center with additional room wings and interior redesign and reduce the campaign goal to \$250,000.00 to \$400,000.00 (TBD). A cost estimate is projected to be at about \$400,000.00 and cost estimate initiatives have been undertaken by the lodge advisor. Additionally, Doug Griffin of Griffin Architect Firm will be asked to redesign the remodel effort that will encompass the intended design of the original structure. This Training Center while being built and funded by Occoneechee Lodge 104 efforts, is to be a multi-purpose facility and used by all scouts and scouter's in the Occoneechee Council. ***While the Occoneechee Lodge 104 will have priority use of the facility, Cub Scouts, Explorer Scouts, Venture Scouts and all adult training will be able to request usage of this facility on a first-come first-serve basis for all training needs. The OSR Camp Ranger will control usage approval.***

### Committee Organization and Duties & Responsibilities:

Campaign Committee Chairman: Recruit the committee chairmen (6) and campaign chairman. Conduct monthly campaign meetings (dates TBD) to follow the campaign progress and keep it on track and kick-off the public phase of the campaign at a date TBD (proposed May 2007) and conduct the full committee meeting at Fall Fellowship, Pow Wow and Spring Inductions. Assist area chairmen to open the doors to community centers of influence. Contact corporate level executives to secure corporate level donations.

Campaign Chairman: Recruit the campaign committee chairmen. Conduct training for each level of giving and prepare campaign materials for their use in conducting each level of the campaign. Conduct audits and prepare status reports at least monthly. Guide the campaign to raise the goal during the established campaign period. Keep the campaign on track. Conduct monthly campaign report meetings on dates TBD. Serve as a member of the council capital campaign committee and report the campaigns status to that body. Work with the council finance department to ensure all donations, pledges and audits meet council accounting procedures.

Furniture Chairman: Working with the lodge EC and advisor secure a listing of needed building furnishing. Secure either donations or the best price to purchase these needs within the TBD budget. Work with the Lodge Staff Advisor for council accounting procedures. Present status reports at committee meetings.

Kick-Off/Victory Celebration Chairman: To conduct the Kick-Off and Victory Celebration at dates TBD. Work with the Campaign and Committee Chairman on the scrip for each event. Work with the Recognition Chairman for the victory awards and check to present to the council.

Room Naming Chairman: Work with each campaign chairman to secure naming rights donations as listed below in the Room Naming Recognition section. Secure the appropriate plaques and serve as the Naming Committee Dedication Chairman when the building is dedicated. Also, coordinate the Pave

the Way phase described in the Pave the Way Engraved Brick Recognition section below. Work with the lodge staff advisor for the appropriate council accounting procedures.

**Recognition/Patch Chairman:** Design and obtain the levels of giving patches. Secure the appropriate plaques requested by the campaign chairman for presentation. Obtain other recognition items as requested. Work with the lodge staff advisor for the appropriate council accounting procedures.

**Museum Chairman:** Working with the lodge EC and Lodge Advisor coordinate the organization and display of the lodge museum items.

**Construction Chairman:** With approval of the lodge EC, lodge advisor and council scout executive coordinate the cost estimates, construction and MEP drawings from Doug Griffin, and construction of the lodge building within the approved budget. Work with the lodge advisor, lodge staff advisor and council accounting department on all accounting matters.

### **Campaign Plan / Kick-Off:**

Continue the quiet phase of the campaign until 70% of the pledge goal is reached and then schedule a public phase campaign kick-off. This will be a one-year campaign with a pledge payment period of 3-years ending December 2008. The separate campaigns will have individual kick-off and training sessions.

**Major Gifts:** Quiet phase on-going with the public phase on a date TBD. Chairman will recruit chairman in each service area throughout the council area of operation to work high levels of giving. Additionally, a separate chairman will prepare grant and foundation requests. Chairman will be recruited from OA members serving at council or higher level. The campaign committee will provide training.

**Founder's Committee Chairman:** Will contact all lodge Founder's Awardee's and encourage their collective support to establish a Founder's Hall or Room, to be decided by the committee. Obtain pictures of all past Founder's Awardee's and design the appropriate display for the Founder's Area.

**Grants & Foundations Committee Chairman:** To recruit a committee, develop a listing of organizations to submit applications, complete applications and follow-up such applications. Recommend appropriate recognition to the Recognition Committee Chairman.

