



2018-2019

Family Partnership Toolkit



Date Revised: July 18, 2018
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2 WELCOME TO THE FAMILY PARTNERSHIP CAMPAIGN!

Families of our girls understand the impact of Girl Scouting on a girl's life and they appreciate the programming and support that are provided. With the support of Girl Scout families, we will increase the amount of funding we have available to provide an amazing leadership experience for our girls.

The Family Partnership Campaign is a Girl Scouts of Northeast Texas annual campaign that provides families the opportunity to support Girl Scouting locally through their Service Unit. This helps provide financial resources that directly impact and improve the leadership experience of over 26,000 Girl Scouts in our service area.

2.1 FAMILY PARTNERSHIP AND GSNETX FUNDRAISING

Family Partnership is one of the key fundraising tools in the Fund Development department. Because families see a direct result in their Girl Scout(s), they are able to see the impact of their investment firsthand. As a result, we are able to maintain and improve our Girl Scout camps and facilities and ultimately provide the best programs and services to all of our 32 counties.

2.2 SUPPORT FROM GSNETX

We are here to support our Family Partnership volunteers. We offer trainings, monthly progress updates, and Fund Development support staff. The GSNETX Fund Development team looks forward to working with you. Your contact is Sarah Omar, Fund Development Coordinator.

Sarah Omar
Fund Development Coordinator
6001 Summerside Drive
Dallas, TX 75252

Email: SOmar@gsnetx.org
Phone: (972) 349-2414
Secure Fax: (844) 816-9056

2.3 IT IS A CAMPAIGN!

We will track gifts from **June 1st** through **May 31st**. Each Service Unit has a goal based on the previous year's contributions. Reports and results will be emailed to the Family Partnership Coordinator & Service Unit Manager on a monthly basis. If your Service Unit does not have a Family Partnership Coordinator, please email Sarah Omar at SOmar@gsnetx.org with the volunteer who should receive these communications.

2.4 THANK YOU!

Thank you so much for agreeing to serve as the Family Partnership Coordinator for your Girl Scout Service Unit. You play an important role in developing the resources we need to serve our girls' leadership development journeys.

3 FAMILY PARTNERSHIP COORDINATOR

3.1 VOLUNTEER AGREEMENT

Volunteer Role Summary: Tell the compelling story of Girl Scouts in the community and encourage Girl Scout families and volunteers to make a financial investment in the girls of Girl Scouts of Northeast Texas through the Family Partnership Campaign.

Volunteer Role supported by: Fund Development & Event Coordinator, Service Unit Team Members, Recruitment Team members, or other appropriate GSNETX staff.

Volunteer Role Guidelines:

- Have current GSUSA registration and valid security status.
- Ensure that compliance with the regulations governed by the following is met: *GSUSA Volunteer Essentials and Safety Activity Checkpoints, and GSNETX Policies and Procedures.*
- Attend GS Service Unit Overview Training and Family Partnership Coordinator Training & webinars as needed to support continued effectiveness.
- Support Family Partnership with a personal contribution.
- Contact all Troops within the Service Unit to encourage their participation in the Family Partnership Campaign. Support their Troop-level campaign efforts or leads the efforts at the Troop-level so that all parents/guardians are asked to participate.
- Communicate and support any Troop-level Family Partnership volunteers.
- Strive for a goal of 100% Family Partnership. **Ask** while respecting that giving is a personal decision.
- Encourage Service Unit wide participation in council-led Family Partnership campaigns
- Promote the Family Partnership Campaign to GS Service Unit volunteers, Troop volunteers, and parents/guardians.
- Follow up with non-participating Troops to encourage involvement in the campaign.
- Answer questions of volunteers, parents/guardians about Family Partnership.
- Communicate campaign success and challenges to volunteers in Service Unit.
- Communicate challenges and successes, as well as questions and resource needs, to the Fund Development Coordinator at GSNETX, or to the Membership Specialist in the area.
- Share best practices with the Fund Development & Event Coordinator and other Family Partnership Coordinators.
- Is aware of Family Partnership rebates and goals.
- Is aware of the pass-through process.
- Ensure that all donations are kept confidential.
- Says thank you to all participants and volunteers.
- This position requires financial responsibility and careful recordkeeping.

Girl Scouts of Northeast Texas volunteers are not employees of GSNETX and will not receive compensation for time or resources through volunteer roles.

4 HOW DO YOU MAKE IT HAPPEN?

4.1 ATTEND TRAINING AND UTILIZE THE TRAINING MATERIALS AND RESOURCES ON THE WEB

We will host a Family Partnership training at Kickoff and as needed throughout the year. Keep a look out for webinars! Please plan on attending to learn more about your role, keep up to date about upcoming Family Partnership opportunities and campaigns, and to collaborate about best practices with other coordinators. The Family Partnership Coordinator toolkit and materials will be available 24/7 on our website for you to reference, print, and use as needed.

To access the training materials on the GSNETX website, visit www.gsnetx.org/suvolunteers. The Family Partnership toolkit and other resources can be found under the “Volunteer” tab in the “Service Unit Volunteer” section.

Each council-wide fundraiser will have a toolkit that goes along with it.

