



Guidelines for Troop/Group/Unit and Council Fund Raising, and the Girl Scout Annual Giving Campaign

I. Troop/Group, Service Unit and Council Fund Raising:

- Fund raising or fund development to support the Girl Scout Council is the responsibility of adults, and should not be placed with girls. While the Girl Scout Cookie Sale Program does raise important funds for the organization, it is considered a program activity.
- Girl Scout members (girls and adults), *in their role as Girl Scouts*, may not raise or solicit money for other organizations. However, girls may support other organizations through service projects or they may contribute a portion of their troop/group treasury to organizations or projects they consider worthwhile. Decisions regarding the disbursement of troop/group monies as a contribution to another organization outside of Girl Scouts must be made with the consent of all troop/group members.
- Product demonstration parties (Ex. Avon, Tupperware), raffles, drawings, games of chance, the direct solicitation of cash, and the sale or endorsement of commercial products are examples of inappropriate money earning activities for *girls*. However, adults may participate in these fund raising ventures and make a contribution to Girl Scouts from the venture, as long as girls do not participate as the fund solicitors or as the vehicle to distribute information. (Ex. A person may have a Tupperware or Avon party to benefit Girl Scouts and donate a portion of the revenue to Girl Scouts. She/he may invite parents of Girl Scouts to attend the party, but may not send home sales booklets with girls.)
- Collaborative relationships or cooperative projects for fund raising may be developed with other organizations whose goal and practices are compatible with Girl Scouting. However, relationships with businesses or organizations that advocate the use of liquor, tobacco, fire arms or other products or instruments not in line with the health and welfare of children are not permitted.
- Raffles, drawings, silent auctions and other games of chance may be conducted by adults only to benefit the service unit or council as a whole. These may not be held at the troop level. **Please note that most communities require groups to apply for a Notice of Issuance of Raffle and or Bazaar License from the Town Clerk's office. There is usually a fee (\$10) and an application for a permit that needs to be completed. Also, the form usually needs to be signed by the Town Police Chief.**
- Retail chain endorsements are opportunities for the for-profit sector to support Girl Scouting and are therefore appropriate on a limited basis for service unit or council fundraising only. (Ex. McDonalds offers to sponsor a "Girl Scout Day" where 10% of all food sold is donated to GSCWM.)
- Discount cards and coupon booklets may be sold by adults only, to benefit a service unit or the council as a whole.
- Money earning activities may *not* be conducted over the internet.
- The income from troop/group money-earning activities never becomes the property of individual members - girls or adults. When a troop/group disbands, the treasury of that troop/group will be held for one year to re-establish the troop with the same girls or a majority of those girls. After one year, the money is used to provide financial assistance to girls.
- Troop/Group leaders and Service Unit Managers must obtain written approval from the Fund Development Department before starting a money-earning project. **"Request for Troop Money-Earning Activity" forms can be obtained from Membership Specialists or the GSCWM Fund Development Department.**
- In-kind donations of a value less than \$200, or cash donations under \$100, may be accepted by a troop/group. In-kind donations over a \$200 value, or \$100 cash or more, *should* be accepted at the service unit or council level only, for the benefit of all members. Exceptions may be made when a business wishes to make a specific

gift to a troop for a specific purpose such as the purchase of uniforms or materials for all troop members, or when a girl is working on a Girl Scout Silver or Gold Award project.

- **IMPORTANT:** When asking for *\$100 or more*, whether it be cash, a matching gift, or a grant/foundation gift, please contact the Fund Development Department. Many times the GSCWM Fund Development Department has already established a relationship with a potential funder, or a relationship is being cultivated. In many cases, more funds will be granted if GSCWM exhibits a unified effort in making a collaborative “ask.” (We want to make sure that “the left hand knows what the right hand is doing!” There is no sense in irritating a potential funder with multiple asks!) This applies to troops/groups as well as Girl Scouts working on the Girl Scout Silver and Gold Awards.
- Each request to the Fund Development Department should be submitted within a reasonable amount of time: two-three weeks for “asks” to individuals or businesses; four weeks for foundation or grant asks.

