



Westark Area Council, Boy Scouts of America: *Leading the Way*

Westark Area Council's integrated campaign, *Leading the Way*, exceeded its goal and raised \$8.3 million for capital improvements and expansion, program support and endowment.

Kinetic conducted a pre-campaign study for Westark Area Council, including an internal assessment of the Council's development activities. The feedback from personal interviews and surveys demonstrated support for Scouting in general and for Westark Area Council in particular.

Offered Scout Executive Bryan Feather, "Kinetic's team seemed to care about our Council, our people and

our success. The Kinetic team was always committed to customer service. For example, we had to delay the start of our campaign for reasons outside of our control, and they worked with us, without any pressure, to find a time that worked best for us."

Gifts for capital improvements and expansion included support for the Hembree Scout Service Center; the Shewmaker Center for Scouting, a new facility in Northwest Arkansas; and the Council's camps.

"Our sons learned life skills through earning awards, working with other boys and young men and the examples of their leaders," said Lawson Hembree IV.

Westark Area* Council, Boy Scouts of America



"As an adult leader, I spent quality time with my sons and their friends. I had the opportunity to watch these young men grow in wisdom and stature."

All three camps—Camp Orr (located along the Buffalo National River), Camp Spencer (located on a 100-acre peninsula by beautiful Lake Norfolk) and Rogers Scout Reservation (home to "Scout World," a 2,800-acre, themed camping experience)—received funding and improvements from the campaign.

"Scouting has been an important part of my life since I was a young boy," said Sam Dunn, Campaign Co-chair. "In my view, there is a greater need for Scouting, today, than ever before. It was obvious, from the first interview, that Kinetic was the best fit for the Westark Area Council."

The Council's largest gift came at the very beginning of the campaign. The \$1.35-million gift got things off to a great start. It generated an excitement and motivation for other gifts to follow. In fact, it prompted a gift from another individual whose name provided tremendous



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credibility in the community—recognition and influence with additional donors that could not have been earned any other way.

A third, especially meaningful gift, came from a donor who donor was motivated by a solicitation request that focused on his passion versus the Council's need. Once his gift was pledged, it grew into another \$475,000 gift given to further develop the Council's mountain biking program.

With a very successful campaign under its belt, the Westark Area Council, Boy Scouts of America is well positioned to lead the way for Scouting in Northwest Arkansas.

**Westark Area Council is now part of the Natural State Council.*

