



FAMILY PARTNERSHIP CAMPAIGN COORDINATOR

“The work of today is the history of tomorrow, and WE are its makers.” - Juliette Gordon Low

The Mission

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

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.

OVERVIEW

At Girl Scouts, we know that when given the opportunity, girls can change the world. Help us bring the Girl Scout Leadership Experience to more girls, enabling them to discover their inner strength, passions, and talents!

By investing in Girl Scouts, you help ensure every girl reaches her fullest potential. When girls succeed, so does society. Together we will get her there!

The Family Partnership Campaign is a Girl Scouts of Northeast Texas (GSNETX) annual campaign that gives families the opportunity to support Girl Scouting and to provide financial resources that directly impact and improve the leadership experience of the 33,000 Girl Scouts in our service area.

The SU Family Partnership Campaign Coordinator provides general oversight and management of all service unit family partnership donations. The service unit family partnership training prepares you to work within your service unit team to carry out family partnership tasks in an effective manner.

PURPOSE & OBJECTIVES

This learning guide is designed for all new & returning SU family partnership campaign coordinators responsible for encouraging Girl Scout families and volunteers to make a financial investment in the girls of Girl Scouts of Northeast Texas through the Family Partnership Campaign.

Upon completion of this self-study, participants will be able to:

- Achieve fundraising goal & increase overall participation
- Achieve 100% awareness of the Family Partnership Campaign
- Strive for a goal of 100% Family Partnership ask
- Promote the Family Partnership Campaign
- Share Best Practices

WHAT IS A FAMILY PARTNERSHIP CAMPAIGN COORDINATOR?

ROLE & RESPONSIBILITIES:

The Service Unit (SU) family partnership campaign coordinator is responsible for encouraging Girl Scout families and volunteers to make a financial investment in the girls of Girl Scouts of Northeast Texas through the Family Partnership Campaign.

- Support Family Partnership (FP) Campaign with a personal contribution
- Promote FP Campaign to SU volunteers, troop volunteers, and parents/guardians
- Strive for a goal of 100% FP ask while respecting that giving is a personal decision
- Contact all troops within the SU to encourage their participation in the FP Campaign
- Supports troop level campaign efforts or leads the efforts at the troop level so that all parents/guardians are asked to participate
- Follow-up with non-participating troops to encourage involvement in the campaign
- Answer questions of volunteers, parents/guardians about FP
- Achieve 100% awareness of the Family Partnership Campaign
- Share best practices and communicate challenges and successes, as well as questions and resource need, to the GSNETX Fund Development Coordinator or GSNETX Volunteer Coordinator
- Communicate campaign success and challenges to volunteers in the service unit
- Familiarize yourself of FP rebates and goals
- Ensure that all donations are kept confidential
- Thank all participants and volunteers who donated
- This position requires financial responsibility and careful record keeping

WHO SUPPORTS THE FAMILY PARTNERSHIP CAMPAIGN COORDINATOR?

The Service Unit family partnership campaign coordinator is appointed by the Service Unit manager and receives direct support from the GSNETX Fund Development Department. This combination of efforts is designed to allow the Service Unit family partnership campaign coordinator to receive the best possible support from the staff member whose role is focused on certain activities and functions. Additionally, the FP Coordinator receives support from the GSNETX Volunteer Coordinator, as well as the SU Team.

THE ROLE OF THE GSNETX FUND DEVELOPMENT DEPARTMENT:

Working in partnership with the family partnership campaign coordinator, the GSNETX Fund Development Department will:

- Provide necessary materials, answer questions, and provide training
- Provide monthly email updates with the amount raised and GSNETX information
- Online Tools:
 - [Family Partnership Toolkit](#)
 - [Family Partnership FAQs](#)
 - [Family Partnership Flyer](#)
 - [Family Partnership Campaign Receipt](#)
- Share Best Practices

REPORTS PROVIDED BY FUND DEVELOPMENT:

- Monthly Reports – sent monthly via email
- Detailed Reports – delivered by request
- Year-End Reports – delivered by June 30th and includes overall goal and final amount raised
- Activity Reports Sheet - tool to track fundraising activities (events, letters, SU activities for FP)

REPORTING TO FUND DEVELOPMENT:

- Submitting money to Fund Development
 - Include SU and troop numbers
 - Money must be in before May 31st
- Donation Tracking Sheet to include:
 - Donor
 - Amount
 - Service Unit Number
 - Troop Number
 - Date of Gift
- Activity Reports – due June 15th

THE FAMILY PARTNERSHIP CAMPAIGN



THE FAMILY PARTNERSHIP CAMPAIGN

The Family Partnership Campaign is Girl Scout families helping Girl Scouts. We ask the family to support this initiative because they are the ones who see the benefit to the Girl Scout. The more families that contribute, the better it looks when we are applying for grants and other funding opportunities. If they see that you are supporting Girl Scouts, they will be more likely to join you in that effort. In 2015, we asked the board to support Girl Scouts and we had 100% giving at \$1,000 and more. Without FP, we wouldn't be able to do everything we need to provide the best service for the girls!

WHAT DOES THE FAMILY PARTNERSHIP CAMPAIGN DO?

