



GIFTs for Girls
Family Campaign
Volunteer Manual
2011-2012

It's all about the Girls!

What is the annual GIFTs for Girls Family Campaign and why is it important?

The GIFTs (**G**iving **I**nvestment **F**or **T**omorrow) for Girls Family Campaign is an opportunity for families and friends of Girl Scouts to make a financial contribution to directly benefit the girls. As a member of our Girl Scout family, you know how important Girl Scouting is to girls, their families, and the community. Girls need a place where they can just be girls – having fun, making friends, and feeling safe. Girl Scouting provides girls with the skills to face daily challenges and make sound decisions that affect them today and in the future.

Your contribution to the GIFTs for Girls Family Campaign is an investment in your daughter/Girl Scout and her friends. Through your contribution to this campaign, you are ensuring that Girl Scouting continues to build girls of courage, confidence and character that make the world a better place. Participation in quality youth leadership programs such as Girl Scouts encourages girls to draw upon their leadership skills, resulting in improved skills, personal growth, and greater comfort in leadership positions. Programs that focus on youth participation are particularly beneficial for older and more disenfranchised youth, who may be harder to engage or who lack access to programs that target their needs and the needs of their communities. Youth participation not only benefits girls; it benefits the adults and organizations that support them and their ambitions! It is what girls do (the outcomes) and how they do it (the processes) that produces a high-quality Girl Scout Leadership Experience. The girl-adult partnership is integral to the success of both components.

Why does our Council ask families to contribute to the GIFTs for Girls Family Campaign?

Our goal is to make sure every girl who wants to be a Girl Scout can be.

- 100% of every GIFTs for Girls Family Campaign donation goes directly to support the Girl Scout program that **your** Girl Scout participates in.
- Through Girl Scouting, nearly 17,000 girls throughout central Florida will have the opportunity to try new things, build life & social skills, build confidence, make friends and have fun.
- It costs the Council approximately **\$280 per girl each year** to provide the Girl Scout Leadership Experience to girls. (See page 12 for breakdown of cost.)
- Every penny of the \$12 annual membership fee goes to Girl Scouts of the USA – our national organization, for program development and insurance. While these national fees are important and necessary, it means that our Council must look elsewhere to raise the funds to train and screen our volunteers, to purchase supplies, to offer events and to bring Girl Scouting locally to your neighborhood.
- Simply put, your GIFTs for Girls gift is an investment in something close to home and close to your heart... **your girl!**

GIFTs for Girls – Parent Meeting Presentation Guidelines

The steps below make it easy to do! Before your parent meeting, go over the outline of key points for a successful presentation that are listed below. As you plan your “GIFTs for Girls” presentation, make notes to yourself to refer to during the presentation and utilize the script and talking points that are included in this training manual.

Step One: Establish rapport with your audience, the families.

- Share why you are involved with Girl Scouts, or highlight a recent troop activity.

Step Two: Highlight the Mission of Girl Scouting.

- The purpose of Girl Scouting is to provide girls and young women ages 5 -17, with skills and opportunities that will enable them to reach their full potential.
- Girl Scouts of Citrus exists to help the girls of today grow into capable, caring competent adults. We are shaping today’s girls to be tomorrow’s leaders by developing their self-esteem, leadership and decision-making skills. Our girls become tomorrow’s scientists, astronauts, teachers, legislators, doctors and parents.

Step Three: Discuss how the GIFTs for Girls Family Campaign supports Girl Scouting.

- Highlight Council provided programs that supplement troop activities.
- Talk about the trainings that are available and the ones you have specifically attended.
- Share with the families about Council properties.
- Explain the support you receive as a leader – neighborhood meetings, consultants and Membership and Community Development Specialists.
- Remind the families that 100% of their GIFTS for Girls contribution stays right here in our local Council.

Step Four: Ask for “GIFTs for Girls” contributions. (SHOW GIFTs VIDEO – It makes the ASK for you!)

- Ask for families to contribute to the GIFTs for Girls Campaign. The number one reason why people do NOT give is because they are not asked. Stress that any amount makes it possible to continue the many opportunities available to girls and their leaders. The amount that a family contributes is up to them. A GIFTs for Girls contribution is an investment in their daughter’s/Girl Scout’s future.

Step Five: Be prepared to answer questions from your families.

- Please note the frequently asked Q & A page in this manual.

Step Six: Thank your families.

- Saying thank you is important. Please thank your families for listening to your presentation and for their support of the GIFTs for Girls Family Campaign. Follow up with your families by publishing the results of your campaign. (Post a GIFTs for Girls tracking piece where parents can see it or better yet, send your parents an e-mail thanking them for their donation at the end of the Campaign along with the results. (i.e. – Thanks to all of you for your generous contributions. We have sent our Council \$_____ and _____% of our families participated in the GIFTs for Girls Family Campaign)
- Utilize technology! Add it to your Service Unit's Facebook Page or website.

