



Hudson Valley Council, Boy Scouts of America: *Always Prepared*

Some board members wondered if hiring a professional consultant was necessary: "Why spend the money?" "Why not manage the campaign in-house?"

Why, indeed.

A few years and \$12.7 million later—\$7 million over goal—no one doubts the wisdom and cost-effectiveness of retaining Kinetic* to provide counsel for the Legacy campaign, *Always Prepared*.

"*Always Prepared* provided tremendous momentum for the Council. We identified and cultivated hundreds of new friends and built a legacy of giving that will serve

Scouting for the next 100 years," said Stephen Gray, Hudson Valley Council Scout Executive.

"It was a great decision," said Jason Barlow, campaign chair. "We knew Kinetic could help us convey our passion and mission to others. Onsite visits and weekly phone calls engendered confidence in our campaign committee. With Kinetic's involvement, we never lacked support."

Based on a strategic plan conducted prior to the campaign, the Council identified capital, programs, and endowment needs including support for the new Scout Service Center; improvements to its camps; funding for

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ScoutREACH—a program designed for underserved youth; and a general endowment for the Council’s long-term security in the face of inevitable ups and downs in the economy.

While other nonprofits were putting the brakes on fundraising during a downturn in the economy, the Hudson Valley Council was gearing up for its first-ever integrated campaign scheduled to coincide with the Boy Scouts of America’s 100th Anniversary. With encouragement from Kinetic, the Council kept moving forward.

A campaign assessment conducted by Kinetic identified at least \$5.6 million in potential giving for the Council’s goals and helped uncover approximately seven lead gifts totaling around \$1.3 million. Most were \$100,000 gifts designated by donors across the full spectrum of campaign goals: capital, programs, and endowment. Also, there were a variety of gifts given, including cash, estate gifts, life insurance, and others.

Another prospect came through with a seven-figure donation he wanted to give anonymously. As significant a gift as it was, Kinetic’s team continued to make a case for name recognition. Following a few more meetings and discussions, the donor decided to make his gift known.

Offered Barlow, “The campaign introduced a culture of legacy giving into the Council. It showed us the importance of reaching out to alumni Scouts and listening to their stories—many for the first time. So many of them had meaningful connections with Scouting, but they had not been given an opportunity to give back and express their gratitude.”

From high-dollar naming opportunities to very personal paver memorials, *Always Prepared* offered a variety of



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options for donors to demonstrate their appreciation for the Scouting program.

“To me, this is probably the most important contribution the campaign made to the Council and to Scouting in general—not simply in gifts given, but in securing the concept of legacy giving for the future,” says Barlow.

Added Gray, “Kinetic has been a tremendous source of knowledge and guidance, enabling our success to over-achieving our total goal by more than double.”

By starting right and finishing well, the Hudson Valley Council, Boy Scouts of America not only is ready for the future, it is financially positioned for it ... *Always Prepared*.

**This campaign took place prior to Hartsook becoming Kinetic in 2022.*

