



BOY SCOUTS OF AMERICA®  
NATIONAL FOUNDATION

## GIFT PLANNING FOR YOUR COUNCIL'S SECOND CENTURY 2017 MAJOR GIFT SEMINARS

*Celebrating 5 years and 4500 hours of Major Gifts Education*

MAY 15 - 16, 2017

JUNE 15-16, 2017

San Diego-Imperial Council  
Service Center  
San Diego, CA

Seneca Waterways Council  
Service Center  
Rochester, NY

OCTOBER 12-13, 2017

Chicago, IL  
Westin Lombard Yorktown Center

### LEARN MORE ABOUT MAJOR GIFTS!

#### IMPROVE YOUR SKILLS RELATED TO:

- How to create an ASK strategy for every major council donor
- The best gift strategies and non-cash gifts under the new Tax Act
- Matching your best donors with the best gifts for them
- Engaging volunteers in major gifts cases and asks
- Increasing council operating gifts and endowment

Scout Executives, council volunteers, and staff with major gift duties will leave this seminar more effective, informed, and comfortable with securing major gifts!

**Seminar Fee: \$150 per person.**

\*Fee includes all materials, breaks and lunch for both seminar days

*Special rates available for staff and volunteers from BSA Foundation Premium Service/Partner councils.*

For more information please contact Diane Smith at 972-580-2026 or [Diane.Smith@Scouting.org](mailto:Diane.Smith@Scouting.org)

*See agenda on other side*

## SAMPLE SEMINAR AGENDA:

Day 1		Day 2	
9:00 – 11:00	<b>Major Gift, Reporting for Duty</b> Giving in the current economy; ethical challenges; guidelines/policies; major gift mentality for councils.	9:00 – 11:00	<b>Beyond the Basics</b> Bargain sales; gift sales; life estates; gift annuities. Charitable remainder trusts; charitable lead trusts.
11:15 – 12:30	<b>Fat Wallet or Flat Wallet?</b> Tax Act overview; gifts and deductions; gift substantiation; Top Ten gift opportunities.	11:00 – 12:30	<b>Relationship Strategies</b> Building better Board relationships;
12:00 – 1:00	<b>Working Lunch</b>	11:30 – 12:30	<b>Working Lunch</b>
1:15 – 2:15	<b>Beyond the Checkbook</b> Stocks; real estate; types of overlooked gift property.	12:45 – 2:15	<b>Relationship Strategies</b> Structuring effective ASK strategies
2:30 – 3:30	<b>Beneficiary Designations</b> Bequests; life insurance; IRAs and retirement vehicles; living trusts; revocable gifts.	2:30 – 3:30	<b>Marketing and Case Studies</b> Prospecting; professional advisors; online presence; campaigns and endowment.

CLICK ON THE LINK TO REGISTER FOR OUR 2017 SEMINARS:

[San Diego-Imperial - May 15 - 16](#)

[Seneca Waterways – June 15-16](#)

[Chicago, IL - October 12-13, 2017](#)

[South Florida – November 9-10](#)

**As we enter our 5th year of offering the Major Gifts Seminar, we thank the almost 400 Scout executives, council volunteers, and BSA staff with major gift duties who have invested in major gifts education.**

*“The most eye-opening part of this course is how the major gifts process is mostly foreign territory to how we raise money in the Boy Scouts. We can be very focused on the current year. It is easy to forget that patience can be the best solution to relationship building and long-term sustainable funding.”- Scout Executive*