4.2 EDUCATE

Put together a team to help you reach the hundreds or even thousands of families in your Girl Scout Service Unit – **you cannot do this alone!** With your team, begin to contact the Girl Scout Troops in your area and let them know the value of Family Partnership. Every Girl Scout family knows their own story of how Girl Scouts has impacted their girl- have them tell that story!

Ask them to assign a Family Partnership Coordinator for their Girl Scout Troop, if possible. If they can't, ask if you or your team members can attend their Girl Scout Troop meeting on a night that parents will be in attendance. Determine if you can make “the ask” at the meeting or if you need to add a letter/email to parents.

Utilize social media and email to promote awareness of how Girl Scouts is impacting the lives of girls and how people can contribute. There are lots of ways to give! Check out page # to find the best way for each person to give.

Finally, don't hesitate to reach out to ask if the Fund Development & Events Coordinator can attend a meeting to educate your Service Unit about Family Partnership.

4.3 BY MAKING THE ASK!

The **#1** reason people don't give is because they weren't asked. So, let's ask 100% of our members to consider investing in Girl Scouts. Some will give and some won't, but all will understand the critical need we have to support our girls. It's not as scary as it sounds! A few tips:

- Give before you ask others to join you in supporting Girl Scouting.
- Remember, you're not asking for yourself, you are asking for the girls.
- Share your own Girl Scout story and why you give.
- Remember, giving is always a personal decision.
- Ask each family to consider an investment of \$10 a month for our girls.
- Remind those who choose to give through United Way to let us know.
- Remind those whose companies match their gift to fill out the paperwork.

“The ask” can be made at Girl Scout Service Unit meetings, VIP meetings, or at Girl Scout Troop meetings – anywhere there are parents, guardians, and other family members present. A friendly follow up by letter or email always helps. Many Service Units also add on an amount to a Service Unit event fee to help support the campaign. Use the Frequently Asked Questions section to prepare and help answer questions. Feel free to call or email the Fund Development and Event Coordinator for help at any time.

4.4 MAKE IT FUN

Consider holding a contest for those who turn their gifts in by a certain date. Once the campaign is over and families have made their investment, consider fun activities to engage the families and to bring in a bit more money. Be sure to celebrate your success. Share the big number that has been raised at the end of the campaign. You should be proud!

This year, we will have some fun BIRTHDAY fundraisers around Juliette Gordon Low’s Birthday and Girl Scout’s Birthday. Make sure to participate, and have some fun educating parents and girls about the history of Girl Scouts!

Monthly giving is a great way to support Girl Scouts. Monthly Givers join Daisy’s Circle. Incorporate a flower theme into your Service Unit plan to end the family partnership year strong then start the new year over the summer!

4.5 FOLLOW UP AND SAY THANK YOU

Be sure to track which Girl Scout Troops have participated and which haven’t and follow up as necessary. The sooner the gifts are turned in, the better. Online gifts are the best way to do this! Follow up with new members throughout the year. Share your successes and your challenges with council – we want to know what is working and what isn’t. Finally, say thank you to the Girl Scout Troop Leaders and to the parents. Ask the Fund Development and Events Coordinator for some fun ways to say THANKS.

5 GOALS & REBATES

5.1 Service Unit Family Partnership Goals

Review the goal sheet for your Service Unit’s goal. These goals were set based on previous results for each Service Unit. We looked at the average amount raised over the past 3 years.

- If last year you raised at least \$500, your goal is a 5% increase on your average amount raised over the past 3 years.
- If your Service Unit has not really participated in Family Partnership in the past, or raised \$0 - \$499 last year, your goal is to raise \$250.

5.2 SERVICE UNIT FAMILY PARTNERSHIP REBATES

Service Units that meet or exceed their Family Partnerships goals will qualify for a rebate of up to 25%. Service Units must raise a minimum of \$500 to qualify for rebates. All Service Units that exceed their goals by 50% or more will automatically qualify for a 25% rebate.

5.2.1 Tier 1 Rebates

Service Units that successfully achieve their goal (above \$500) are eligible for the following rebates:

Amount Raised	Rebate Amount
\$500-\$1000	5%
\$1000-\$2500	10%
\$2500-\$5000	15%
\$5000 or more OR exceed goal by 50% or more	25%

5.2.2 Tier 2 Rebates

Service Units that do not meet their Family Partnership goal qualify for the following rebates:

Amount Raised	Rebate Amount
\$500-\$2500	5%

\$2500 or more	10%
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6 REPORTING & DONATION SUBMISSION

6.1 TRACKING & REPORTING DONATIONS

The Family Partnership Coordinator will be responsible for collecting, recording, and submitting donations raised through Service Unit activities to the Fund Development department in a timely manner. A sample tracking sheet for recording donations has been included in this toolkit. **A copy of the tracking sheet should be submitted with checks and cash to the Fund Development department.** The tracking sheet will also allow the Family Partnership Coordinator to better track Troop participation and can be used for Service Unit and Troop level recognition activities that take place at Service Unit

Meetings. All payroll and United Way donations will be tracked by the Fund Development department as the funds are paid to Council. The monthly Family Partnership report will reflect these donations once the donation has been received by Council.

