

NESA
Chicago



YEAR-IN-REVIEW 2009 - 2010

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CO-CHAIRMEN

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DRAFT JULY 2, 2010



OVERVIEW

NESA Chicago is the National Eagle Scout Association's chapter in the Chicago metropolitan area and is a program of the Chicago Area Council, Boy Scouts of America, which:

- (a) coordinates the Chicago Area Council's annual Eagle Scout Recognition Dinner for new Eagle Scouts (which also serves as the highlight of the program year and a time to reconnect all Eagle Scouts in the Chicago area),
- (b) plans social and networking events for Eagle Scouts such as a Chicago White Sox outing, a visit to Brookfield Zoo, periodic after-work social/networking events, Loop Lunches and industry-specific reconnection events (such as “Legal Eagles” and “Financial Eagles”),
- (c) participates in various service projects such as council events and Scouting for Food and serves as a resource bank for volunteers and expertise, and
- (d) serves as a primary reconnection gateway for Eagle Scouts that are new to the Chicago area or wish to reengage with Scouting.

The **Four Functions** of NESAs Chicago are:

1. **Find** "lost" Eagle Scouts through the national NESAs Directory, Facebook, LinkedIn, website and newsletters (BSA, religious, professional and community),
2. **Reconnect** through email, direct mail, website and invitations to social events,
3. **Reengage** through a wide variety of social, networking and reconnection events -- generally low-key, zero-commitment opportunities that offer an opportunity to meet NESAs Chicago members and professional BSA Staff, learn about Scouting today and discover ways to get involved, and
4. **Serve** as resource bank: volunteers of time (on the unit, district, council or ad-hoc basis), expertise (video, legal, accounting, technical skills, etc.), financial support (of course) and moral support (through a mailing list of Eagle Scouts in the Community).



NESA Chicago works closely with the professional staff of the Chicago Area Council -- our staff advisor (Shayna Hofmeister), our scout executive/CEO (Chuck Dobbins) and finance director (Kevin Wilson). The Chicago Area Council owns the website, maintains the mailing list, handles all funds, provides a reservation/payment system (through DoubleKnot), coordinates direct mail and provides the professional expertise, contacts and experience to successfully plan events.

Our **Goal is always to directly support Scouting in Chicago** by reconnecting and reengaging Eagle Scouts and serving as a resource bank to support the professional staff and volunteers. While we'd love to have Eagles actively participate in the NESA Chicago organization and attend events, perhaps our best "successes" are Eagles who re-discover Scouting, engage with the council and then join a local unit as a volunteer. If we never saw or heard from them again, that would be fine and a great success for youth in the Chicago Area Council program.

BACKGROUND

A lifetime Scouting "career" could be as follows:

- (1) Cub Scouts -- ages 7-10
- (2) Boy Scouts -- ages 11-18
- (3) Order of the Arrow / Venturing / Exploring -- ages 14-20
- (4) Alpha Phi Omega / collegiate **NESA group** -- ages 18 - 22
- (5) adult **NESA group** -- ages 21+
- (6) adult volunteer -- ages 21+ (but oftentimes a parent of a Scout age boy):
(unit leader / commissioner / district or council volunteer)
(Merit Badge counselor / ad-hoc volunteer / Scouting supporter).

While we'd like every 21 year old Eagle Scout to immediately join a unit as an adult volunteer or serve in another official volunteer capacity, experience has shown that **most Eagle Scouts disconnect from Scouting during their college, young adult, early career and early family years. These are the "Scouting Gap Years" (roughly ages 18-30+).** The Scouting Gap Years are an important time to keep Eagle Scouts at least loosely engaged with the Scouting program, keep Scouting in their mind, provide appropriate volunteer opportunities that are limited commitment and loosely ask for them to share their time, talent, energies and financial resources to "give back" to Scouting. Experience has also shown that most Eagle Scouts are ambitious young men who may leave their home to attend college, establish careers, get married and start families in an area that is far removed from the area in which they were engaged as Scouts.



NESA Chicago serves as a critical reconnection portal to reengage Eagle Scouts who have newly arrived in the Chicago area or are otherwise not affiliated with Scouting. Experience has also shown that during the Scouting Gap Years, Eagles are not looking to add a significant commitment to their already busy lives. But, generally, they are interested in staying loosely affiliated with Scouting -- meeting other Eagle Scouts, staying abreast of program changes, giving of their time / talent / energies / resources when possible and convenient. Through NESAs Chicago, we offer primarily social opportunities for Eagle Scouts to reconnect with Scouting, learn about Scouting today, meet Scouters and professional Staff and learn about opportunities to volunteer and contribute to Scouting.