**Region Camping Committee Chairman:** Because of Charley Sullivan's many years of service on the region camping inspection committee, contact past and present members of this committee and obtain their financial support of this initiative.

**OA National Committee:** Because of Charley Sullivan's many years of service on the National OA Committee, contact past and present National OA Committee members and obtain their support of this initiative.

**Room/Area Naming Committee:** Will market the naming of areas within the building using the attached Room Naming Selection Sheet. Recommend the appropriate recognition to the Recognition Chairman.

CSA, SSA, NSA Campaign Chairman: Develop a committee that will contact major organizations, not being currently worked by the district FOS Campaign, in each service area and obtain their support of this initiative. The committee should develop a prospect list with the name of the person to make the contact and review it with the district executive to insure they are not a current district FOS prospect. This group may include major businesses and professional organizations. Training will be provided by the campaign committee.

Brick Paver Committee Chairman: The chairman of this committee will coordinate with BrickMakers, USA (previously used by East Carolina Council and several local churches) in Palm Beach, Florida to have the bricks created and work with the construction chairman to use to build the indicated fireplace and on the facility grounds. The chairman will maintain a listing of the text to be engraved on the brick pavers and the names of all donors. A "Pave the Way Plaque" with of all donors will be hung in the training center. These funds will be audited as part of the Major Gifts Campaign.

Arrowman: The Chapter Arrowman campaigns will kick-off at Spring Induction's (May 2007) and conclude with a turn-in at Fall Fellowship (September 2007). It is suggested that this campaign include district scout units and local businesses with a connection to local arrowmen. We should work with the local District Executive to insure we do not contact businesses already supporting the district Friends of Scouting Campaign. It is suggested that Chapter Advisors volunteer to serve as the chairman for their chapter's campaign or appoint another adult arrowman. The campaign committee will provide training.

Past Lodge Membership Chairman: Will recruit a committee to contact personally past arrowmen for their support of the building initiative. This will be accomplished during the Arrowmen Campaign phase.

### **Victory Celebration:**

An appropriate victory celebration will be planned at a date TBD, where the top chairman in each major category (Major Gifts & Arrowmen) will be recognized and a check will be presented to the council Key III. Construction should start when the old Dining Hall becomes available (projected for the summer of 2007) and will be completed in phases as funds are available.

### **Report Meetings:**

*Major Gifts/Arrowman:* Meeting will be conducted in accordance with the attached timetable (enclosure 3).

### **Weekly Audit and Pledge Card Usage:**

#### Charley Sullivan Training Center Pledge Card:

The enclosed pledge card may be used to make corporate, individual, and organizational or foundation pledges and/or donations. While monthly pledges are encouraged, a 3-year pay out period is established with all pledges paid by December 31, 2008 and currently monthly billings is not planned in order to use the monies for construction rather than administrative cost. Also, recognition can not be awarded until the pledge is paid in full. This pledge card may also be used to donate through the engraved brick paver initiative. The council finance department will keep them on file in the same manner as the council FOS cards for audit purposes. All pledge cards will be mailed to the council office and monies receipted with the receipt attached to the pledge card. It will then be forwarded to the council finance department, who will forward to the campaign chairman. The campaign chairman

will prepare the lodge training center audit and appropriate status reports before returning the audit, pledge cards and receipts to the council finance department for safekeeping.

**Weekly Audit Report:**

The council finance department will forward each Charlie Sullivan Lodge 104 Training Center donation or pledge card with any cash receipts attached to the campaign chairman weekly by COB Friday or the last workday of each week. The council finance department will handle the accounting of the campaign donations and pledges in the same manner as the council FOS campaign is handled following the pledge card guideline. The chairman will produce the appropriate status reports and email them to each committee member monthly for the period TBD.

**OA Event Accounting Procedures:** All lodge building pledges, donations, payments or donations in lieu of reimbursement at an event will not be mixed with the event budget. The building pledge card will be completed and a copy of the receipt indicating “OA LODGE BUILDING FUND” will be attached. All of these donations, pledges or payments will be turned in to Linda Grady at the council office. This is required to comply with strict Capital Campaign accounting procedures. Lodge finance committee volunteers will follow the same procedures for monies received at lodge events, at no time will such monies be mixed with event monies but turned into Linda Grady for accounting.