6.1.1 Please note

- All checks must be made out to **Girl Scouts of Northeast Texas** in order for them to be credited to Family Partnership. All funds should be mailed directly to the Fund Development Department within 7 days of receipt by the Service Unit.
- All money is counted towards your Family Partnership goal when it is received/deposited at GSNETX.
 - NOTE: Bank processing times can vary, please allow ample time for each:
 - Paper Checks can take up to 48 hours to clear
 - eChecks can take up to 2 weeks to clear
 - Credit Cards can take up to 48 hours to clear
- Payroll & United Way gifts take time to process through the right channels. Keeping track of these pledges is very useful. Some donations take months or even years to clear.

6.2 SUBMITTING DONATIONS TO COUNCIL

All Family Partnership contributions, whether submitted individually or by the Family Partnership Coordinator, should be submitted with a Service Unit and Troop number. This will ensure that Troop participation is properly tracked and contributions are appropriately credited.

The best way to give is online! All online donations have the opportunity to designate your Troop & Service Unit number so that they are credited towards your Family Partnership campaign.

6.3 FAMILY PARTNERSHIP REPORTS

Fund Development staff will provide reports detailing revenue totals to the Family Partnership Coordinators based on the explanations below. Please see below for report details.

6.3.1 Monthly Reports

Reports will be generated and sent out to Family Partnership Coordinators/ SUMs at the beginning of each month with the exception of the month of May, in which a monthly and mid-month report will be sent to all Family Partnership Coordinators and Service Unit Managers.

6.3.2 Detailed Reports

Detailed reports will be provided upon request. Please send all requests for detailed reports as a response to the monthly report. Detailed reports will include: Service Unit, Troop number, date, and the amount of each gift. In an effort to maintain the confidentiality of our generous contributors, individual names will not be included in detailed reports. Request for detailed reports can be submitted to the Fund Development Coordinator after the monthly report has been sent. Please limit requests to once per month. Please allow two full business days for detailed report requests.

6.3.3 Year-end Reports

The Family Partnership Campaign ends on May 31st of each year. A yearend totals and participation report will be sent to each Family Partnership Coordinator by June 30th via email.

6.3.4 Activity Reports

We ask that all Family Partnership Coordinators submit activity reports to the Fund Development Coordinator at the mid-year and year-end checkpoints. Reports are intended to provide Fund Development a clear picture of activities that occur within the Service Units. Reports should include all Family Partnership events, events in which Family Partnership money is solicited, email or letter campaigns, fun and social events that include a Family Partnership component, and other activities in which money is earned for the campaign. A report template has been included in this toolkit. Please also notate participation in council-wide Family Partnership campaigns such as the Birthday campaigns or monthly giving.

7 ACTIVITY REPORTS

Please keep a running list of all Family Partnership Activities and events in which money is earned or requested. This form should be used to track all activities and submit to the Fund Development Coordinator, Sarah Omar, at somar@gsnetx.org. Please attach additional sheet as necessary.

Activity Report due dates

Midway Check-in: December 5, 2018

Year-end Reports: June 15, 2019

Date: _____

Activity: _____

Number of Attendees: _____ Amount Raised: _____

Event Details/ Success Stories:

Date: _____

Activity: _____

Number of Attendees: _____ Amount Raised: _____

Event Details/ Success Stories:

Date: _____

Activity: _____

Number of Attendees: _____

Amount Raised: _____

Event Details/ Success Stories:

Date: _____

Activity: _____

Number of Attendees: _____ Amount Raised: _____

Event Details/ Success Stories:

SU: _____

Submitted By: _____

8 FAMILY PARTNERSHIP CAMPAIGN TRACKER

Activity/Email	Campaign	Date(s)	Promotion Notes	Participation Grade	Amount Spent	Amount Raised
<i>Ex. Juliette Gordon Low Birthday Email</i>	<i>Birthday Campaign</i>	<i>10/6/16- email sent</i>	<i>Email sent to all Troop leaders for promotion @ meetings</i>	<i>85% of Troop leaders presented it to parents. 13% of parents/leaders gave.</i>	<i>\$0</i>	<i>\$632.40</i>
<i>Ex. World Thinking Day Event. \$7 ticket+\$3 Family Partnership contribution</i>	<i>General Giving</i>	<i>2/22/17- event date</i>	<i>\$3 Additional contribution for Family Partnership distributed to all parents/leaders.</i>	<i>14 Troops attended, 116 total girls/parents attended</i>	<i>\$320 on event/ supplies. \$1,160 raised with ticket sales.</i>	<i>\$348.00 Family Partnership profit</i>

9 FAMILY PARTNERSHIP DONATION TRACKER

SU # _____ This form should be attached to all donations sent to Council

Troop	First Name*	Last Name/Company Name	Gift Date	Gift Amount

Only list adult names

Total: _____

Submitted By: _____

10 PATHWAYS TO GIVING

10.1 WAYS TO GIVE:

- Online at www.gsnetx.org/donate
- Monthly giving via credit card
- Mail a check to Council or submit directly to Family Partnership Coordinator
- Membership Registration
- Matching Gifts
- United Way
- NorthTexasGivingDay.org on September 20, 2018
- Host a Family Partnership Event
- Campaign Letter/Email
- Social Media
- Texting! Text "GSGIVE" to 555888 to donate online

10.1.1 Giving Online at www.gsnetx.org

Online donations are an easy and secure way for families to contribute to the Family Partnership Campaign. Through online donations, families are able to identify the Service Unit and/or Troop they would like to receive credit for their donation. Text "GIVE" to 555888 to be directed to the secure, online giving page.