Additional TIPS for Success:

- Make your gift first. It's always easier to ask someone to do something you have already done.
- Keep accurate records. (See record sheet included in this manual.) Our goal is to be sure that 100% of our families have been given the opportunity to give to the GIFTs for Girls Family Campaign.
- Remember.... the number ONE reason that people do not contribute to an organization is because they were not asked!

GIFTs for Girls Family Campaign Talking Points

You can share these messages with families to show how crucial their financial gifts are to Girl Scouts of Citrus.

- Your girl....She means the world to you. You choose Girl Scouting for your girl for a reason: You want the best for her. We deliver that. From troop field trips to community service to river rafting, Girl Scouting turns boring days into days she'll remember all her life.
- As a Girl Scout parent, you know that Girl Scouting helps ordinary girls do extraordinary things – you already see that in her. You know that together, we get a girl started on her path, and she can take it anywhere from there.
- What you may not know is how crucial your financial support is to Girl Scouts:

It cost approximately \$280 a year to support each girl who participates through a volunteer-led experience. The Cookie and Fall Product sale net revenue, program and camp fees raise approximately \$220 per girl – this means that each year we need to raise funds through other avenue to offset the remaining \$60 cost per girl.

- Our goal is to ensure that every girl who wants to be a Girl Scout can be. In order to provide a positive experience for all girls, we count on our members to support us locally through the GIFTs for Girls Family Campaign. Any amount your family can contribute makes a difference.
- Simply put, your GIFTs for Girls Family Campaign gift is an investment in something close to home and close to your heart... your girl. Here's how your gift benefits all girls including yours:
 - \$12 per girl could support ongoing volunteer education and screening.
 - \$25 could pay for program materials that guide a girl toward earning the Gold or Silver Award.
 - \$45 per girl could maintain and operate our camp properties, offices and program centers.
 - \$50 could send two girls to an innovative workshop merging nature and technology.
 - \$60 could support each girl who participates in a volunteer-lead Girl Scout experience.
 - \$100 could purchase a new safety harness so girls can challenge themselves on at the challenge course at our resident camps.
 - \$250 could sponsor a service project for 20 outreach girls.
 - \$500 could sponsor a girl's financial aid to attend resident camp.
- When you chose Girl Scouts for your girl, you forged a partnership with us to deliver life-changing programs that not only change her world but the world around them. We need you as a partner to enhance the potential of your girl. Girls need you!
- Just think about how much you spend on other short-term activities for your girl.... Soccer, band, and other extracurricular programs. Girl Scouts lasts the whole year, and the impact of Girl Scouting will last forever.
- By making a donation and becoming a Girl Scout GIFTs for Girls partner, you are making your own community stronger by helping girls develop the skills they need to become the future leaders that our world so desperately needs.
- As a parent, you get the priceless opportunity to open the doors to all the promise and possibility you see in your own girl. Join us and become a GIFTs for Girls partner today.
- With your help, we can give your girl the kind of world she deserves. She's worth it.

- Online donation is easy. Just visit the Council website at www.citrus-gs.org and click on the “donate now” button and choose the GIFTs for Girls Family Campaign
- Don't forget to ask your employer if they will match your gift.

SAMPLE SCRIPT - Troop Meeting Presentation

Hello everyone.... My name is _____. Thank you for allowing me this opportunity to meet with you. My daughter is a (Brownie, Junior, etc.) with Troop _____. I would like to take a few moments to talk with you about the GIFTs for Girls Campaign and highlight why it is so important that we all contribute to this annual campaign.

Many of you, I'm sure you are wondering what exactly is the GIFTs for Girls Campaign? This annual family giving campaign offers the opportunity for family and friends of Girl Scouts to make a financial contribution to directly benefit the girls. This organized, council-wide request for financial contributions helps to underwrite the cost of providing the Girl Scout program to every girl member in our Council. It is a way parents and adult Girl Scouts can tangibly express their belief in Girl Scouting and make a difference in the lives of young women... our future leaders!

No one believes in the potential of a girl more than her family. It is her family who invests in her through guidance, sharing of values, and the moral, physical and financial support necessary to ensure that she grows into a confident, courageous woman. Personally, I know how much my own daughter enjoys Girl Scouting and how important the programs she participates in will be to her as she matures into the woman she is going to be.

Did you know that...

It costs the Council approximately \$280 a year to support each girl who participates in Girl Scouting through a volunteer-led experience? I believe that you will agree that Girl Scouting is the best value around. Your contribution to this campaign goes directly to support volunteer recruitment and training, camp operations and maintenance, exciting new programming for girls and financial assistance to those who cannot afford to have their girl participate in the Girl Scout Experience.

- 82 cents of every \$1 goes directly back to services for girls?
- It cost the Council \$151,972 annually for utilities and maintenance of our 5 properties?
- It costs \$141,573 a year to maintain property insurance?
- Girl Scouting is celebrating 100 years in 2012?

