



## Girl Scouts of Eastern Oklahoma: *Campaign for Growth*

The need for a new troop camp was the primary catalyst for the \$3.4-million *Campaign for Growth*. Kinetic\* was retained to do a Pre-campaign Study and provide ongoing counsel throughout the campaign.

The number of campers attending the Council's main overnight camp site had grown exponentially. "Our Girl Scout Council had been extremely successful," said Director of Development Ruth Richards. "We had been talking about a new troop camp for quite a while. At the time, girls were having to wait three years to get a camp reservation."

Good preparation was at the heart of the *Campaign for Growth*. The campaign began quietly with a lead gift of \$1 million. Also, during the silent phase, a major foundation in Tulsa with board members in common with the Girl Scouts indicated a significant six-figure gift would be forthcoming. The foundation's leadership suggested the Girl Scouts consider an endowment for the camp's long-term maintenance. To encourage that strategy, the foundation pledged a \$1 million gift.

With a 30-year service record in the Girl Scouts, and 23 years as the Council's Executive Director, Bonnie



Brewster's commitment to the campaign cause was rock solid. As she said, "There was an excitement in the air that was contagious."

An incredible leadership team was established, including Foundation Division Chair Steve Jatras and Honorary Chair Jack Zink. The Zink family had been active leaders for youth development in the Tulsa area. Ultimately, one of the Zink Foundations provided the land for the Girl Scout's campgrounds.

Jack Zink and his sister, Jill Tarbel, served as an Honorary Co-chairs. Also serving as an Honorary Chair was the Mayor of Tulsa, Clydella Hentschell. Campaign Co-Chairs were Janet Zink and Ann Graves, two former Girl Scouts and prominent Tulsa civic leaders.

The Mabee Foundation of Tulsa gave a challenge grant of \$500,000, contingent upon the Council achieving

  
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its goal. In addition, the Kresge Foundation provided a challenge grant of \$350,000.

Said Richards, "Without Kinetic, we would not have gone for the Kresge grant." Brewster added, "Kinetic's input not only increased our credibility, but carried a sense of security through the whole campaign. I have a tremendously good feeling about the campaign. We had an opportunity to make something great, and we did it well."

*\*Girl Scouts of Eastern Oklahoma had a different name at the time of the campaign, and the campaign took place prior to Hartsook becoming Kinetic in 2022.*

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