**Recognition** (Enrollment in Brick Pavers, Room Naming and Builder’s Club are separate recognitions):

**Pave the Way Engraved Brick Pavers:**

The Pave the Way Brick Paver initiative will be promoted with donations at the following levels: \$1,000.00 for a 8 x 8 engraved white brick, \$500.00 for a 8 x 8 engraved red brick and \$100.00 for a 4 x 8 engraved red brick. They will be used to build a fireplace and on the grounds of the new facility. The chairman of this committee will coordinate with BrickMakers, USA (previously used by East Carolina Council and several local churches) in Palm Beach, Florida to have the bricks created and work with the construction chairman to use to build the indicated fireplace and on the facility grounds. The chairman will maintain a listing of the text to be engraved on the brick pavers and the names of all donors. A “Pave the Way Plaque” with of all donors will be hung in the training center. These funds will be audited as part of the Major Gifts Campaign.

**Room Naming:** Each room and corridor will be named for a donation amount to be determined by the Room Naming Chairman using the following guidelines. Using the to be determined cost per square foot of construction figure (construction chairman will provide in the near future) times the square footage of the area to be named to determine the naming rights cost. An initiative like the Ground Breaking and Pave the Way campaigns will be used to promote this phase. Each named area will have an appropriate naming plaque installed and dedicated when the building is dedicated.

**Builder’s Club Levels of Giving:**

\$10,000.00	FOUNDER’S LEVEL	Builder’s Club Patch with Gold Border and mounted on a plaque.
\$5,000.00	SUPREME CHIEF LEVEL	Builder’s Club Patch with Silver Border and mounted on a plaque.
\$1,000.00	CHARLEY SULLIVAN LEVEL	Builder’s Club Patch with Red Border.

\$500.00	CHIEF'S LEVEL	Builder's Club Patch with Green Border.
\$104.00	BROTHER'S LEVEL	Builder's Club Patch with Black Border.

Additionally, a "Builder's Club Plaque" for the Founder's, Supreme Chief and Charlie Sullivan levels of giving will be hung in the training center.

**GOALS:** TBD (Range \$250,000.00 to \$400,000.00- goals based on \$400,000.00 for planning purposes with half coming from each campaign phase(major gifts and arrowmen)).

**Major Gifts:** Includes corporate, endowments, grants, foundations, Council and Lodge Executive Board members, Pave the Way bricks and Room/Area Naming.

**Arrowmen:** Includes individual arrowmen donations not already identified above and those raised at individual troop or pack level and community businesses/organizations during the campaign period (May-September 2007). Suggest the Chapters OA Troop Representatives be used to reach the troop and pack levels. Goals set using chapter membership. This is a goal not an assessment. We're asking all chapters to run a campaign and do the best they can.

Noah Asbill  
Chief

Rodney McDonald  
Lodge Advisor

John Akerman  
Supreme Chief of the Fire

#### 6 Enclosures

1. Campaign Timetable
2. Campaign Status Snapshot
3. Campaign Report and Goals
4. Campaign Committee Organizational Chart
5. Area Naming Plan
6. Campaign Donation/Pledge Card



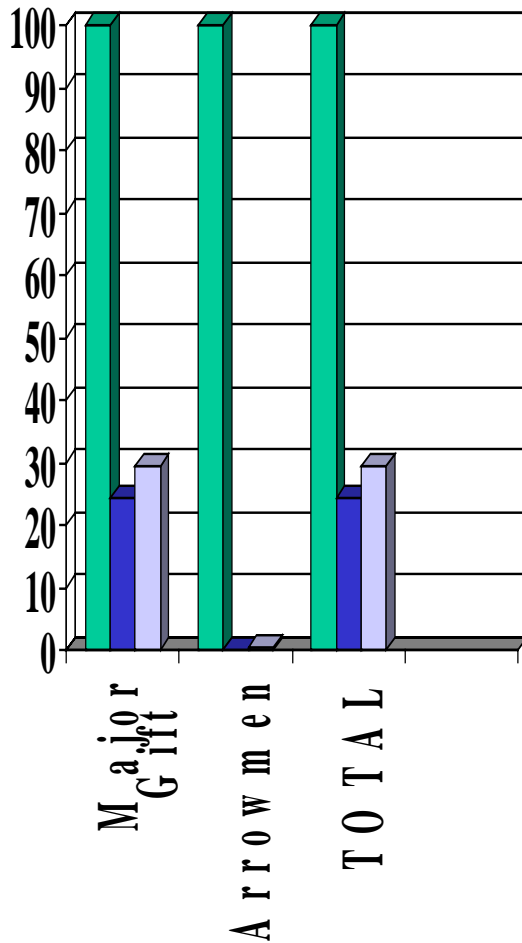
## Charley Sullivan Lodge 104 Training Center Timetable(REVISED 3-19-07)

