



WHAT TO SAY ON YOUR FUNDRAISING PAGE

PAGE TITLE

This is the “Header” for your fundraising page. It gives your friends insight into why you’re raising funds for the Heart of America Council. Here are some ideas and suggestions:

Scouting Changes Lives
My Patron Luncheon Page
I Believe in Scouting
Join my Team & Support Scouting!

Developing Leaders of Tomorrow
Help Scouting Grow in KC!
Once an Eagle
Building Character

APPEAL STORY

In this section, you share with Friends, Family, and other visitors to your page why Scouting matters to you. Why you believe in this organization so much that you want them to join you and support Scouting. Your appeal will be more compelling if customized to your experience but here is some sample language to get you started:

Option A:

Be Prepared. It’s more than a motto, it is a promise.

A promise that the Heart of America Council makes to each youth participating in Scouting. We promise to help our Scouts be prepared for life. For more than 110 years, the Heart of America Council has been preparing young people to become productive members – and leaders – of our community. Through the tenets of the Scout Oath and the twelve points of the Scout Law, the programs of the Heart of America Council and the experience provided help develop the leaders of tomorrow. We need your support to ensure that all youth in our area can access the life changing programs provided by Scouting.

Option B:

Some people avoid obstacles. Scouts overcome them.

Scouting is known as the nation’s foremost youth program of character development and values-based leadership training. Our year-round programs provide fun, adventure, learning, challenge, and responsibility to help our Scouts become the best version of themselves. The Heart of America Council helps more than 12,000 Scouts explore the great outdoors, hone new skills, and embrace experiential learning. Will you help us continue to serve Scouts across our 19 counties and 2 states?