10.1.2 Joining Daisy's Circle

Encourage monthly giving by supporting GSNEXTX through Daisy's Circle. Easily set up monthly payments at www.gsnetx.org/donatenow to receive benefits starting at \$15 per month. These monthly donations are applied to the Service Unit's Family Partnership goal each month as they come in to Council. Text "DAISYS" to 555888 to sign up!

10.1.3 Submitting Money Directly to Council

Family Partnership contributions can be mailed directly to Council. The Service Unit and Troop number must be identified either on the check or a separate note included with the check. All checks must be made out to Girl Scouts of Northeast Texas. Money can also be hand delivered to a member of the Fund Development team. **Please do not mail cash donations.** Donation envelopes can be provided for meetings & events.

Mailing Address:

Girl Scouts of Northeast Texas
Attn: Fund Development
6001 Summerside Drive
Dallas, TX 75252

10.1.4 Giving During Membership Registration

Registration and Renewal periods are a great time to donate to Family Partnership. The option to contribute to Family Partnership while registering or renewing membership is available when registering online for individuals and for Troop renewals. Every paper registration form provides the opportunity to donate to Family Partnership and submit one payment that includes membership dues and a Family Partnership donation. This is a great opportunity to increase Troop participation and encourage all families to contribute to girls locally.

10.1.5 Matching Gifts

A matching gift is an excellent way to increase your contribution to Girl Scouts of Northeast Texas. Your gift could be matched dollar-for-dollar by your employer (spouses and retirees may also be eligible). Companies may also offer to match volunteer time contributed to nonprofit organizations through a volunteer incentive program. Some employers match gifts and volunteer time up to \$10,000 per calendar year! Contact your Human Resources Department today to see if your gift or volunteer time is eligible or visit <http://www.matchinggifts.com/gsnetx> to search our Matching Gifts database.

10.1.6 United Way:

We receive funds from United Ways across our 32 counties. If a donor's company runs a United Way campaign, they can choose to give their Family Partnership gift through that campaign. These donations are applied to the Service Unit's Family Partnership goal as they come in to Council. Many donations come through the system as 'anonymous' and therefore not attributed to a specific campaign. Please have parents/ donors/ Troop leaders send an email to donations@gsnetx.org to research to ensure that donations are attributed correctly.

10.1.7 North Texas Giving Day:

Every year during the month of September, Communities Foundation of Texas hosts

North Texas Giving Day. On North Texas Giving Day, donors that make contributions of \$25 or more online via www.northtexasgivingday.org benefit from matching funds provided by Communities Foundation of Texas. Donations can be made around the clock from 6:00 a.m. to midnight on the day of the event or prescheduled. The 2018 North Texas Giving Day will take place on **Thursday, September 20, 2018**. www.gsnetx.org/ntgd Text NTGD to 555888 during September to get there!

While the matching funds are not dollar for dollar, it is an excellent way to make every dollar go a little further. The matching amount will be determined after Giving Day by taking the total matching funds available as of Giving Day, and dividing the total amount of donations from the day to determine the percentage by which each donation will be matched. We are encouraging everyone to participate in North Texas Giving Day. More information will be provided at Kickoff and via email. Matched funds cannot be attributed to individual Family Partnership campaigns.

10.1.8 Family Partnership Events:

Service Unit and Troop activities are a great time to educate parents and guardians about the benefits of Girl Scouting and ask them to support the Family Partnership Campaign. Contributions to the Family Partnership Campaign should be encouraged at all Service Unit and Troop meetings as well as sharing the benefits of Girl Scouting with our parents. Service Units and Troops can also participate in other money earning activities to raise money for Family Partnership.

10.1.9 Restaurant Charity Nights:

Service Units and Troops can participate in restaurant spirit nights that provide the Troop or Service Unit with a percentage of the proceeds as a charitable contribution. The Fund Development & Event Coordinator should be notified of all restaurant nights that take place if proceeds are intended to count towards the Service Unit's overall Family Partnership goal. Checks for all donations intended for Family Partnership must be made out to GSNEX and submitted directly to the Fund Development department with notation of the Service Unit that should receive credit. Activity Approval Forms are necessary for these events. If Fund Development staff is contacted about any potential restaurant nights, they will direct them to the Family Partnership Coordinator in the corresponding Service Unit.

10.1.10 Campaign Letters and Emails:

Family Partnership Coordinators can choose to send campaign letters and emails to families within their Service Unit. Social media is another fun way to get people involved! The letter or email should detail the importance of Girl Scouting in the lives of the recipient's daughter(s) and information on the Family Partnership Campaign.

Simple email templates will be provided for council-wide family partnership campaigns.