Metropolitan areas have a large influx of talented men each year -- who move to the area for college or graduate school, to begin their career or to start a family. A reasonable percentage of those men are Eagles. A major metro area like Chicagoland is a perfect place to create and maintain an Eagle Scout alumni group such as NESAs Chicago. They generally want to meet new friends, build their social and professional networks and find volunteer opportunities to engage with their communities. NESAs Chicago then has a great opportunity to (i) find these Eagles, (ii) connect with them, (iii) engage them by inviting them to a social event for fellowship and to learn about Scouting today and (iv) provide opportunities for service and to give back their time / talent / energies / resources. As they reconnect with Scouting, they will meet involved Scouters, see Scouting's impact on youth in Chicago today and interact with professional staffers who can guide them towards appropriate volunteer opportunities and professionally seek their contributions to support Scouting.

THE FOUNDATIONS OF NESAs CHICAGO

We started with a core group of 3 Eagle Scouts in Chicago with a vision to form NESAs Chicago. Following the 2009 Eagle Scout Recognition Dinner, on June 15, 2009, Jon Sick, Jay Leonard and Todd Plotner met for lunch at 312 Chicago to discuss ways to build on the momentum of the recognition dinner and build an Eagle Scout group that would be active during the full calendar year, provide networking opportunities among Eagle Scouts and serve as a strong base for the following year's recognition dinner as well as support the Chicago Area Council. Each of those men recruited a few fellow Eagles to form an exploratory Executive Committee. On July 30, 2009, the newly formed Executive Committee met with Brock L. Bigsby (Assistant Scout Executive for the Chicago Area Council) to discuss possibilities for NESAs Chicago. In attendance were: Jason Accola, Zach Albright, Andy Foreman, Bill Kies, Jay Leonard, Tom McDonough, Albert Montano, Clark Neuhoff, Todd Plotner, Robert Rudy, Jon Sick, Scott Stringer, Tony Tangora and Rajesh Vasisht.



We sought input from successful alumni organizations with the goal of using the best practices from a variety of Scouting and non-Scouting organizations. Ed Pease provided information on the formation and operations of the Philmont Staff Association and his college fraternity Pi Kappa Alpha. Brad Haddock, Brian Favat and Josh Feigelson provided insight into the Order of the Arrow and its efforts on a national basis to keep Scouts engaged in Scouting. Mat Forrest, David Krug and Alyx Parker provided insight into creating a local alumni group for their college fraternities. Tony Tangora provided thoughts based on his experience with the University of Illinois alumni association and his college fraternity. Andy Chase, Kevin Prior, Sam Shupe and Craig Wiggins provided feedback on formats that would be interesting to Eagle Scouts and the type of events they would be interested in attending.

The Executive Committee discussed the vision for NESAs Chicago and the purposes of the organization. Those included serving as a resource for the council, providing a talent pool, a conduit for men to reengage in Scouting, a connection to Scouts (via merit badge counseling, campout and special event assistance, mentoring, career guidance, sponsorship of Star to Life to Eagle efforts and the Eagle Scout Recognition dinner), networking and career development activities for NESAs members, volunteer opportunities (BSA, Learning for Life and other youth-related), high adventure and Order of the Arrow support. Discussion was also made of the "fraternity" or "brotherhood" of Scouting and the desire for social opportunities to meet and spend time with other NESAs members. To accomplish these purposes, three sub-committees were formed: (1) Technology / Information (Zach Albright, chair, to develop an on-line survey, create a website, manage our database and explore communications, mentoring and networking tools), (2) Activities / Service (Jon Sick, chair, to plan events for our members including our involvement in the upcoming White Sox game, networking/social events and service opportunities) and (3) Mentoring / Sponsorship (Clark Neuhoff, chair, to explore mentoring, career counseling, merit badge counseling and sponsorship of Star to Life to Eagle initiatives) and Jay Leonard and Todd Plotner agreed to serve as Co-Chairman with Robert Rudy as Immediate Past Chairman (in light of his extensive work on the recognition dinner during previous years).

