



American Values Luncheon

Fact Sheet

2010 Greater Alabama Council
Friends of Scouting Campaign

What: The “American Values” luncheon goal is to raise money and public exposure for Scouting in the Birmingham community. This one event is to have a large group (2,000+) participants / 250 table hosts with the Advance Phase and surrounding Boy Scout districts working together to fill the room and capitalize on this event to help all phases of our campaign effort.

Keys For Success: The event will include the following traits to ensure good attendance and success in obtaining it’s goal:

1. Three community honorees with the Heart of an Eagle from the Boy Scouts. Our honorees are Charles A. Collat, Sr., Honorable Ralph Cook, and James W. Shepherd.
2. A well-known speaker that is a community-wide draw. Eli Manning is our speaker.
3. A well organized set of luncheon committees of at least 250 tables each filling tables of 8. There will be one effort to sell tables and another effort to fill tables with individuals, etc.

Note: This luncheon will be recognized as the best social event in Birmingham in March.

Timeframe: The event will take place on March 2, 2010 at the Birmingham Jefferson Civic Center, North Exhibition Hall.

Marketing: The entire marketing package for the event should include:

1. Materials used by the volunteers organizing the event – event chair, event captains and table hosts
2. A “save the date” notice 60 days in advance of the event
3. Invitation to all invitees 21days in advance of the event
4. Media kit promoting the event
5. Work with the honorees on marketing this award
6. Special attention given to the speaker and their marketing expectations
7. All marketing materials have a patriotic look and feel – the 2009 Council Marketing Theme should also be utilized in the materials

Follow up: The key goal is to attain the luncheon goal at the luncheon. There is always follow up needed on those prospects who could not attend the luncheon or out of town prior to the luncheon. A follow up period of two weeks will be used to contact all assigned prospects to secure a gift for the BSA.

Scouting – Values That Last A Lifetime!