- What to include in your Family Partnership Letter/Email:
 - Excitement!
 - Details on how girls benefit from being a Girl Scout
 - Description of the Family Partnership Campaign
 - The Service Unit's current Family Partnership goal
 - A specific ask amount (We are encouraging all families to give \$10/month)
 - Overall participation goal (We encourage everyone to try and achieve a goal of 100% participation.)
 - GSNETX mailing address for returning donations and/or specific date and time of Service Unit meeting in which donations will be collected
 - Name and contact information of the Family Partnership Coordinator and Fund Development Coordinator for any questions that may arise.
- Strategy:
 - Establish the timeline for letter distribution and collection.
 - Contact the Fund Development Coordinator to notify them of the letter or email campaign.
 - Request any additional marketing materials, if needed
 - Track all donations on reporting sheet to ensure that all Troops get credited for participation.
 - Deliver all donations to Council within two weeks of the campaign end date.
- Advantages:
 - Each Girl Scout family receives a letter educating them about the importance of Girl Scouts in the community and the impact of supporting their local Girl Scout Council.
 - Everyone is encouraged to participate and give a specific donation amount.
 - A specific timeframe can be established within the Service Unit to encourage once a year participation in the letter campaign.

Please Note: The Fund Development department has a limited number of printed materials that can be provided for Family Partnership Activities. We encourage everyone to include as much information about the Family Partnership Campaign in the content of your letter or email to conserve the additional materials that may be requested. All flyers and Family Partnership details are also available online at www.gsnetx.org.

For a complete a description of GSNETX fundraising policies please see, Policies & Procedures under the Volunteer tab on the GSNETX website www.gsnetx.org.

10.1.11 Texting:

Girl Scouts of Northeast Texas' now has a Text2Give option! The Text2Give platform does not take money from the individual's phone bill, but simply directs them to the secure, online donation page for that campaign. The Text2Give number for Girl Scouts of Northeast Texas is **555888**. Text "GSGIVE" to be directed to the online giving page. This mobile option is easy to utilize at Service Unit or Troop Leader meetings. Stay tuned for other Text2Give campaigns!

10.2 2018-2019 FAMILY PARTNERSHIP CAMPAIGN TIMELINE

June 1, 2018: 2018-2019 Family Partnership Campaign Begins!

August 2018: Family Partnership Goals Delivered

Family Partnership goals sent out via email to all Family Partnership Coordinators and Service Unit Managers.

August 5, 2018: 2018 Administrative Kickoff

Family Partnership Training Course

Webinars: August 14 th and 23 rd
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October 31, 2018: Juliette Gordon Low's Birthday

Celebrate our founder with a fun and exciting Family Partnership event or encourage families to give in honor of Juliette Gordon Low! Participate in the Birthday Fundraiser by asking parents and Troop leaders to contribute \$18.60 in honor of our founder's birthday!

December 2018: Activity Reports Due

Share your Family Partnership Activities and success stories with the Fund Development staff. Encourage end-of-year and holiday giving to Girl Scouts during the month of December.

February 22, 2019: Girl Scouts World Thinking Day

Honor sister Girl Scouts and Girl Guides by taking time to give thanks for their international friendships and remember that Girl Scouts of the USA is part of a global community!

March 12, 2019: Girl Scout's Birthday

Celebrate the Girl Scout's Birthday by planning a fun and exciting Family Partnership event or encouraging families to give to the Family Partnership Campaign! Participate in the Birthday fundraiser by asking parents and Troop leaders to contribute \$19.12 to celebrate our founding year!

April 1, 2019- August 31, 2019: Monthly Giving Campaign

Encourage Troop leaders and parents to give monthly to Girl Scouts during this campaign to finish the year strong and get a jump-start on the next year's campaign!

April 22, 2019: Girl Scout Leader's Day

Girl Scout Leader's day honors all the volunteers who work as leaders and mentors in partnership with girls. Encourage families to give a gift in honor of their favorite or most memorable Girl Scout Leader!

May 31, 2019: 2018-19 Family partnership Campaign Ends

All Family Partnership money must be in the Fund Development by NOON to qualify for the 2018-2019 campaign.

June 15, 2019: Activity Reports Due

Please share all Service Unit activities since your December reports.

10.3 FREQUENTLY ASKED QUESTIONS

10.3.1 Where does the Family Partnership money go?

All contributions go directly to support Girl Scout programs – both the traditional Troop programs and our community programs. In addition, Family Partnership funds support Girl Scout Troop Leader recruitment, Girl Scout Troop organization, support of our seven Girl Scout Service Centers, maintenance at our camps, Girl Scout Leader training, development of new programs– wherever they can have the greatest impact.

10.3.2 Why should I give? I already give so much to Girl Scouts, why should I give more?

Many of us come from Scouting families that invest in the work of developing strong male and female leaders. Girl Scouts is the premiere leadership development organization for girls. We are girl centric, girl led and Girl Scouts builds girls of courage, confidence and character who make the world a better place. With the support of families through our Family Partnership program we will increase the amount of funding we have available to provide amazing leadership opportunities for our girls. Girl Scouts can no longer support itself with the cookie program alone to continue to provide innovative programming to girls. Girl Scout membership dues go directly to Girl Scouts of the USA. Giving to GSNETX helps to support Girl Scouts in your own area.