A survey was conducted among the newly formed Executive Committee which suggested that initial energy should be focused on monthly, weekday lunchtime, early morning or evening events, in downtown Chicago, and on the following items in order: (i) networking, (ii) social activities, (iii) mentoring / advice, (iv) service and (v) recognition of New Eagle Scouts. Service should focus on the council level by participating in special events (campouts, merit badge universities, etc.) as well as assisting the council generally. A significant segment was strongly interested in mentoring / sponsorship -- which suggested that our efforts on that subcommittee will be beneficial. Few respondents were currently involved in Scouting -- which suggested that we would not be draining resources from the council. And few were significantly involved in Order of the Arrow, Alpha Phi Omega or High Adventure -- which suggested that partnering with those organizations would not necessarily be beneficial except for



limited events and projects. Annual dues in the \$20-30 range were very conceivable for this group with a significant number willing to put in \$50 to 100+ to help support the organization. Finally most of our respondents were based in downtown Chicago or the Northern suburbs -- which suggested that partnering with the Northeast Illinois Council's NESAs group might be beneficial. Survey results are included in the Appendix.

We partnered with the Chicago Area Council, at the suggestion of Brock Bigsby, to attend the Scouting Day at the Chicago White Sox and manned a booth to encourage Eagle Scouts to sign up for the NESAs Chicago e-mail list. We also promoted Scout Day at the Brookfield Zoo to encourage Eagle Scouts with young children to attend a NESAs Chicago event.

We began with an informal afterwork social hour at a neighborhood restaurant as our first independent event. The restaurant graciously provided a room, we asked for a \$10 donation to cover appetizers and the restaurant charged ala carte for everything else. We weren't certain if anyone would show up, but had about 30 Eagles brave a stormy night to participate. While few guys knew each other, all were happy to meet some fellow Eagles and share Scouting stories. Out of that initial evening, we found several new members for our steering committee, two individuals who would eventually be elected to the Council Board and a number of Eagles who have become re-involved with Scouting in Chicago and become financial donors to the Chicago Area Council.

SOCIAL EVENTS DRIVE RECONNECTION

A wide variety of social events attract a wide range of Eagles in a community. By varying the type of event, time, day and location, we reach a much broader swath of Eagles. Our events during the past year and those on the calendar in the immediate future include:

1. Eagle Recognition Dinner for Chicago Area Council
2. Chicago White Sox game
3. Family Day at the Brookfield Zoo
4. After-work networking and social hour at a local restaurant
5. Winemaker's dinner with a presentation on wine-making by a local Eagle
6. University of Scouting training day assistance for the Chicago Area Council
7. Scouting for Food volunteer opportunity
8. Northwestern University Basketball Game
9. "Legal Eagles" event focused on Eagles in the legal services
10. "Author's Lunch" with a local Eagle Scout author discussing his latest book
11. Legal ethics seminar hosted by a local law firm for Continuing Legal Education
12. Adventure Base 100 reception in connection with the Chicago Cinco de Mayo event (which was an outreach to the Latino community in Chicago)



13. Lincoln Park Zoo social event
14. Financial Services networking event (banks, accountants, lawyers, CFOs, treasurers)
15. Chicago Cubs Game

Events we'd like to host in the future include:

- a. Outdoor activities -- hikes, canoe trip, campout, rock-climbing
- b. Participatory sports -- soccer, basketball, golf, bowling
- c. Career Day -- with a focus on career advice and mentoring
- d. Loop Lunches -- with presentations by prominent / interesting Eagles
- e. Law Day -- with lawyers, judges and affiliated legal services interacting with Scouts.
- f. Medicine Day -- for Scouts interested in medical and healthcare careers

Our main event each year is the council's **Eagle Recognition Dinner** -- this event honors Scouts who have earned their Eagle rank during the prior year and serves as a main event for Eagle Scouts in Chicago to get together for a social evening. We have generally found a prominent Eagle Scout to be the speaker and provided the youth with opportunities to discuss careers with Eagle Scouts in their area of interest by matching tables with volunteer Eagle Scout mentors. We plan to broaden this dinner over time to include opportunities for new Eagles to learn about Camp Staff, Professional Scouting as a career, High Adventure Base staff, Order of the Arrow, Alpha Phi Omega and the U.S. military academies. We plan to incorporate a slide show highlighting the Eagles, select one or more outstanding Eagle projects and honor a local distinguished Eagle Scout as part of this annual capstone event.

COST-EFFECTIVE OPERATIONS

NESA Chicago does not receive any funding from the Chicago Area Council and does not charge dues at this time. Instead, we focus on extremely cost-effective operations to serve our purpose of reengaging Eagle Scouts with the Chicago Area council. While we have a few members of our Executive Committee who are willing to underwrite or subsidize events, generally we have focused on zero-cost growth and break-even events.