DATE	ACTIVITY	RESPONSIBLE PERSON	DATE COMPLETED	REMARKS
Sep 5, 05 (Fall Fellowship)	Ground Breaking	R. McDonald	5-Sep-05	
Mar 18, 06(PowWow)	Recruit Organization Committee	Chairman	18 March 06	Meeting of 10-15 to recruit Org Committee
May 20, 06(Spring Inductions)	Recruit Committee	Chairman	20 May 2006	
Sep 16, 05 (Fall Fellowship)	Full Committee Meeting	Chairman	16 Sep 06	Feasibility Study Review and continued Campaign Organization
Dec 2, 06(Winter Banquet)	Campaign Kick-Off-CANCELED		Canceled	PROMOTION ONLY
Mar 17, 07(PowWow)	Committee Meeting & Arrowman Campaign Training	All Members	17 Mar 07	All training completed & materials passed out. Public Phase starts May 07.
May 19, 07(Spr Ind)	Committee Meeting-Arrowman Campaign Kick-off	All Members		Status Update
Sep 15, 07(Fall Ind)	Committee meeting(Arrowman Completion)	All Members		Status Update
TBD	Monthly Report Meeting	All Members		Update
TBD	Monthly Report Meeting	All Members		Update
	Monthly Report Meeting	All Members		Update
TBD	Monthly Report Meeting	All Members		Update
TBD	Monthly Report Meeting	All Members		Update
May 19, 07(Spr Ind)	Major Gifts Kick-Off	Major Gifts Members		Campaign May to Sep , 07
Nov 06(LLD)	Revised Campaign Briefing			Brief EC on Revised Campaign
TBD	Clean-up	All Members		Clean-up & Prepare for Victory Celebration
TBD	Victory Celebration	All Members		Complete & Present Check to Council
Spring 07(in phases)	*Construction	Council/Lodge Advisor		

\*- As funding becomes available construction will be conducted in phases. Site preparation is planned for Spring 2006. Actual progress will depend on income. Pledges may allow the lodge to secure bank borrowed funding for construction while the campaign is in progress.