10.3.3 How much should I give?

Please give what feels right. This past year, we have been asking families to consider investing \$10 a month. We know that everyone has organizations that they support. We are asking that Girl Scouts be in your top three. We appreciate whatever you can do for Girl Scouts. The most important factor in Family Partnership is participation. We want to engage all of our families in giving and supporting their daughters and Troops in Girl Scouting. Our goal is to have **100%** of our Girl Scout families participating at whatever level they can give.

Giving is a personal decision – please give what you can and know that your investment allows us to do more for your daughter and thousands of other girls who deserve amazing leadership experiences! We too feel the pinch and are doing all we can to support our girls. Monthly giving is a great option to give what you can without significantly impacting your budget for one month.

10.3.4 How can I give?

Remember to make your Family Partnership gift as you renew your membership or sign up as new member. Visit www.gsnetx.org and select the donate tab to make a Family Partnership gift online today or print out the Family Partnership flyer online to mail your donation. There are so many different ways to give outlined on page 10- give in the way that best fits you and your family.

10.3.5 Why do we ask our members for support?

With over 26,000 families engaged in Girl Scouting, we feel very lucky to have such strong, passionate supporters. You are the ones who truly know the power of Girl Scouting! Therefore, we ask you to invest in our programs because you know the impact that each dollar has. We are also focusing on corporate and foundation gifts, as well as asking individuals outside of our members to invest in the future leaders of tomorrow.

10.3.6 Can I give through my United Way gift?

We receive funds from United Ways across our 32 counties. We were an original partner with United Way of Metropolitan Dallas in 1924 and are still pleased to be in the core group of agencies providing services to girls and families in an effort to improve the education, income, and health of all in our community. If your company runs a United Way campaign, you can choose to give your Family Partnership gift through that campaign. These donations are applied to the Service Unit's Family Partnership goal as they come in to Council. Note: United Way does take a % of donations, so Family Partnership Coordinators need to be aware of this when tracking.

10.3.7 How can I get my company involved?

Some companies will match your contribution and some companies will support agencies for which you volunteer. Ask your employer and apply for the match – we can put it to good use supporting our girls! Please be sure to let your company and the Fund Development Coordinator know about the gift. The company will need to note on the check that it is for Family Partnership as well as identify the Service Unit and/or Troop. Dollars contributed by companies can help you reach your goal and earn a rebate. If your company has a 'jeans day' or other fundraiser- ask for Girl Scouts to be a beneficiary!

10.3.8 Can my Service Unit benefit from Family Partnership gifts?

Yes! The council offers rebates to Girl Scout Service Units that actively participate in the family Partnership Campaign. These funds are distributed annually to the Service Units so that they are able to do more for the girls in their Service Unit at a very local level.

10.3.9 Does my gift support girls in my community?

In addition to the Family Partnership rebate program that brings dollars back directly to each Girl Scout Service Unit, the council is committed to providing programs and services in all of our 32 counties. Additionally, Family Partnership money also benefits anyone in your area that has applied for financial aid. We are excited about all of our girls across 23,000 square miles and are committed to providing great leadership experiences for them all.

10.3.10 How much does it cost to provide the Girl Scout leadership program to our girls?

The council invests more than \$413 per girl per year to provide quality program activities and training. This includes volunteer training and education, values and life skills training, leadership development programs, camp programs and maintenance, and much more.

10.3.11 Why can't we continue to rely on cookie revenue to support our programs?

The Girl Scout Cookie Program is a wonderful financial literacy program that teaches girls organization, responsibility, goal-setting, money management skills, business etiquette, and how to make "the ask." Today those dollars support much of our programming, but not all. As we continue to provide outstanding leadership opportunities for girls, the Cookie Program is not able to cover all of these costs. We must engage our families and the external community to support the leadership development of our girls to help them become the leaders of tomorrow. Building strong successful women is a cause that all families, not just Girl Scout families, should care strongly about, and we are working hard to share that message.