- a. Our Facebook and LinkedIN groups are free, easy to create and manage and act as an excellent passive advertising tool as well as promoting social and networking opportunities.
- b. One advertisement on Facebook for about \$200 provided significant exposure to a targeted population -- for instance, males ages 18-30 who are interested in camping, hiking, backpacking or rock climbing (while not every Eagle will list "Scouting" as an interest, most will list an outdoor activity) and drove significant new membership.

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- c. Our website was created for little expense by a dedicated volunteer and hosted as a sub-page of the Chicago Area Council's website.
- d. Local newsletters have been pleased to receive submissions and have included targeted requests to publicize the group or a specific reunion event.
- e. We have used large employers in the area to help publicize our group. We had significant success publicizing our "Legal Eagles" event by sending a letter to the largest 15 law firms in Chicago and asking them to include an item in their weekly employee newsletter.
- f. Council newsletters promoting an event will often be shared by people involved in Scouting with their friends who are not involved in Scouting and that may encourage them to reconnect.
- g. The Harris Direct survey and on-line nesa.org databases are excellent tools to find Eagles. We have run targeted searches by geographic area or career area to develop a mailing list for a specific group or event -- for instance, "Legal Eagles" and "Financial Services Eagles".
- h. Many Eagles are willing to host an event in their office or business at no cost -- for instance, a law firm is often willing to host a Legal Eagles Event.
- i. We produced and distributed an electronic holiday card in December 2009 that was distributed to our e-mail distribution list.
- j. Many restaurants have spare meeting rooms or party rooms that they may be willing to offer at no cost to a non-profit group in exchange for the food and beverage sales. We have had great success in after-work social events by asking for a \$5-15 donation at the door to cover appetizers, have the restaurant charge individually for drinks and any special orders and then have a sponsor or two willing to subsidize any short-falls.
- k. We produce a quarterly newsletter that is distributed electronically to our mailing list. We believe that regularity of communications is as important as quality to build familiarity and consistency with the organization.
- l. We've found that creating a "buzz" on the social media sites is important to drive attendance at events. A percentage of Eagles are more likely to attend an event if there will be a crowd there (e.g. "I don't want to be the only one who shows up ..."), so we assign a few guys to do posting on Facebook and LinkedIN to help promote events (e.g., "Looking forward to it", "They have great food", "I heard there were 25 guys at the last event ...").
- m. Our web presence consists of :
 - www.nesachicago.org
 - www.facebook.com/NESACHicago
 - www.linkedin.com Group "NESA Chicago"



n. We included a reference to NESAs Chicago in the Wikipedia article on the National Eagle Scout Association. This provides another no-cost form of passive advertising to drive Eagle Scouts to reconnect with NESAs Chicago.
(See en.wikipedia.org/wiki/National_Eagle_Scout_Association)

o. We are mindful of our presence on the web and the ability of an Eagle Scout to be able to “find” us on the internet. For example in a Google Search for “Eagle Scout Chicago”, three of the first ten results will direct an Eagle Scout to NESAs Chicago (via our Wikipedia entry, LinkedIn group and Facebook group). This is excellent zero cost advertising.

p. Database management is important. A significant effort goes into "finding" Eagles, so a similar investment to keep track of them once found is important. That also drives the importance of regular events and communications. The e-mail bounce-backs and the returned mail (with forwarding address) are important in keeping track of Eagles who may move frequently. Along those lines, the consistency in events and communications is important so that the organization is significantly important to guys that they will update their contact information when they change addresses. Through the dedicated support of our Staff Advisor, Shayna Hofmeister, the NESAs Chicago database is housed by the Chicago Area Council and will be available to the council staff even if a volunteer resigns or has an equipment failure.

q. We look for opportunities to increase our visibility on a national and regional basis. For instance, we arranged for an article on NESAs Chicago to be included in the Philmont Staff Association newsletter (edited by Ed Pease) and in Steve Silbiger’s informal weekly Order of the Arrow advisors e-mail newsletter.

r. We also suggested an article on NESAs Chicago for the National NESAs’s quarterly newsletter The Eagle Scout Magazine. That article should (i) help us to find and connect with other Chicagoland Eagles by highlighting our organization and including our websites and (ii) encourage other councils to create a NESAs group.

s. We work with the Chicago Area Council to produce a regularly updated list of volunteer positions and donation opportunities to distribute via our website and e-mail distribution list.

t. We use very consistent branding in our communications via our websites, social media, e-mail distributions and U.S. mail invitations. The NESAs Chicago logo, colors and style create consistency in our messages and reinforce that our group is organized. The Chicago Area Council has produced white polo shirts with the NESAs Chicago logo to reinforce the brand and create a unified image for the group as well as providing an alternative to uniforms for those Eagles who would like to identify with Scouting but not necessarily invest in a Boy Scout uniform. Of course, virtually all of our events are business casual.