## CHARLIE SULLIVAN OCCONEECHEE LODGE 104 TRAINING CENTER CAMPAIGN STATUS



### GOAL

**Major Gift:**

*\$200,000.00*

**Arrowmen:**

*\$200,000.00*

**TOTAL:**

*\$400,000.00*

As of 10-10-06



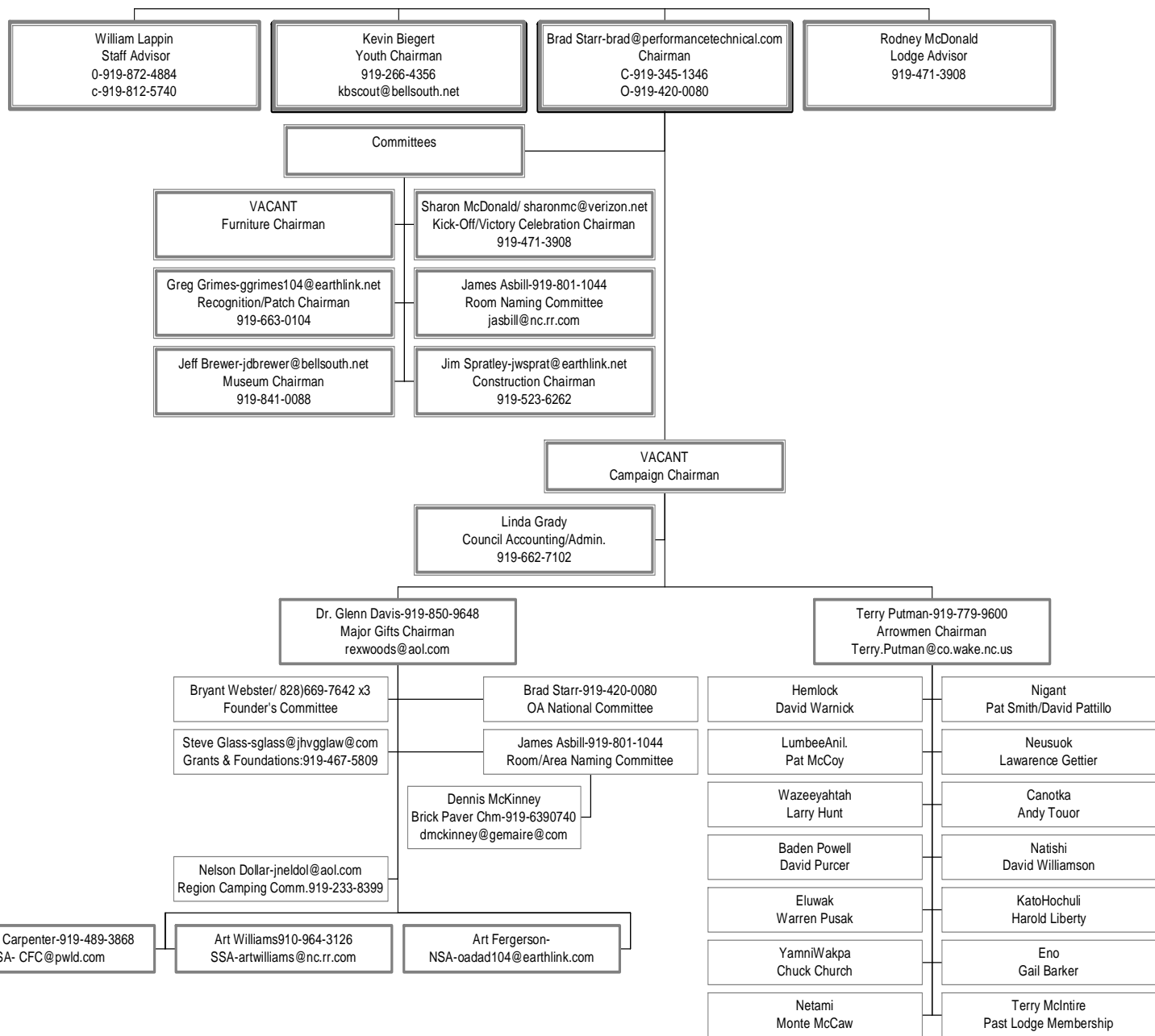
## CHARLEY SULLIVAN LODGE TRAINING CENTER CAMPAIGN REPORT

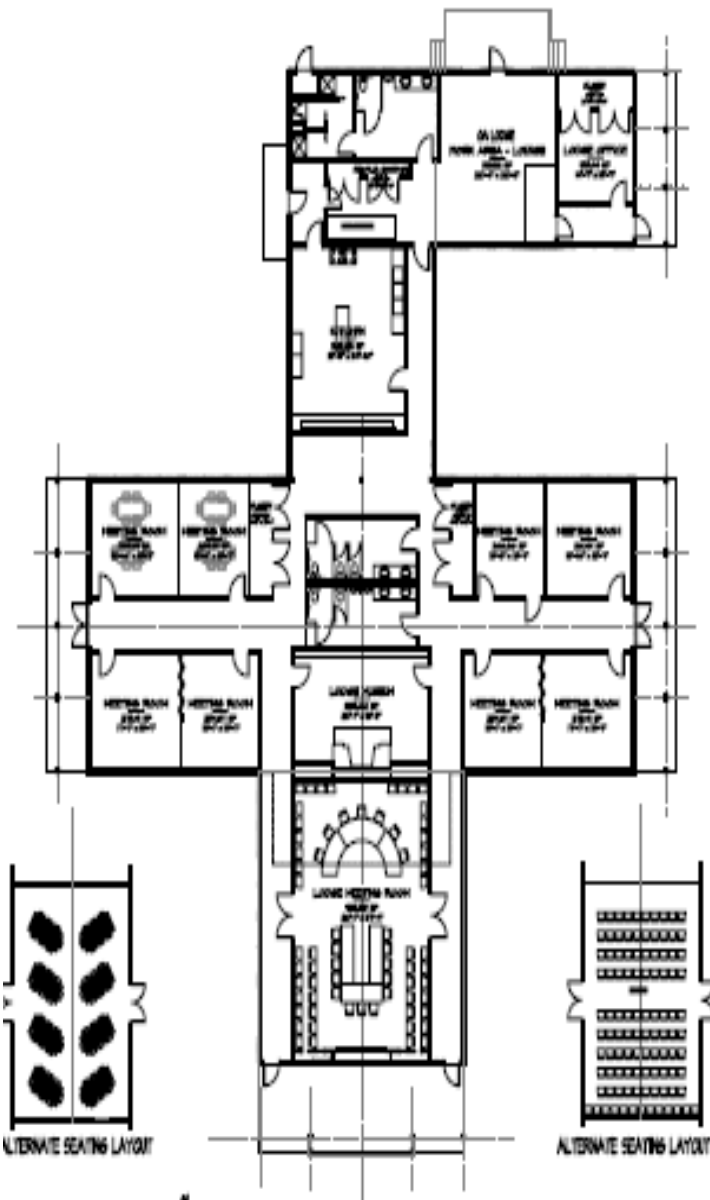
CHAIRMAN	CAMPAIGN	GOAL	PLEDGED	PLEDGED %	RECEIVED Cash	RECEIVED %
Glenn Davis	<b>Major Gifts Campaign</b>	<b>\$200,000.00 (14,689+\$13.62)</b>	\$91,127.00	45.56%	\$110,988.86	55.49%
Steve Glass	Grants & Foundations	\$100,000.00				
Art Williams	Southern Service Area(4234)	\$10,000.00				
Art Fergerson	Northern Service Area(3251)	\$10,000.00				
Charlie Carpenter	Central Service Area(7195)	\$10,000.00				
James Asbill	Room/Area Naming Committee	\$15,000.00				
Nelson Dollar	Region Camping Committee	\$10,000.00				
Bryant Webster	Founder's Award Committee	\$15,000.00				
Brad Starr	National OA Committee	\$15,000.00			\$4,183.00	27.8%
Dennis McKinney	<b>Brick Paver Committee</b>	<b>\$15,000.00</b>				