Our goal this year is to have 100% family participation for 100 years of Girl Scouting! Our Service Unit has set a financial goal of \$_____ for this year's campaign.

Won't you join me and my family in making an investment in **your** girl? Please take a moment to fill out the donation envelope on the table with your gift. Remember, it is your decision on how much you contribute and is entirely confidential. Please know that any size gift is appreciated and will make a difference. I hope that everyone will choose to participate in some way. Also, a great way to enhance your gift is through matching gift funds. Be sure to check with your employer to see if they will match your donation to Girl Scouts of Citrus.

We all chose Girl Scouting for our girls for a reason. You want the best for her and I think you'll agree that Girl Scouting delivers that!

Thank you for your time. Please remember to turn in your pledge or contribution to me following this meeting!

PERSONAL CONTACT PROCEDURE

First Step: Telephone

- Make an appointment to visit with the potential donor.
- “Hello, this is (your name), I’m (a parent or Girl Scout volunteer) who volunteered to help Girl Scouts – Citrus Council.
- “You know, the thing I like best about Girl Scouting ...” (add one or two facts that mean the most to you.
- “I’d like to come and talk to you about the “GIFTS for Girls” Family Campaign. Will you be free tomorrow night?” (Go on to arrange a time and place comfortable for both of you.) Let the family member know it will only take 15-20 minutes. Try to make it convenient for the family.

Second Step: Personal Visit (this can be adapted for your parents meeting.)

(Note: the more you know about the person you will be meeting before your visit, the more comfortable both of you will feel, and the more likely the person will be to make a gift.)

- Introduction: Greet the family member(s) pleasantly, as you would for any visit. Talk with them about their daughter, about the last Girl Scout adventure, etc. If you are meeting in their home, look around for photos or trophies, anything a member of the family is proud of. Ask them about it. This is your chance to let the family know you are interested in them personally.
- Explain the focus:
 - Tell the potential donor about the GIFTS for Girls Family Campaign (refer to the brochure)
 - GIFTS for Girls is Citrus’ Annual Family Giving Campaign for families of girls. This fund raising campaign was established by the Board of Directors as a means of raising income to bridge the gap between income from other sources (i.e. – United Way, Fall Product and Cookie sales, grants) and what is needed to operate the Girl Scouts of Citrus annually.
- Ask for the gift:
 - “Our troop has set its goal of \$_____ to contribute to the GIFTS for Girls Family Campaign.
 - “We hope to have 100% of our families participate at a giving level comfortable to them.
 - “In order to meet this goal, we need your help.”
 - Suggest a dollar amount (\$5 per family minimum or \$25 to receive the GIFTS patch for their daughter)
 - Explain to the family that it costs the Council \$280 per girl to provide a year of Girl Scouting to their daughter and ask them to consider a contribution.

- Be helpful:
 - If the family member feels that she/he cannot make a gift right now, remind them that they can contribute later. Girl Scouts of Citrus also accepts gifts made by credit card or pledge. Remind them that their GIFTS for Girls donation is tax deductible on itemized returns.
- Important Information:
 - Be sure all payment information is correct – double check numbers, addresses, telephone, and credit card numbers carefully.
 - Get information and money to GIFTS Chair or registrar promptly to ensure timely submission to the Council. This allows us to “thank” the donor promptly.

Third Step: Thank them!

- If the family contributed, thank them for taking the time to talk with you about Girl Scouting. Tell them how much you appreciate their gift. Thank them on behalf of the girls who will benefit from their generosity (A thank you will be sent from the Council as well.)
- If the family could not contribute, but would like to later, thank them for talking with you about Girl Scouting. Tell them you understand and that will check with them at another time.
- If neither situation applies.... still thank them. Even if the family doesn't make a gift, they have taken the time to talk with you. Take the time to express your appreciation.

SAMPLE E-MAIL MESSAGE

Dear Girl Scout Parent/Guardian,

The “GIFTs for Girls” Family Campaign is a joint effort between Girl Scout families and Girl Scouts of Citrus to provide quality Girl Scout programming for nearly 17,000 girls each year. Family involvement in Girl Scouting, both personal and financial, is essential to support both the troop and the Council. A financial contribution to GIFTs is over and above your generous gifts of time and talent. It is monetary support for continued growth of a quality program, which we all believe helps make our girls courageous and strong.

I know how much my own daughter enjoys Girl Scouting and how important the program will be to her as she matures. I’ve already made my contribution to the GIFTs for Girls Family Campaign because I believe strongly in Girl Scouting and I want my daughter to continue to benefit from all of the services provided by the Girl Scout Council.

The \$12 we pay to register our girls as Girl Scouts does not stay with our local Council. The money is for membership to the National Girl Scout organization and supports program development and pays for the activity insurance that covers each registered member.

I believe that you’ll agree Girl Scouting is the best value around. It actually costs the Council approximately \$280 to serve just one girl each year.