OUTREACH TO OTHER COUNCILS

We have partnered with neighboring councils on certain NESAs Events. For instance some of the NESAs Chicago members attended the Eagle Scout recognition dinner in neighboring Northeast Illinois Council and attended the reconnection events held in the neighboring Potawatomi District of the Northeast Illinois Council. We worked jointly with a council on establishing a stronger Scouting presence (through Alpha Phi Omega and NESAs Chicago) on the Northwestern University campus. We've also provided guidance to other councils around the United States interested in forming a stronger NESAs group. We have also provided technical expertise and strongly encouraged creation of a similar group in the Greater New York Councils - Manhattan Borough (NESAs New York) focused, initially, on Eagle Scouts in the financial services industry.

NESAs CHICAGO BY THE NUMBERS

NESAs Chicago by **the Numbers** (July 1, 2009 to June 30, 2010):

13+	Reconnection Events
14	Executive Committee Members
32	Steering Committee Members (organized an event, built technology, sponsors)
16	Steering Committee Members previously unaffiliated with Scouting
~ 400	unique Eagles attended a NESAs Chicago event July 1, 2009 - June 30, 2010
~ 100	attended two or more NESAs Chicago events July 1, 2009 - June 30, 2010
50+	attendance at typical afterwork social / networking event
62	attendance at "Legal Eagles" reconnection event
76	attendance at Adventure Base 100 reconnection event
106	LinkedIn "members" (June 30, 2010)
450	Facebook "member" (June 30, 2010)
3	Members directly recruited by NESAs Chicago to serve on the Chicago Area Council's Executive Board (out of 28 total members) (Merriweather, Plotner, Stringer elected June 30, 2010)

Note that during our first year, we focused on launching the NESAs Chicago organization and infrastructure. Our second and third years will continue that growth and move into volunteer opportunities and fundraising, while continuing our focus on finding and connecting "lost" Eagle Scouts in Chicagoland.



REQUEST TO NATIONAL OFFICE

The National NESAs Office could help local councils

significantly by providing, at least monthly, updated change-of-address information (including name, telephone, address and e-mail) for Eagle Scouts who move into a council. That would enable a volunteer from NESAs Chicago to personally contact the Eagle Scout and invite him to get involved and reengage with Scouting in the Chicago area. We also recommend that National NESAs subscribe to a mail-forwarding / skip-tracing / change-of-address system to help track Eagles who move but forget to notify NESAs of their new contact information.

We recommend that the National NESAs Office examine the best practices of college alumni relations office that expend significant energy to remaining engaged with their alumni, maintaining regular (generally monthly or at least quarterly) contact with their alumni, produce a high quality magazine that provides meaningful content (particularly focused on program updates and Scouting's impact on today's youth) and serve as a clearing house for Eagle Scouts to connect with local councils and for local councils to connect with Eagle Scouts. Eagle Scouts are truly Scouting's alumni and investments in maintaining strong relationships with Eagle Scouts -- especially as they move from geographic location to geographic location for education, career and family reasons -- will pay the highest dividends to the youth Scouting serves. The National NESAs Office is the place in the BSA organization that is best equipped to maintain this engagement and to encourage reengagement with Scouting on a local council level.

We believe that the most meaningful relationships are fostered in face-to-face personal interactions which necessarily must happen at a local level. The National NESAs Office could assist significantly by providing local councils with the technology and encouragement to foster more local NESAs groups.

THANKS TO OUR STAFF ADVISOR

We are thankful to have **a dedicated and enthusiastic staff advisor**. Shayna Hofmeister has been a tireless advocate for NESAs Chicago and a wonderful resource to keep NESAs Chicago closely aligned with the Chicago Area Council. We simply could not accomplish all that we do each year without her extremely valuable assistance. We are also thankful for the support of the Chicago Area Council scout executive -- Chuck Dobbins.