- Provides quality services to 30,000 girls and 17,000 adult members in all 32 counties
- Provides Girl Scout Leadership Experience
- Ensures the best possible training, resources and support are available for your leaders
- Supplies innovative and relevant program opportunities for girls
- Offers well-maintained camps and facilities for girls to explore
- Support our seven Girl Scout Service Centers

FAMILY PARTNERSHIP CAMPAIGN CONTRIBUTIONS

Last year (June 1, 2013 – May 31, 2014), the FP Campaign raised \$131,373. We are down from 2013 total of **\$185,306**.

Reasons:

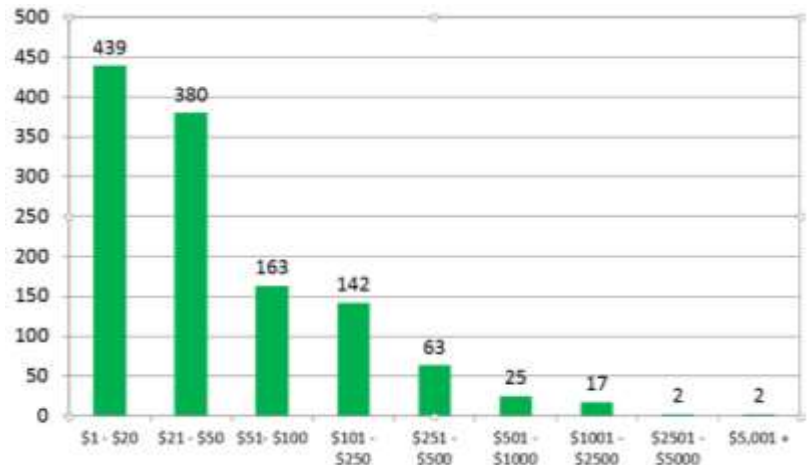
- Change in accounting policies - we are no longer going by pledge card, but instead we are going by actual dollars received
- Decline in membership

The graph below is a breakdown of donations by donor contribution level. In 2014, we had a total of 1233 donors (including troops) participate in Family Partnership. 1500 gifts were made to FP (2087 gifts were made in 2013.) As a reminder, 100% of the \$15 membership registration fee goes directly to Girl Scouts of the USA.

How much do you think we invest per girl? In 2014, Girl Scouts of Northeast Texas will invest more than \$373 in each girl to build her courage, confidence and character, so she can make the world a better place. This includes volunteer training and education, values and life skills training, leadership development programs, camp programs and more.

Please help us support our amazing girls! We ask that each family consider a gift of at least \$100.

The 2014-2015 (June 1, 2014 – May 31, 2015) Family Partnership goal is \$155,000.



THE FAMILY PARTNERSHIP TOOLKIT



THE FAMILY PARTNERSHIP TOOLKIT

The purpose of the toolkit is to provide a reference for you to use when needed. The toolkit can be found at www.gsnetx.org > [Volunteer](#) tab > [Service Unit Volunteers](#) section > [Family Partnership Toolkit](#).

The Toolkit includes:

- Family Partnership Campaign Coordinator Description
- Key Dates
- Goals & Rebates
- Ways to Give
- Fundraising Ideas – includes a list of creative fundraising events as well as other campaign methods including email or letter campaigns
- Templates & Samples
- Quick Reference - can be used to quickly reference general policies concerning fundraising as well as frequently asked questions (FAQs)

WAYS TO GIVE



WAYS TO GIVE

There are several ways to donate to the Family Partnership Campaign:

- Online at www.gsnetx.org/mygift
- Mail a check to Council
- Membership Registration
- Matching Gift
- United Way
- Campaign Letter/Email
- Host a Family Partnership Event
- [North Texas Giving Day](#) – be sure to indicate your troop number and service unit number

Giving to Family Partnership during registration/renewal is one of the easiest most convenient ways to give. Families can donate desired amount to \$15 annual dues.

TIMELINE, GOALS, & REBATES



TIMELINE & OVERALL CAMPAIGN

- Campaign lasts from **June 1 – May 31**.
- Big pushes happen in the **spring** during re-registration and in the **fall** during new registration.
- You are encouraged to attend Service Unit meetings and at least one meeting per troop during the year to educate the families on Family Partnership.
- Service Units who raise more money than the previous year and/or exceed their goal **can qualify for a rebate**.

SERVICE UNIT GOAL SETTING

- These goals were set based on previous results for each Service Unit:
 - If last year you raised at least \$500, your goal is to increase that amount by 5%
 - If you raised \$0 - \$499 last year, your goal is to raise \$500

REBATE PROGRAM

- Service Units that meet or exceed their FP goals will qualify for a rebate of up to 25%
- Service Units must raise a minimum of \$500 to qualify for rebates
- All SU's that exceed their goals by 50% or more will automatically qualify for a 25% rebate
- Tiered Rebates:

Tier 1 Rebates

SU's that raise 5% or more than last year and that raised \$0-\$499 last year that successfully achieved their \$500 goal 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%

Tier 2 Rebates

SU's that do not raise 5% more than last year qualify for the following rebates:

Amount Raised	Rebate Amount
\$500 - \$2500	5%
\$2500 or more	10%