Let me give you some examples of what the \$280 pays for:

- Safe, well-maintained facilities and camps for outdoor education
- Opportunities for you to participate in activities with your Girl Scout
- Background checks and training for volunteers who serve as role models for our girls
- Opportunities for girls to learn critical leadership skills as they develop courage, confidence and character.... while having fun!

Please give whatever you feel comfortable giving. It is your decision how much you contribute, and it is entirely confidential. Please know that any size gift is appreciated and will make a difference. It is my hope that you will take a moment now to invest in your Girl Scout and participate in some way.

Please check with your employer, as they may match your gift.

To donate now, go to www.citrus-gs.org and click on the “donate now” link, print out the attached pledge form or mail your check payable to GSC to 341 North Mills Ave., Orlando, FL 32803 ATTN: GIFTs for Girls.

Yours in Scouting,

Girl Scout Leader <INSERT NAME>

SAMPLE LEADER LETTER

Dear Girl Scout Family,

As a Leader, I have seen the positive impact Girl Scouting has on the lives of our girls. We are reaching out to ask you to join us by becoming a financial supporter of the Girl Scout Experience. The \$12 registration fee you pay goes directly to Girl Scouts of the USA to cover program development and supplemental insurance. So how do we provide quality, values-based programs for only \$12? The simple answer is – we can't. Our Council spends about \$280 per girl member annually to offset the “real” costs of the Girl Scout program!

Where does that money come from? This subsidy is made possible through financial support from the community (United Ways, individuals, businesses, etc.), income from the Cookie and Fall Products Sale and most importantly, from parents like you. We ask parents to make a donation to the GIFTS for Girls Family Campaign each time you register your daughter for Girl Scouts. Your contributions stay in our community and help provide quality, affordable programming for our girls by helping to underwrite the cost of such things such as:

- Safe, well-maintained facilities and camps for outdoor education
- Opportunities for you to participate in activities with your Girl Scout
- Background checks and training for volunteers who serve as role models for our girls
- Opportunities for girls to learn critical leadership skills as they develop courage, confidence and character.... while having fun!

Please make your gift today. Support your daughter – support girls – support Girl Scouts, and help change the world one girl at a time!

Yours in Scouting,

PS – With a gift of \$280 you can underwrite the cost of providing Girl Scouting for one girl for a full year! However, your gift of any amount is important to the quality and financial well being of Girl Scouts of Citrus.

\$280 Per Girl Cost Breakdown

Membership Dues	\$ 12.00
Troop Dues	\$ 20.00
Uniform/Insignia	\$ 25.00
Journey Books	\$ 25.00
Program Events	\$ 65.00
Day Camp	<u>\$ 135.00</u>
AVERAGE Cost Per Girl	\$ 282.00

FOLLOWING THIS TRAINING

1. Attend a Service Unit meeting and review GIFTs for Girls Family Campaign materials with other leaders.
2. Explain to the leaders the importance of supporting the annual Family Giving Campaign.
3. If your Service Unit has decided to hold an event, start planning it. Use this manual as a guide.
4. We have found that Service Units who hold events are more likely to reach their campaign goal. In conjunction with your Service Unit Manager and leaders, decide if your Service Unit is going to hold an event, the GIFTs Chair or Troop Leader is going to ask their parents, or a combination of both.
 - a. Presentation at a family troop meeting or event – Use the script to make a personal presentation.
 - b. E-mail solicitation – Use sample e-mail message and electronic GIFTs for Girls Family Campaign materials to solicit families.
 - c. Phone solicitation – Make personal phone calls and then distribute GIFTs for Girls Family Campaign materials either hard copy or electronically.
5. If an event is NOT possible, please make presentations, distribute materials, make follow-up phone calls, collect contributions, and complete a troop tally sheet each time you turn in donations/pledges.
6. Thank you for a job well done in helping Girl Scouting thrive in central Florida! You have really made a difference in the lives of thousands of girls.

**** Girl Scouts of Citrus is recommending that every Service Unit hold an event benefiting the GIFTs for Girls Family Campaign.**

How to plan a Service Unit fundraising event

Planning

In order to plan and execute a successful Service Unit ask event, preparation and planning is involved. A Service Unit event can be a wonderful success if planned correctly and far enough ahead of time.

Discuss the Annual Giving event with your Service Unit Manager.

As the Service Unit GIFTs Chair/liaison, you should set up an appointment to sit down with your Service Unit Manager to discuss the Annual Family Giving Campaign and the possibility of holding a multi-troop event. Strategize around the following questions:

- How can we make this event successful?
- What type of event will work in your area? Me and My Pal Dance, Spaghetti Dinner, Best Gal and Me Tea, Wine and Cheese Event for adults only etc...**(See handout for additional ideas)**
- How many people would attend?
- Where would we hold the event?
- Is there a date that would work for the majority of troops and parents? (suggested time: October - November)
- What can we do to make minimal work for the troop leaders?

Alert the Fund Development Department and your Membership and Community Development Specialist.