STEERING COMMITTEE

Steering Committee (E = Exec. Comm. (14), N = New to Scouting (16))

1. Jason Accola -- Area OA advisor, Learning for Life liaison
- E 2. Zach Albright -- technology, website design
3. Jeremy Bingham -- Alpha Phi Omega liaison
4. Jon Chuchla -- Owassippe liaison, Northerly Island liaison
- N 5. Dave Donoghue -- legal eagles
- N 6. Mike Dowhan -- financial services
- E N 7. Brian Favat -- Northwestern University, former OA regional chief, financial services
8. Rabbi Josh Feigelson -- Northwestern University, former OA National Chief
- E N 9. Andy Foreman -- newsletter and communications
- N 10. Neil Gardner -- winemaker's dinner
- E N 11. David Haronik -- sporting events
12. Dan Heiferman -- medicine, Loyola University
- E 13. Pat Heneghen -- lawyer, legal eagles, Chairman Northeast Illinois Council NESA
- N 14. Tad Huntington -- legal eagles
- N 15. Clark Jansen -- sporting events
16. Brian Kasal -- Area BSA board, Chicago Area Council liaison
- E 17. Jay Leonard -- Co-Chairman of NESA Chicago, financial services
18. Tom McDonough -- Chicago Area Council camping committee chairman
- E 19. Albert Montano -- Eagle Recognition Dinner.
- E N 20. Clark Neuhoff -- career and Life-to-Eagle mentoring
- N 21. Andrew Phillips -- medicine, University of Chicago outreach
- E 22. Todd Plotner -- Co-Chairman, Chicago Area Council board liaison
- N 23. Tom Rohrbaugh -- facebook and LinkedIN.
- E 24. Robert Rudy -- immediate past chairman
- E 25. Jon Sick -- lawyer, VP Activities
- E N 26. Scott Stringer -- accountant, Chicago Area Council board liaison
- N 27. Tony Tangora -- alumni relations
- N 28. Brad Van Pelt -- legal eagles
29. Rajesh Vasisht -- technology
- N 30. Ben Whipple -- legal eagles
- E N 31. Alex Yates -- communications
32. Conrad Zadlo -- Owassippe liaison
33. Shayna Hofmeister -- Staff Advisor



SAMPLE NEWSLETTER ITEM

NESA CHICAGO -- the National Eagle Scout Association's chapter in the Chicago metropolitan area. NESACHICAGO (1) coordinates the Chicago Area Council's annual Eagle Scout Recognition Dinner for new Eagle Scouts as well as distinguished Eagle Scouts in Chicagoland, (2) plans social and networking events for Eagle Scouts such as a Chicago White Sox outing, a visit to Brookfield Zoo, a Leadership Lunch Series and periodic after work events and (3) participates in various service projects such as council events and Scouting for Food and offers a source of Merit Badge counselors. NESACHICAGO is also assisting the Chicago Area Council in its Scouting Alumni outreach efforts and plans to celebrate the 100th Anniversary of the Boy Scouts of America in 2010. For more information about NESACHICAGO, and to join the e-mail distribution list, readers can visit www.nesachicago.org. Readers, please feel to forward this information on to Eagle Scouts that you know in the Chicago area. Thank you.

FORMING A LOCAL NESACHICAGO GROUP

1. Contact your local Council office and ask for the staff member responsible for NESACHICAGO / Alumni Relations / Eagle Scouts
2. Identify 4-5 other Eagle Scouts interested in forming a Chapter
3. Schedule an initial meeting. Invite your council staff member.
4. Identify what would be of most use to (i) Eagle Scouts in your council and (ii) Scouts in your council (for example, evening social/networking events, breakfast speakers, Eagle Recognition Dinner, baseball games, merit badge counseling, help with council events, Scouting for Food, Life-to-Eagle Counseling)
5. Schedule 2 events -- perhaps a baseball game and an evening social/networking event.
6. Get the word out! Use council newsletters, Order of the Arrow newsletters, Facebook, LinkedIn, Roundtables to promote the purpose and aims of NESACHICAGO as well as encourage Eagle Scouts to join.
7. Personally identify Eagle Scouts -- use LinkedIn, Facebook, the 2008 Harris Connect Survey (your council should have a copy).
8. Identify prominent Eagle Scouts, politicians, business leaders and Scouting supporters who can serve as speakers for events (Such as a Leadership Breakfast series, Eagle Recognition Dinner, Lunch and Learn series)
9. Identify partnering organizations to help promote your Chapter and to co-host events (such as Alpha Phi Omega, Order of the Arrow, Camp Staff Associations, Masonic Organizations, Rotary Clubs, and others)
10. Create a newsletter and website to help promote your events and allow other Eagles to "find" you.



