



WHAT TO EMAIL TO YOUR NETWORK

SUBJECT LINE

Your subject line is your first chance at a good impression. I'm more likely to click "open" if I know the sender and there is an interesting subject line! Here are a few ideas:

Once an Eagle (great for Eagle Scouts in your life!)
Building Character in Kansas City/Canton/Liberty
Will you help develop the leaders of tomorrow?
Scouting Changed My Life

Be Prepared. It's more than a motto.
Helping Kids Escape the Great Indoors
What is your good turn daily?
On my honor...

THE ASK

Don't be afraid to make it personal. Your request will be more compelling if customized to your experience! Here is some sample language to get you started:

(Name)

Scouting changed my life.

It was the first place where I saw myself as a leader. Where I understood the impact that I could have on my troop, my peers, and my community. Today, the Heart of America Council is helping more than 12,000 Scouts see themselves as leaders who will one day shape their communities.

As a (Board Member/Chairman/Volunteer) I'm asking you to join me and make a financial investment of \$_____ to support Scouting through the 2022 Patron Luncheon Event. All your dollars stay right here at the Heart of America Council and impact our local Scouts. You can give directly to my campaign through this link: (Insert link)

Wondering what to expect at the event? Our fast-paced, high-energy virtual experience that showcases the impact of Scouting in Kansas City and beyond. From captivating Scouting stories to special appearances and more, you'll hear how Scouting, and our values, continue to shape the communities in the Heart of America!

The Virtual Event will be streamed on April 7, 2022, at 11:30 AM at www.bsapatronluncheon.org.

Thank you for investing in tomorrow's leaders!

Sincerely,

(Your name)



BOY SCOUTS OF AMERICA
HEART OF AMERICA COUNCIL