After careful consideration of all the above questions, it is now time to contact Rebecca Payne, Grants & Campaign Manager, at rpayne@citrus-gs.org . Also, contact your Membership and Community Development Specialist to get approval and to make sure all event paperwork is filled out completely.

Where should we hold the event?

The two most important factors that you should consider when choosing a location is size and price. Contact local community centers, churches, and schools for the use of their gyms, cafeterias, and meeting areas. Ideally, you want to find a free location, which is large enough for your targeted audience and provides tables and chairs.

When should we hold the event?

Picking the date is a crucial component to hosting a successful event. Be sure to look around your community and do not pick a date that conflicts with other large community activities. Also, make sure that you plan the event far enough ahead so that each troop has enough time to learn about the event. The event date can be a weeknight, a weekend afternoon, or a weekend night. Whichever you choose, make sure it accommodates the majority of troops and parents in your service unit. You want as many people as possible to attend; so make sure that your event is timed right. I suggest this event takes place before the holidays; however, if it conflicts with other Service Unit events wait until after or time it in with an event that is already planned.

Budget

Preparing a budget is an essential step in planning any event. Budgets must be determined prior to distribution of the event flyer and implementation of the event. Most events charge a small fee to offset the cost of supplies, DJ, photographer, etc... In planning your event, you'll need to be sensitive to the ability of your intended audience to pay. Budgeting will help you monitor your expenses. Also, remember to keep all your receipts.

All events should be set to raise money towards reaching your GIFTs for Girls Family Campaign goal. Event fees can be increased to cover the cost of the event and as a donation towards the Service Unit's overall GIFTs for Girls goal, or fees to cover the cost of the event where a presentation asking for money will take place. The Event Director should know what the break-even point is (for number of participants) and publish minimum and maximum numbers on the flyer based on the goals set.

Before deciding on the event fee, make a careful listing of all the expenses you will incur.

Examples include:

- Rental Fees
- Food/Drinks/Ice
- DJ
- Photographer
- Paper Products
- Patches
- First Aid Supplies
- Activity Insurance
- Security Guard Fees (if needed)
- Decorations
- Door Prizes

Theme

Picking a theme is a fun way to jazz up your Service Unit event. Depending on the type of event being planned, let the girls choose what they are interested in for the theme. Be creative! The possibilities are endless! Just ask the girls! After deciding on the theme and name of the event, ideas for program will be easy.

Examples of Themes: Luau, Halloween, Sports, Patriotic, Pirates, Medieval etc....

When naming your event, strive to be inclusive. Instead of Father/Daughter dance, why not have "Me and My Guy." Girls, who may not have a father, who can attend, could then bring along another important person in her life – a grandfather, uncle, even an older brother. We at Girl Scouts always strive to be inclusive of all family situations.

Decorations

The decorations can be as simple or as elaborate as you want to make them. Decorate the room according to the theme.

Refreshments

There are many different ways you can handle the refreshments depending on the TYPE of event you are holding. You may not even need refreshments. Here are a few suggestions:

- Potluck – Assign each troop to bring a certain item.
- Girls prepare food - Allow the older girls to prepare the food for the event as part of a badge requirement. Juniors - Let's Get Cooking badge. Cadettes, Seniors, and Ambassadors - Creative Cooking badge

- Desserts only - desserts only, at the event. Have each troop bring at least one dessert. The desserts can be purchased with troop funds, cooked by the girls, or donated by a parent.

Publicity

It's never too soon to let people know about your event! Most Service Units have someone who handles publicity for their Service Unit team. This should be the person who handles publicity for the event. If this individual is not identified in your Service Unit, you may want to consider naming ONE person in charge of publicity to really generate some enthusiasm for the event.

As soon as the event has been decided upon, even before the flyer is ready, let everyone know who the events target audience is, the date, and place, so leaders and girls can get it on their calendars. Announce it at all your meetings and give everyone a chance to know what special preparation they might need to be ready for the event, if any. Be sure each troop receives information about the event.

Promotion for an event will depend on its size. If your publicity person needs help requesting media coverage of the event, contact Zandra Washington, Director of Special Events, at zwashington@citrus-gs.org as soon as you know the details.

Event Flyer

Most events have a written flyer giving information about the event, which contains the registration form for troops, adults, or individuals. This is the best vehicle to create interest in the event's theme, encouraging girls, and adults to be a part of it! Make the flyer bright, clear, and concise. Make sure the flyer is sent out well in advance, in order for Troop Leaders to tell the parents about the event. If no one knows about your event, it will not be well attended. Advertising/communication is the key to a successful event. On the flyer itself, be sure to include:

- Who is invited?
- What? - Be sure to clearly indicate on the flyer that the event will be a fundraising event. A good phrase to include on all flyers is, "This is a fundraising event for our council, Girl Scouts of Citrus, in which you will be given the opportunity to donate."
- Where? – Location?