FACEBOOK ADVERTISING EXAMPLE

By spending about \$42.00 on Facebook, in 24 hours, we received the following return on our Facebook advertisement for our Facebook group:

13,148 impressions (or views), 57 clicks, 30 new "fans" (or members) of our Facebook group at a total cost of \$41.54, that works out to \$0.729 avg. cost per click and \$1.385 avg. cost per new member.

Text: [NESAs LOGO] "Eagle Scouts in the Chicago area - NESAs Chicago provides social and service opportunities to support Scouting in the Chicago area."

Target groups:

1) w/in 50 miles of Chicago, Males age 18-50, interested in "Boy Scouts", "Eagle Scout", "Order Arrow", who speak English and are not fans of NESAs CHICAGO group.

2) Males age 18-50, interested in "Boy Scouts", "Eagle Scout", "Order Arrow", in-college at Univ. of Illinois Chicago, Univ. of Chicago, Northwestern, Loyola-Chicago, DePaul, John Marshall Law, Chicago-Kent Law, or School of the Art Institute of Chicago, who speak English and are not fans of NESAs CHICAGO group.

3) w/in 50 miles of Chicago, Males age 18-50, interested in "Camping, Backpacking, Climbing or Outdoor Activities", who speak English and are not fans of NESAs CHICAGO group.

4) Males age 18-50, interested in "Camping, Backpacking, Climbing or Outdoor Activities", in-college at Univ. of Illinois Chicago, Univ. of Chicago, Northwestern, Loyola-Chicago, DePaul, John Marshall Law, Chicago-Kent Law, or School of the Art Institute of Chicago, who speak English and are not fans of NESAs CHICAGO group.

Facebook Advertising Summary:

Jaks Tap Event Publicity 11/10/09 -- 11/17/09 --
111 clicks, 194,919 impressions, 0.057% Click-thru-rate
\$1.23 avg. cost per click, \$136.75 total cost

NESAs CHICAGO Page ad 11/02/09 -- 11/10/09 --
198 clicks, 219,320 impressions, 0.090% Click-thru-rate,
\$1.05 avg. cost per click, \$208.58 total cost

TOTAL OVERALL --
309 clicks, 414,239 impressions, 0.075% Click-thru-rate,
\$1.12 avg. cost per click, \$345.33 total cost



About 60% of those who clicked on the "Page ad" joined the NESAs Chicago Facebook page as a fan -- that resulted in approximately 120 new members. The other 200 + members came either through the Jaks publicity or virally through word-of-mouth or cross-marketing means.

HOW TO GET INVOLVED

1. Join our E-mail distribution list. Complete a form at nesachicago.org
2. Invite a friend to join NESAs Chicago. Search for fellow Eagles at nesa.org
3. Join NESAs on Facebook -- www.facebook.com/NESAsChicago
4. Join NESAs on LinkedIn -- [www.linkedin.com, group "NESAs CHICAGO"](http://www.linkedin.com, group 'NESAs CHICAGO')
5. Wear a NESAs lapel pin -- www.scoutstuff.org
6. Wear a NESAs CHICAGO white polo shirt --
7. Bring a Scouting coffee cup to the office. Use it. Discuss Scouting with Co-workers.
8. Put a tag line on your e-mail: Know an Eagle Scout in Chicago? Have them visit nesachicago.org
9. Help organize a social networking event for NESAs Chicago: Bulls game, Winemakers dinner, bowling, pizza, museum visit. The possibilities are endless.
10. Help organize a service project for NESAs Chicago: Scouting for Food, Council campout, Outreach to inner city kids.
11. Contribute to the Eagle Scout Scholarship Fund
12. Attend the Eagle Recognition Dinner. Sponsor a new Eagle Scout to attend.
13. Come to NESAs Chicago events. The more the merrier and the more valuable and interesting the group becomes.
14. Be a Scout volunteer: Merit Badge counselor, den leader, Assistant Scoutmaster, Committee member.
15. Contribute to the annual Friends of Scouting fundraising campaign.
16. Join a NESAs Chicago committee or working group.
17. Mention NESAs Chicago on your blog or other social media site. Paste a link to our websites.
18. Tell NESAs Chicago what you'd like to see the group do / be / accomplish. Send constructive comments via nesachicago.org
19. Send a note to the newsletters you receive. Ask them to include a short article to help us find "lost" Eagle Scouts in Chicago. See sample above.



