



To our Scouting Family,

You all have felt the impact of the COVID-19 pandemic whether personally, professionally, or in your capacity as a leader of your BSA unit. The Cornhusker Council has had to postpone or cancel many fundraising events and activities in 2020 as a result. This has had a devastating impact on our ability to provide support and materials for each of you, our 141 Scout Units. As a result, we've created a few different funding plans and campaigns to gear up for the 2020-2021 Scouts' year, but we need your involvement to make these campaigns successful. The goal is to activate our community members to support our Scouts with a donation that will directly impact the lives of each Scout member, whether new or returning, to provide an outlet of community, learning, and fun. Whether your unit can gather in groups, or if you must provide meetings virtually, the Cornhusker Council is ready and able to serve our youth.

Below you will find instructions on how to add your unit as a team to our GoFundMe Charity fundraising page. We are asking each Unit to create a fundraising team. Each Unit would be responsible for setting their own goal, based on the number of Scouts in your Unit and how much you feel you could raise in support of Scouting. We also ask that you use this platform to describe your unit. Show pictures, tell stories, give history, and describe adventures. Remember, the more transparent you are, the more successful you'll likely be. Below is an example of a description you are welcome to use to format your fundraising page. Feel free to make this your own. The bolded sections, at least, should be changed to fit your specific unit.

*"We're Pack/Troop **#143**, chartered by **(insert chartering org)**, home of **12** of the most amazing young people in all of Lincoln, NE. We are a tightknit group, led by **Leader Smith**, that strive to empower our young people into thoughtful, brave, caring, resourceful community leaders. This year, we're hoping to provide a safe space for exploration and development using virtual meetings, delivered activity boxes, and, eventually, a reunited group that can enjoy nature, learn new skills, and activate community service projects to better our local neighborhoods.*

*"We have a goal of raising **\$1,500** this year to support our **12** members. Every dollar will go straight into supporting Scouting activities for our members. Please consider investing in our future leaders by donating today."*

Please see the backside for instructions to create your Unit Fundraising Team

Instructions for GoFundMe Charity Campaign

Units Adding Themselves

1. Find the Cornhusker Council homepage
 - a. Go to: <https://charity.gofundme.com/o/en/campaign/cornhusker-council-bsa>
2. Click on “Join”
 - a. Select “Create Your Own Team”
 - b. Plug in information about your unit. Put your full unit name, your name as the leader, why you are passionate about supporting the youth of Lincoln, NE, maybe a success story, and photos of activities you’ve done (if you have permission from the parents/guardians to share those in a public space).
 - c. Include in your goal the amount you’re wishing to raise for the next year. If you want a quick formula, assume each new Scout member takes \$365 to support for a year. Messaging could be \$1/day.
 - i. If you’re expecting 5 new Scouts, your goal could be \$1,825.
 - ii. Whatever your goal, having tangible messaging behind WHY that is your goal number. The \$365 per Scout is an example of that messaging. If you have another number in mind, share your reasoning, whether that is activities, technology support because of COVID, etc.

Cornhusker Council Invites Units

1. If you received an invitation from GoFundMe Charity sent via Cornhusker Council, simply accept the invitation. You’ll then be able to plug in information about your unit.
 - a. Put your full unit name, your name as the leader, why you are passionate about supporting the youth of Lincoln, NE, maybe a success story, and photos of activities you’ve done (if you have permission from the parents/guardians to share those in a public space).
2. Include in your goal the amount you’re wishing to raise for the next year. If you want a quick formula, assume each new Scout member takes \$365 to support for a year. Messaging could be \$1/day.
 - a. If you’re expecting 5 new Scouts, your goal could be \$1,825.
 - b. Whatever your goal, having tangible messaging behind WHY that is your goal number. The \$365 per Scout is an example of that messaging. If you have another number in mind, share your reasoning, whether that is activities, technology support because of COVID, etc.

Every Team will have the following capabilities:

1. Post updates to the fundraiser
2. Thank donors in their own name
3. Send messages to the team
4. View how much they've raised for the fundraiser