- When? – Date? Time?
- Cost? - How much does the (event) spaghetti dinner/father daughter dance cost to attend?
- Registration Deadline? - Tickets for a dance/event should be purchased before the event at the prior Service Unit meeting if at all possible. Again, make sure this date is set well in advance to allow for Troop Leaders to tell their parents.
- Registration form should be included on the bottom of the flyer.
 - Name of participant
 - Full address
 - Phone number
 - Troop number
 - Parent/Guardian signature for permission to attend and for use of any photos
 - Name of person collecting registration forms and fee (Ex. return form and fee to your troop leader by registration deadline)
 - Indicate to whom checks should be written (Ex: Checks should be made payable to Girl Scouts of Citrus – NOT the Troop or Service Unit)
 - Refund statement (Ex. no refunds will be given)

Girl Scouts of Citrus will provide a reasonable amount of flyers (up to Qty = 500) for Service Unit events that benefit the GIFTs for Girls Family Campaign. Unfortunately, NO COLOR copies can be printed. Only black ink on white or colored paper will be printed. Please email Rebecca Payne at rpayne@citrus-gs.org your completed flyer along with the requested quantity. Please allow up to two weeks to be completed.



S.U. 101 presents.....

Me and My Pal Luau

Who's invited: Girl Scouts and their Favorite Guy

When: Friday, October 23rd

Time: 7 - 9 p.m.

Where: St. Angela's Gym, 101 Main St. across from Baskin Robbins

Deadline to Register: October 11th - Return form and payment to your Troop Leader

Cost: \$5 per person - No refunds. Cash or check. Please make checks payable to Girl Scouts of Citrus.

***** This is a fundraising event for our council, Girl Scouts of Citrus - GIFTs for Girls Family Campaign, in which you will be given the opportunity to donate OR The proceeds of this event will benefit Girl Scouts of Citrus GIFTs for Girls Family Campaign.*****

Minimum capacity 20 girls....Maximum capacity 100 girls

Cut here-----

Pal's Name: _____

Girl Scout Name(s): _____

Street: _____

City, State, Zip _____

Phone Number: _____ Troop Number(s): _____

Parent/Guardian Signature: _____

Activities

In planning the activities, which will take place at your event, the sky's the limit. So how do you choose? Keep in mind the following questions when you are planning your activities:

- Will the activities help you move closer toward the purpose of the event which is to raise money for the GIFTs for Girls Family Campaign and to help the Service Unit obtain and surpass their goal?
- Will the activities achieve the event objectives?
- Will planned activities be possible within the budget you allocated?
- Are the activities conducive to the area and audience?

Once you know the answers to the above questions decide which activities to include.

Insurance

Only registered girls and adults are covered by the Girl Scout activity insurance at events; therefore, activity insurance should be taken out at all large events if others are attending. Contact Marie Snead, Business Services Manager, at msnead@citrus-gs.org or via phone at 407-228-1616 to secure additional coverage.

Ask

Depending on what type of fundraiser you are having depends on the type of ask that you will make. If you are holding a spaghetti dinner and each troop donated the pasta, meat, sauce, and containers, and you have no additional expenses, the act of selling the meals is your ask. You can, also, have a basket for donations along with a sign stating "thank you for supporting Girl Scouts."

If you are having an "adult only" wine and cheese event, you may want to have a table with pledge cards and play the video with a short personal speech.

If you are having a father daughter dance, you may want to have a more formal ask or increase the cost of the tickets, but let them know that their money is going toward the Service Unit reaching their GIFTs for Girls goal. (It is always nice to have a visual for the parents/guardians of what the goal is for the Service Unit.)

(See examples above of asks and tailor them according.)

REMEMBER: The key to making a successful ask is making it personal. What does Girl Scouts mean to you? What changes have you seen in your daughter and other girls that you can attribute to Girl Scouts?

Collecting money

Place a trustworthy person in charge of holding onto the money, lock it up in a safe, or bring it home. Do not keep it lying around for all to see.

After the event

Turn the money into the Council as soon as you can. Please **DO NOT** hold onto any money.

Evaluation

You may want to have an evaluation form to see what you can improve on for next year, or to see that everything was perfect!

Sample Event Checklist

I. Purpose

_____ Theme

_____ Program

_____ Activities

II. Site

_____ Rental Fee(s)

_____ Risk Management
Assessment

_____ Alternative (bad weather)

III. Equipment

_____ Food

_____ Rented

_____ Supplies

IV. Budget

_____ Event Fees

_____ Local Supplies

_____ Supplies to be ordered

_____ Food

V. Logistics

_____ Who

_____ Where

_____ When

VI. Safety

_____ Emergency Procedures

_____ Evacuation Plan

_____ Additional insurance from
GSUSA

_____ Photo Releases

VII. Public Relations/Marketing

_____ Event flyer

_____ Registration procedures
(include Non-Girl Scouts)

_____ Registration form

_____ Print media (local paper)

_____ Broadcast media (radio/TV)

_____ Evaluations

Questions

If you have any questions, please do not hesitate to contact your Service Unit Manager or Rebecca Payne, Grants & Campaign Manager.