Terry Putman	<b>Arrowmen Campaign</b>	<b>\$200,000.00 (1519+3810+\$37.53)</b>	Use\$38.00			
David Warnick	Amangi Newo(Hemlock)	\$3,572.00 (94)				
Pat McCoy	Lumbee Anilorac(KiaKima)	\$5,130.00 (135)			\$600.00	11.6%
LawrenceGettier	Neuisiok(Neuse River)	\$7, 030.00 (185)				
Larry Hunt	Wazeeyahtah(GreatNorthern)	\$1, 368.00 (36)				
Andy Tutor	Canotka(Cape Fear)	\$2, 964.00 (78)				
David Purser	Impessa(Baden Powell)	\$3, 344.00 (88)				
Calvin Terry	Natsihi (Moore)	\$2, 128.00 (56)				
Pat Smith	Niganit(TUOCS)	\$4, 864.00 (128)				
Warren Pusak	Eluwak(Mawat)	\$5, 548.00 (146)				
Harold Liberty	Kato Hochuli(Falls)	\$7, 790.00 (205)				
Chuck Church	YamniWakpa (ThreeRivers)	\$3, 496.00 (92)			\$1,000.00	28.6%
Gail Barker	Eno (Orange)	\$5, 624.00 (148)				
Monte McCaw	Netami(Crosswinds)	\$4, 864.00 (128)				
Terry McIntire	PastLodgeMember	\$142,278.00 (3810)				
<b>Jack Hendrix</b>	<b>TOTAL CAMPAIGN</b>	<b>\$400,000.00</b>	<b>\$104,544.00</b>	<b>26.13%</b>	<b>\$124,784.86</b>	<b>31.19%</b>