10.4 FAMILY PARTNERSHIP EVENT IDEAS

- Have a silent auction! Ask your Troop to donate their own art or ask community business to donate items or services to be raffled with the proceeds going to Family Partnership.
- Celebrate Juliette Low's Birthday on October 31st and Girl Scout's Birthday on March 12th! Each Family Partnership envelope can be each girl's gift to Juliette "Daisy" Low for her birthday and encourage everyone to give \$18.60! In March, celebrate Girl Scout's birthday by encouraging gifts of \$19.12!
- Fundraise with food! Host a BBQ, chili cook-off, pancake breakfast, ice cream social, picnic, etc. The possibilities are endless! On every table (or picnic blanket), have a card that talks about Family Partnership and what it supports.
- Host a themed dance! Have everyone break out their costumes to dance the night away. Suggested themes: western, disco, sock hop, luau, fiesta, Mardi Gras, Halloween, etc. You could even make it a father/daughter dance!
- Encourage end-of-year/holiday giving at a Service Unit or Troop event/celebration in December.
- Sponsor a family night out! Invite your Troop and their families out to the skating rink or other family entertainment venue where girls bring their Family Partnership envelope and parents and siblings make a contribution of \$2-5 per person.
- Have a yard sale! After everyone does their annual spring cleaning, collect the sellable items and set up a table. It's a great opportunity for girls to practice marketing and handling money.
- Celebrate camping! After Troop campouts, send letters to all families highlighting the fun their daughters had. Include a Family Partnership envelope asking for their support in helping others attend summer camp or paying for future materials.
- Host a backyard carnival! Ask local businesses to donate food (or have a bake sale), collect the face paint, find a local band or DJ, and celebrate! Sell tickets or have free admission with a suggested donation.
- Promote Monthly Giving! Host a craft day where girls make daisy crafts- daisy chains, crocheted flowers, or drawings to give to parents to participate!
- Celebrate the end of the year! As the Girl Scout year winds down, bridging and end-of year ceremonies are the perfect opportunities to fundraise. It is when everyone is focused on celebrating the wonderful experiences and accomplishments of the Girl Scout year! Translate that enthusiasm into support for future Girl Scout endeavors.

These are just a few suggestions. Please don't feel restricted to this list. The sky is the limit, especially with the creativity and resourcefulness of our girls!

11 SAMPLE COMMUNICATIONS

11.1 FAMILY PARTNERSHIP EMAIL

Dear Girl Scout Parent/Guardian,

As a Girl Scout parent, you know that Girl Scouting provides girls with amazing opportunities – you already see that in your girl! You know that together, we get a girl started on her path, and she can take it anywhere from there. With your help, we can ensure that nearly 26,000 girls across Northeast Texas can benefit from Girl Scouting.

The Family Partnership Campaign is a joint effort between Girl Scout families and Girl Scouts of Northeast Texas to support the many programs from which your girl and every other girl benefits:

- Supporting and organizing Girl Scout Troops
- Girl Scout leader training
- Maintenance at our camps
- Development of new programs and program events
- Support of our seven Girl Scout Service Centers

Family involvement in Girl Scouting, both personal and financial, is essential to support the Troop, the volunteers, and the Council. A financial contribution to the Family Partnership Campaign provides monetary support for continued growth of a quality Girl Scout program, which we all believe helps build girls of courage, confidence, and character, who make the world a better place.

Many think that the Girl Scout annual membership fee we pay to register our girls stays with Girl Scouts of Northeast Texas, but unfortunately, it does not. The \$15 annual fee is for membership goes to Girl Scouts of the USA which supports program development and pays for the activity insurance that covers each registered member.

In order to provide a positive experience for all girls, we count on members like you to support us locally through the Family Partnership Campaign. Our Service Unit would love to have **100%** participation in our Family Partnership Campaign, so any amount your family can contribute makes a difference.

Simply put, your Family Partnership gift is an investment in something close to home and close to your heart: your girl.

Sincerely,

(Insert your name, contact information, and www.gsnetx.org for more info)

Tagline at the end of EVERY Service Unit or Troop email:

“Invest in Girls, Change the World- www.gsnetx.org/donatenow.”

11.2 FAMILY PARTNERSHIP SHORT EMAILS

Dear Girl Scout Parent/Guardian,

As a Girl Scout parent, you know that Girl Scouting provides girls with amazing opportunities – you already see that in your girl! We need your help to make sure that Girl Scouts of Northeast Texas can continue building girls of courage, confidence, and character who make the world a better place.

Please consider making an investment in the future leaders of tomorrow by making a gift to Girl Scouts of Northeast Texas. We are asking all the parents in Service Unit ____ to invest in girls locally by giving \$10 a month. To sign-up for monthly giving or to make a one-time gift, please visit www.gsnetx.org/give and remember to put your Troop # and Service Unit # under “Troop Recognition” so that our Service Unit gets credit for your gift as part of our Family Partnership campaign.

Thank you,

[Your Name]

Dear Girl Scout Parent/Guardian,

I have been a Girl Scout volunteer for ____ years and I have seen the impact of Girl Scouts on my daughter and countless others. Girl Scouts of Northeast Texas is building the future leaders of tomorrow, and we need your help to ensure that our girls get the most innovative programming to help them on their path to success.

Please consider making a gift at whatever level you feel comfortable to invest in girls. Girl Scouts is building girls with courage, confidence, and character- and having fun at the same time! Help make this impact greater at www.gsnetx.org/donatenow and remember to put your Troop # and Service Unit # under “Troop Recognition!”

Thank you,

[Your name]

Other short email templates will be provided for both birthday campaigns, end of year giving, monthly giving. Please feel free to create your own and share your ideas with other Family Partnership Coordinators!

Part of fundraising is telling your own story about how Girl Scouts has impacted your girls. Consider telling the story of a girl in your Service Unit or Troop with and ask for support.

Tagline at the end of EVERY Service Unit or Troop email:

“Invest in Girls, Change the World- www.gsnetx.org/donatenow.”

11.3 TROOP LEADER LETTER TO PARENTS

Dear Parents,

Girl Scouting opens doors, creates new opportunities, and gives girls the tools and resources they need to reach their fullest potential. Who knows better than YOU the difference that Girl Scouting makes in the life of a girl.