Grants & Campaign Manager

Rebecca Payne – Girl Scout of Citrus
rpayne@citrus-gs.org
407-228-1606 Direct Line

DEADLINES

Money received should be turned into the council the exact way it was received (ex. \$100 check received, \$100 checks should be turned in). Do not deposit money into the troop checking accounts. The funds should be turned into the Council, **as soon as it is received**. **Please DO NOT hold money for any amount of time.** Holding checks can cause discrepancies in a person's personal banking.

GIFTS for Girls Family Campaign Recognitions

100% Service Unit Participation - Camporee and Camp Event Incentives

- 100% of families in a Service Unit must donate \$5 or more per family.
- 100% Participation means that all families of girls registered by October 1, 2011 have made a GIFTS donation.

(Please remember - the October 1st deadline is NOT the end of the GIFTS Campaign. It is only the benchmark by which Service Units will utilize to determine if your unit has obtained 100% participation. The Campaign runs throughout the membership year that ends September 30th.)

- All Service Unit Verification Forms must be submitted to and approved by their Membership and Community Development Specialist by the close of business on October 3, 2011. (This form can be obtained from your SUM or can be found on the council website www.citrus-gs.org under forms.) If a sufficient number of entries are not received by this date an extension will be announced by the Council until there is a winner in each of our six counties.
- All winners will be announced on Juliette Gordon Low's Birthday, Monday, October 31, 2011 via GIFTS Facebook Page, Citrus Chatter, GSC website and email.

100% Troop Participation – 100 Year Banner Incentive

- 100% of all families registered in a troop for the 2011 – 2012 membership year must donate \$5 or more per family.
- This participation will be verified by the Service Unit GIFT's chair and the Service Unit Registrar.
- Troop Report forms from this point forward must be submitted with all GIFTs donations to your GIFTs Chair or Registrar for tracking purposes. (This form can be obtained from your SUM or can be found on the council website www.citrus-gs.org under forms.).

2' x 3'



copy size:(17"x30")

(Please note that this flag is simply a mock up of the flag that has been produced. The flags that were ordered are on the approved Girl Scout green background. Thank you!)

FAMILY RECOGNITION

The GIFTs patch will once again remain the same this year. This patch series began 4 years ago and this will be the last year for it. All families that make a \$25 gift to GSC will receive the appropriate patch or year rocker. Furthermore, because this is the last year for this patch, parents can make an additional gift of \$25 to receive any year rocker they may be missing. (2009-2010, 2010-2011, 2011-2012). If you would like to make an additional investment to complete your patch series, please contact Rebecca Payne at 407-228-1606.



DESIGN A PATCH CONTEST

The Council will be holding a design a patch contest for girls that will represent the beginning of a new build a patch series for the GIFTs for Girls Family Campaign. Be on the lookout for details in late fall!

Girl Scout Annual GIFTs for Girls Family Campaign

FAQS

What is the GIFTs for Girls Family Campaign?

The GIFTs For Girls Family Campaign is an organized, council-wide request for financial contributions from our Girl Scout families to help underwrite the cost of providing the Girl Scout Program to every girl member in our council. It is a way parents and adult Girl Scouts can tangibly express their belief in the value of Girl Scouting and make a difference in the lives of young girls and women.

How much should I give?

We ask that you consider a gift of \$100 or any significant amount according to your ability, to give your Girl Scout the very best experience possible and to help us reach every girl, everywhere.

What does my contribution to the GIFTs for Girls Family Campaign support?

Annual Family Giving Campaign contributions help to provide necessary services and programs for our girls. These contributions help provide volunteer recruitment and support services, troop organization, camp operation and maintenance, volunteer training and resources, development of exciting new activities for girls, financial assistance, and much more.

I am unable to contribute at this time. May I make a pledge?

We gratefully accept pledges. You can choose how often you would like to be billed. You can pay your pledge by check, credit card, debit, or online either in one lump sum payment or in installments. You have one year to pay it off completely, unless you make a commitment to a multi-year pledge.

How are donors going to be recognized for tax purposes?

All donors making a donation of \$25 or higher will receive a thank you letter from the Council upon receipt of the donation, to be used for tax purposes. These letters will only be sent to people who have made a donation through cash, check, debit/credit card, or a payment on a pledge. Donors will not receive a letter for making a pledge. A payment must be received towards your pledge in order to generate a thank you letter.

How should the money be turned into the Council?

The money should be turned into the council the exact way it was received. The money should not be deposited into the troop checking accounts.

When should the money be turned into the Council?

The money should be turned into the Council, as soon as it is received. Please do not hold money for any amount of time. Holding checks can cause discrepancies in a person's personal banking.

What happens if some of the parents sent the money into the Council or donated online?

This is fine. We record the information into our database. **It is imperative to make sure the Service Unit number and the Troop number are listed** with the donation. In addition, it is the duty of the GIFTs Chair to ask the parents if they have donated for recording purposes on the troop's tally sheet.

