Planning & Conducting NESA & Other Council Events

March 1, 2026

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Past NESA Training VP

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Why? (Purpose)

- ❑ Recognition
- ❑ Fellowship
- ❑ Education
- ❑ Celebration
- ❑ Reconnection

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Why? – Purpose (cont.)

- ❑ Networking/Social
- ❑ Cultivation/stewardship
- ❑ Fundraising
- ❑ Service
- ❑ Fun

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Who? (Audiences)

- ❑Directing (leadership)
- ❑Implementing (volunteers)
- ❑Participating (guests) How many?
- ❑Evaluating (Scout Executive, Board, Community)

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Program

- ❑ Speaker(s)/Entertainment
- ❑ Audience participation
- ❑ Special guests
- ❑ Short, meaningful and related to the objectives
- ❑ Action step (s)
- ❑ Printed or digital program
- ❑ Memento or handouts
- ❑ Digital photo booth or background

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Budget -Funding

- Source (s) (income)
  - Council
  - Attendance fees
  - Sponsorship fees
  - Contributions
  - Raffle/auction
  - Combination

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Budget – Expenses

- Amount needed (expenses)
  - Fixed/Variable
  - Donated/Paid
- Categories needed
  - Food
  - Printing/promotion
  - Speaker fees

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Budget - Expenses (cont.)

- Venue rental
- Gifts/take-aways
- Decorations
- Licenses or special fees
- Photographer/videographer
- Social media specialist
- Multi-day or overnight accommodations and additional costs/fees, food, etc.

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What? (Type of Activity)

- ❑ “Ownership” - Independent/Shared
- ❑ Reunion/Gathering of Eagles
- ❑ See also previous purpose slide

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Pre-event Assessment

- ❑ Ease of activity- size and available sites
- ❑ Cost/benefit
- ❑ Required Approvals or licenses – Scout Executive, Scouting committee, city, county, state(s), etc.
- ❑ Advance time needed to assure proper preparation

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Calendar

- How to start
  - At the beginning – possible date either unknown or variable
    - Assess the time required for each component of the implementation (approvals, printing, promotion, registration, fund raising, etc.) and then reassess viability and timing.

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Calendar

- How to start (cont.)
  - <u>At the end</u> – possible date known and fixed
    - Start with the date of the shared event or the time you want it to be and then determine the whether or not you can be successful
  - Either way you will have a timeline that will guide your activity going forward

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Sample Timeline

Every budget is different and the times are specific to your location. Many can run concurrently and can also be expressed in days or by dates for precise detail or deadlines. Others must be sequential depending on the preapproval to move forward with the next step.

- ❑ **Budget and plan (working draft) 4 weeks (28 days) (June 15, 2026)**
- ❑ **Approvals (committee and board) 3 weeks**

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Sample Timeline (cont.)

- ❑ Promotional items 5 weeks
- ❑ Fund raising 12 weeks
- ❑ Speaker 3 weeks
- ❑ Promotion/ticket sales 16 weeks
- ❑ Venue reservation 1 -12 months

SMART Objectives

- ❑Specific
- ❑Measurable
- ❑ Achievable
- ❑Relevant
- ❑Time-bound

Setting/environment

- ❑ Scouting appropriate
- ❑ Parking and ease of access
- ❑ Inclement weather alternative
- ❑ Food options – kitchen, food trucks, catered, pre-packaged
- ❑ Decoration/visual setting
- ❑ Time of year and day (sunset)

When (Timing)

- Year, Month, Week, Day and Time (start and Length)
- Considerations
  - Competing groups
    - Internal/external (Scouting America)
    - Holidays (public and religious)
    - School calendars
    - Partner organizations

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When (Timing)

- Considerations (cont.)
  - Site availability
  - Weather
  - Special Date (anniversary or other commemoration)
  - Calendar timeline of advance actions and their deadlines (known as backdating or planning)

Communication/promotion

- ❑ Match communication vehicles or platforms to the event's specific target audiences
- ❑ Pre-event promotion and registration
- ❑ During the event - live and social media coverage
- ❑ After the event - Promotion of success and if possible next year's date(s)

Success/Improvement

- Post event view and feedback (surveys, interviews or evaluation forms) from all audiences
- Objectives performance
- Cost/benefit analysis

Success/Improvement (cont.)

- ❑ Recommendations for future
- ❑ Initial engagement increase from previous activity levels
- ❑ Recruitment and/or retention of leadership and volunteers

Post Event Questions

- Simple Rated 1- 5 with 5 highest
  - Did you enjoy the event? 1 2 3 4 5

    If no, why not?_____
  - Was a good value or your time and money? 1 2 3 4 5

    If no, why not?_____
  - Would you come again? 1 2 3 4 5

    If not, why not?_____
  - Would you recommend this event to others? 1 2 3 4 5

    If not, why not?_____

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??? Questions ???

Later - Rick Bragga photoeagle@comcast.net

If you have questions about planning an Alumni Camp Reunion, click the QR Code or go to the web link below.

https://scoutingalumni.org/council-committee-resources/reunion-planning-guide/

Satisfaction Survey

Thank You!

We would like to thank everyone for their participation today.

Please go to the link below and complete a satisfaction survey.

Feedback is a gift!

Website Link: https://forms.gle/tmW8Ka2iMaiQ1a7m6

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