## CHARLEY SULLIVAN LODGE TRAINING CENTER COMMITTEE (As of 08-17-06)





Room Description	SF	Price	
LODGE OFFICE (SOLD)	Not Avail	\$7,000.00 (Kuhfeld)	
CEREMONY TEAM WORKROOM	315sf	\$19,000.00	
Kitchen NAMED LC GOODMAN (SOLD)	Not Avail	\$50,000.00	
Right Side Meeting Room	262sf	\$16,000.00	
Right Side Meeting Room	206sf	\$13,000.00	
Right Side Meeting Room	275sf	\$16,500.00	
Right Side Meeting Room	254sf	\$15,000.00	
Lodge MUSEUM	536sf	\$34,000.00	
LODGE MEETING ROOM /CLASSROOM	965sf	\$58,000.00	
Left Side Meeting Room(SOLD)	NotAvail	\$16,000.00	
Left Side Meeting Room	206sf	\$13,000.00	
Left Side Meeting Room	275sf	\$16,500.00	
Left Side Meeting Room	254sf	\$15,000.00	
Fireplace		\$20,000.00	
Right Meeting Room Hallway (SOLD)		\$3,000.00(OA National Comm)	
Left Meeting Room Hallway		\$3,000.00	
Right Side Entrance Hallway		\$2,000.00	
Left Side Entrance Hallway		\$2,000.00	
Also have 27large Display Cases Available for naming			
Display Case 1		\$1,000.00	
Display Case 2		\$1,000.00	
Display Case 3		\$1,000.00	
Display Case 4		\$1,000.00	
Display Case 5		\$1,000.00	
NAME: _____ ADDRESS: _____ CITY & Zip: _____ PHONE: (    ) _____ Email: _____			



# Occoneechee Lodge 104

Home of the Thunderbird

## CHARLEY SULLIVAN LODGE TRAINING CENTER DONATION/PLEDGE CARD

### I WANT TO BE A SUPPORTER OF THE CHARLEY SULLIVAN LODGE TRAINING CENTER

NAME \_\_\_\_\_ UNIT/DISTRICT: \_\_\_\_\_

ADDRESS \_\_\_\_\_ CITY \_\_\_\_\_ ZIP CODE \_\_\_\_\_

PHONE (\_\_\_\_) \_\_\_\_\_ Email \_\_\_\_\_

Your donation may be made in LUMP SUM or you can make a PLEDGE to be paid in monthly installments. Please write "LODGE BUILDING PLEDGE PAYMENT" on all installment payments:

\_\_\_\_\_ I wish to donate \$ \_\_\_\_\_ (Check payable to Occoneechee Lodge 104)

\_\_\_\_\_ I wish to pledge \$ \_\_\_\_\_ (To be paid in monthly installments. No billing will be sent and award recognition can not be made until pledge is paid in full. All pledges must be paid by December 31, 2008. Please write "LODGE BUILDING PLEDGE PAYMENT" on all installment payment.)

\_\_\_\_\_ I would like my donation to be put on my credit card:

\_\_\_\_\_ VISA Card # \_\_\_\_\_ Exp Date \_\_\_\_\_

\_\_\_\_\_ M/C Card # \_\_\_\_\_ Exp Date \_\_\_\_\_

## BUILDER'S CLUB LEVELS OF GIVING

\$10,000.00	FOUNDER'S LEVEL	Builder's Club Patch with Gold Border and mounted on a plaque.
\$5,000.00	SUPREME CHIEF LEVEL	Builder's Club Patch with Silver border and mounted on a plaque.
\$1,000.00	CHARLEY SULLIVAN LEVEL	Builder's Club Patch with Red Border.
\$500.00	CHIEF'S LEVEL	Builder's Club Patch with Green Border.
\$104.00	BROTHER'S LEVEL	Builder's Club Patch with Black Border.

Additionally, a Builder's Club Plaque for the Founder's, Supreme Chief and Charley Sullivan levels of giving will be hung in the training center.

## PAVE THE WAY ENGRAVED BRICK

\_\_\_\_\_ Pledge \_\_\_\_\_ \$1,000.00 \_\_\_\_\_ \$500.0 \_\_\_\_\_ \$104.00  
white 8" x 8" brick with engraving (red 8" x 8" brick with engraving) (red 4" x 8" brick with engraving)

\_\_\_\_\_ **Check Enclosed** With a minimum donation of \$104.00, you are entitled to an engraved brick paver on the grounds of our new facility, as well as a miniature keepsake brick.

**Please indicate the text you would like on your engraved brick.**

1st line \_\_\_\_\_

2nd line \_\_\_\_\_

3rd line \_\_\_\_\_

Donors will receive all incentives for their level of support (i.e \$104.00 Brick Paver (if requested) and Builder's Club Mail to: Occoneechee Council, BSA, ATTN: Lodge Building Fund, 3231 Atlantic Ave, Raleigh, NC 27604  
The Occoneechee Lodge 104, BSA is a 501 (c) (3) charitable organization, and all gifts are fully tax deductible as allowed by law