II. The Girl Scout Council Annual Giving Campaign

Thanks to the generous support of Girl Scout members, families, friends and the community, Girl Scouting continues its long standing tradition of helping today’s girls build the character and skills needed to become tomorrow’s leaders. When we invest in Girl Scouting, we invest in the future of our girls. Never has this been more critical! The Girl Scout Annual Giving Campaign provides for many of the important support services to girls, leaders, and other volunteers of Girl Scouting. The registration fee paid for membership in the Girl Scout organization does **not** support these services. **It is the responsibility of all in Girl Scouts to support Girl Scouting personally, and to encourage others to support Girl Scouting, by making a contribution to the Annual Giving Campaign.**

Troops/Groups and Service Units are strongly encouraged to generate support for the GSCWM Annual Giving Campaign in any of these three ways:

1. Encourage Girl Scout parents/guardians to make a contribution to Girl Scouts via the **Girl or Adult Registration Form** when registering for membership. There is a space at the bottom of the form to do this. Let parents/guardians know at registration time that this is an important initiative. **Service units will be given credit for these contributions and receive 5% of all gifts made to GSCWM to be used for the service unit’s program activities.** Please make sure that registration/contribution checks are made to GSCWM, and *not* to the troop/group or service unit.
2. **Annual Giving Campaign Events**
 - Many service units/towns enjoy the opportunity to raise funds for GSCWM via localized events, where event “participation fees” are credited to the service unit/town and contributed to the Annual Giving Campaign. While this type of fund raising is labor intensive, it does offer an option to those who are not comfortable asking for financial support for Girl Scouts.
 - It is recommended that Annual Giving contribution envelopes (available from the Membership Specialists or Fund Development staff) be used for contributions made toward the Annual Giving Campaign in conjunction with participation in events. In this way, attendees can be properly thanked and recognized for their contribution and records can be kept. **Service units will be given credit for these participation contributions and receive 5% of all gifts made to GSCWM to be used for the service unit’s program activities.**
 - Fund Development staff are available to assist with printing and duplicating of announcements for Annual Giving Campaign events, but *not* in organizing them. The staff is also available to make recommendations regarding obtaining meeting space at no cost.
 - Please remember to obtain written approval from the Fund Development Department before planning a money-earning event by completing a **“Request for Troop Money-Earning Activity”** form from Membership Specialists or the GSCWM Fund Development Department.

3. Encourage parents, family and friends to make a contribution to the Annual Giving Campaign when they receive an opportunity to give through GSCWM's personalized direct mailings. **GSCWM giving appeals** are made once a year in the spring, with a follow up in the fall, and Annual Giving contribution envelopes are also included with GSCWM newsletters.

Together we can provide the financial support to build girls of Courage, Confidence and Character!!

III. Troop/Group and Unit Money Earning Activities as they relate to Council-Sponsored

Product Sale Programs:

- Council-sponsored product sale programs (Cookie Sale and Fall Product Sale) are important Girl Scout programs, as well as a proven method of earning money for your troop/group, service unit and council. Troop/Group participation is not mandatory, but it is strongly encouraged as a way to fund troop/group activities, field trips, and provide for supplies.
- Troops/Groups must participate in both of the council-sponsored product sale programs (Cookie Sale and Fall Product Sale) in order to be eligible to conduct additional types of fund raising activities. Exception can be made for troops which are not formed in time participate in the Fall Product Sale.
- During council "blackout" periods, defined as the time between product sale order-taking and when sale money is turned in to the troop/group, no additional fund raising activities should be conducted by troops/groups. However, troop/group fundraising activities that are considered events, and *do not involve selling a product*, such as car washes and spaghetti dinners, are allowed during the "blackout" periods after appropriate approval from the Fund Development Department.
- For all troop/group fund raising activities beyond the council-sponsored product sale programs, please complete the **"Request for Troop Money-Earning Activity"** form and submit it to the Fund Development Department for approval. Thank you!