Can my service unit and/or troop participate in fundraising opportunities, such as a Chili's Night, Pampered Chef, Avon etc...? Can the Council do it?

According to Safety-Wise, the responsibility of fundraising is the responsibility of adults, and not girls. Selling Girl Scout cookies is not a fund-raising activity, but a Girl Scout program that teaches goal setting, decision making, money management, people skills, and business ethics. Because there is program built into the two council-sponsored product sales, girls may participate.

Both GSUSA and our Council review and evaluate forming local and national alliances, such as Chili's locally. Because they are donating back a percentage of sales to the Council who is a 501 (c) (3) organization, that portion is considered a donation. From a legal perspective, Service Units and troops are a subdivision of the Council, and Councils are the only distinct legal entity and the only entity with tax exemption. Service Units and Troops are not 501(c)(3) organizations, so a Troop or Service Unit cannot enter into the same kind of alliance.

Who determines how Girl Scouts of Citrus spends its money?

Our volunteer Board of Directors annually reviews and approves the Council's budget. Before being submitted to the Board, the volunteer Finance Management Committee must first strenuously review the proposed budget and only on the recommendation of this committee can the budget be brought before the Board of Directors for approval.

My daughter paid a \$12 registration fee this year. Why do you need the GIFTs for Girls Family Campaign in addition to membership dues?

The \$12 Girl Scout membership fee is sent directly to the Girl Scout national headquarters in New York to cover the cost of insurance, program development, and other services of the national organization. This money is not retained by our council. No part of the registration fee helps pay for the direct service your Girl Scout receives.

As a leader, I already contribute money for troop expenses. I just can't give to GIFTs for Girls Family Campaign, too.

Troop leaders should not have to support troop activities with their own money. Earning money to finance their plans is great learning experience for the girls and an important part of the Girl Scout program. The troop should develop a budget and use income from product sales, other money-earning projects, and troop dues to cover expenses.

I understand the Council is supported by the United Way; why should I give to the Annual Family Giving Campaign?

We receive funding from the Volusia/Flagler United Way, United Way of Lake & Sumter Counties, United Way of Brevard and the Heart of Florida United Way. Unfortunately, United Way funding, both here in central Florida and nationally, has not kept pace with the costs of providing the Girl Scout program. In 2010, United Way agencies contributed only 3.5% of our budget. Therefore, our income must become more diversified and come from many sources, including our Girl Scout families through the GIFTs for Girls Family Campaign. United Ways struggle to gain the dollars needed to provide important services to the community. When they do not reach their funding goals, or they add new agencies, the funding available for Girl Scouting often decreases.

I already give my time as a troop leader. Why should I give to the GIFTs for Girls Family Campaign?

Your gift of volunteer time is Girl Scouting's most valuable asset. Your additional support through the GIFTs for Girls Family Campaign will ensure that the program is financially secure and continues to be there for every girl who wants to be a Girl Scout for years to come.

For a parent, Girl Scouting already costs so much—troop dues, uniforms, events!

The Girl Scout program is actually a very low-cost activity option. If a troop decides to participate in some events and trips that are more expensive, the girls should plan ways to earn the money so that parents are not funding the activities. Learning to earn money for registration fees, dues, events, etc... is one of the skills that helps Girl Scouts become more independent.

Since Girl Scouts sell so many cookies, don't they already have a reliable funding source?

Although the Girl Scout cookie sale is one successful part of funding, we cannot rely on cookies alone to ensure that Girl Scouting continues to meet the needs of girls in central Florida. Our Family Campaign goal is to produce the support Girl Scouting needs through adult-generated means. By creating diverse ways of supporting the program, we ensure that girls today and tomorrow are guaranteed the best Girl Scouting has to offer.

What do I get for contributing to the Annual Family Giving Campaign?

You get a feeling of satisfaction in helping the Girl Scout program remain a vital force within our council area, so that girls - all girls- may take advantage of the benefits and opportunities offered by Girl Scouting.

My company has a Matching Gifts fund. Will that help?

Yes! A Matching Gift is an excellent way to double or even triple your contribution to the GIFTs for Girls Family Campaign. Contact your employer's Human Resources Department to see if Girl Scouting qualifies for a company match. If they do, return your completed matching gifts application form when you return your Family Campaign contribution.

THE GIRL SCOUT PROMISE

On my honor, I will try:
To serve God and my country,
To help people at all times,
And to live by the Girl Scout Law.



THE GIRL SCOUT LAW

I will do my best to be...
Honest and fair
Friendly and helpful,
Considerate and caring,
Courageous and strong, and
Responsible for what I say and do.
And to...
Respect myself and others,
Respect authority,
Use resources wisely,
Make the world a better place, and
Be a sister to every Girl Scout.

GIRL SCOUT MISSION

Girl Scouting builds girls of courage, confidence, and character, who make the world a better place.



Celebrating 100 Years of Girl Scouting
1912 - 2012