The Family Partnership Campaign provides the financial support needed to enable girls and adults to achieve the mission and goals of the Girl Scout program. When you make a gift to the Family Partnership Campaign, you join with other Girl Scout parents to form a partnership that delivers life-changing programs to your girls. Your contribution provides:

- Quality programs that provide leadership development, skill building, community involvement and just plain **FUN!**
- Training materials and publications for girls and leaders
- Camps and outdoor facilities
- Service Centers to serve the needs of our girls and volunteer leaders
- Fun and exciting Girl Scout programs, events, and activities

This year, our Troop would like to have **100% participation** in the Girl Scouts of Northeast Texas Family Partnership Campaign. All contributions to the campaign go directly to help provide the Girl Scout Leadership Experience for our daughters.

Thank you in advance for your consideration. Remember your gift is a tax-deductible donation and all funds collected stay right here in our local community. It's true that making a contribution to this fund is purely voluntary; however, any amount that you can afford is valued. In the end, your Family Partnership gift is an investment in something close to home and close to your heart: your girl.

Sincerely,

(Insert your name, contact information, and www.gsnetx.org for more info)

Sample Notecard to hand out at Troop Meeting pick-up/drop-off:

Has Girl Scouts made a difference in your girl's life? Consider a contribution to GSNETX- and our Service Unit gets credit! Put your Troop # & Service Unit # in at the website below.

www.gsnetx.org/give Text "GSGIVE" to 555888

Tagline at the end of EVERY Service Unit or Troop email:

"Invest in Girls, Change the World- www.gsnetx.org/donatenow."

11.4 FAMILY PARTNERSHIP SCRIPT FOR SERVICE UNIT EVENTS

Hi, I'm _____, the Family Partnership Coordinator for Service Unit # _____. I help the Council raise money for Girl Scout programs, camp, and volunteer trainings. With your help, we can ensure that 26,000 girls in Northeast Texas can benefit from the Girl Scout Leadership Experience.

The Family Partnership Campaign is a joint effort between Girl Scout families and Girl Scouts of Northeast Texas to support girls and adults in achieving the mission and goals of the Girl Scout program. The campaign provides critical funding for the many programs from which every girl benefits, such as:

- Adult volunteer training (safety, curriculum, camping, etc.)
- Maintenance at our camps
- Financial support for Girl Scout programs and events, camps, and field trip costs
- Free program and resource materials such as *Volunteer Essentials* and *Program Opportunities for Girls and Adults*
- Council recognition programs and events for girls and volunteers
- Continuous development of new programs

I believe that you'll agree Girl Scouting is the best value around. It costs more than \$413 to serve just one girl each year, and Girl Scouts of Northeast Texas subsidizes most of this cost. This amount includes dollars spent at the council level to supplement program opportunities, fees paid by parents for program activities, and money earned by the Troop to help defer costs for each girl.

Many think that the annual membership fee and the profits from our Cookie Program cover the cost for each girl. Unfortunately, this is not true. Membership fees go directly to Girl Scouts of the USA for program development and activity insurance, and cookie revenue only cover part of that cost. This means that we need help to supply the remaining costs to provide the full Girl Scouting Leadership Experience for each girl, and we count on members like you to help us.

We value your involvement in Girl Scouting because it is essential in achieving our mission to build girls of courage, confidence, and character who make the world a better place. A financial contribution to the Family Partnership Campaign is over and above your current generous gifts of time and talent. It is monetary support for continued growth of a quality Girl Scout program.

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. Don't think of it as a payment to an organization, but an investment in girls that will change the world!

There are so many different ways to give. You can give online, via check, through United Way or your company. You can give once- or set up monthly gifts! Every little bit makes a difference in girl's lives.

Thank you for your time.

(Ask if there are any questions—refer to the Frequently Asked Questions section in this toolkit.)

11.5 FAMILY PARTNERSHIP LETTER FOR REGISTRATION GIVING

Dear Parents,

It's that time of year again! Your Girl Scout can't wait for all of the activities, field trips, camping, friendships, and more.

The Family Partnership Campaign provides the financial support needed to give your girl all of these fun things, and we need your help. By rounding up your annual membership \$25 registration fee and including a gift to for the Family Partnership Campaign, you help make the activities, field trips, camping, and friendships a reality. Family Partnership gives a 100% return back on your contribution by providing amazing leadership opportunities for your girl. A donation to Family Partnership provides:

- Girl Scout program activities
- Support for our Girl Scout camps and Service Centers
- Training and support for Girl Scout Troop Leaders and other adult volunteers
- Program materials that guide a girl toward their Bronze, Silver, and Gold Awards.

Thank you in advance for your consideration. You can easily make your tax-deductible donation directly online or right on your registration form. Remember, all funds collected stay right here in our community.

When you chose Girl Scouts for your girl, you forged a partnership with us to deliver life-changing experiences that inspire her to do something amazing. We need your support to do so. She's worth it!

Sincerely,

(Insert your name, contact information, and www.gsnetx.org for more info)

Tagline at the end of EVERY Service Unit or Troop email:

"Invest in Girls, Change the World- www.gsnetx.org/donatenow."