INFORMAL SURVEY RESULTS

(JULY 30, 2009)

A. What age are you:

- 18-25 -- I
- 25-35 -- II
- 35-45 -- III
- 45-55 -- II
- 55-65 -- I

B. Where do you live?

- Chicago outside Downtown -- IIIII
- Chicago Downtown -- III
- Northern Suburbs -- III

C. Where do you work / go to school?

- Chicago Downtown -- IIIIIIIII
- Chicago outside Downtown -- I
- Northern Suburbs -- I

D. What do you hope to obtain from the Chicago NESAs Chapter (please rank in order, with 1 being the most important, on down)

- Networking -- in person -- IIIIIIIII -- avg 1.75
- Networking -- thru LinkedIn, Facebook or other on-line media -- IIIIIIIII -- avg 2.0
(meaning the avg respondent ranked this as his 2nd most important item)
- Social opportunities with other Eagle Scouts -- IIIIIII -- avg 3.0
- Mentoring Opportunities (e.g. you mentor other Eagle Scouts) -- IIIIIIIII -- avg 3.72
- Career Advice -- IIIIIII -- avg 5.2
- Service Opportunities -- IIIIIIIII -- avg 5.5
- Recognition of New Eagle Scouts (Recognition Dinner) -- IIIIIIIII -- avg 6.67
- Camping / High Adventure with other Eagle Scouts -- IIIIIII -- avg 7.4

E. What service opportunities would you be interested in through Chicago NESAs?
(Please check all that apply)

- Service to the BSA program on a council level -- participating in special events
(campouts, merit badge universities, etc.) - IIIIIII
- Service outside the BSA program focused on youth -- IIIII
- Service to the BSA program on a council level -- board, committee, etc. -- IIIII

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- Service to the BSA program on a council level -- high adventure resource -- IIII
- Service outside the BSA program focused on fundraising -- III
- Service to the BSA program on an individual unit level -- III
- Service outside the BSA program focused on the community -- III
- Service to the BSA program on a council level -- Order of the Arrow -- III
- Service to the BSA program on a council level -- II
- Service to Learning for Life - II
- Service to Alpha Phi Omega - I

F. When would you be most likely to attend Chicago NESAs Meetings? (please rank in order, with 1 being the most important, on down)

- Weekday lunchtime -- IIIIIII
- Weekday early morning -- IIIII
- Weekday morning -- IIII
- Weekday afternoons -- II
- Weekday early evening / after work -- II
- Weekday evenings -- II
- Saturday mornings -- I
- Saturday afternoons -- I
- Sunday afternoons -- I
- Sunday evenings -- I

G. Where would you be interested in attending Chicago NESAs Activities? (please rank in order, with 1 being the most important, on down)

- Chicago Downtown -- IIIIIIIII
- Chicago outside Downtown -- IIIII
- Northern Suburbs -- IIIII

H. How often are you interested in participating in Chicago NESAs Chapter Activities?

- Monthly -- IIIII
- Every other Month -- II
- Quarterly -- II
- Semi-Annually -- II

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I. Do you have a preference for social/networking events for the group (e.g. cocktail hour after work, dinner, lunch, baseball game, golf outing, etc.)? (If more than one, please list in order of preference.)

Golf
Lunch
Dinner
Drinks

J. What is your current involvement in Scouting

Not Currently Involved -- IIIIIII
Cub Scouts as a Leader -- II
Council/Regional/National as a Leader/Board Member/Advisor -- II
Boy Scouts as a Leader - I

K. Where is your current involvement in Scouting?

Chicago Area Council -- IIII
Not Currently Involved -- IIII
Northeast Illinois Council -- I

L. Does your Council currently conduct any Eagle Scout Association Events?

Yes, only annual Eagle Scout Recognition Dinner -- IIIII

M. What is your involvement with Alpha Phi Omega?

Never involved -- IIIIIIIII
Was involved in college, not currently involved -- I

N. What was your involvement with Order of the Arrow?

Brotherhood Member -- IIIII
Ordeal Member -- IIII
Vigil Member -- II
Never involved - I

O. Are you currently involved in Order of the Arrow?

No -- IIIIIIIII
Yes -- II

P. Did you work at a BSA High Adventure Base or Scout Camp?



No -- IIIIIIIII
Yes, Philmont -- I

Q. Would you be willing to pay annual dues to help support Chicago NESAs in its organizational and social event costs?

\$10-20 per year -- I
\$20-30 per year -- III
\$40-50 per year -- I
\$50-100 per year-- II
over \$100 per year-- II

R. How did you hear about Chicago NESAs?

Email to me -- IIIII
From a friend -- IIIII
LinkedIn or Facebook -- II

NESAs
Chicago



www.nesachicago.org
www.facebook.com/NESAChicago
www.linkedin.com Group “NESAs Chicago”