

Your Guide to the 2010-2011 Family Partnership Campaign

Round-Up for Girl Scouts!

*Guidelines and Helpful Tips for Service
Unit Managers, Troop/Group Leaders and
Family Partnership Consultants*





Dear Girl Scout Volunteer,

Thank you for all you do to help develop girls of courage, confidence, and character, who make a world a better place. YOU are a key stakeholder in the success of the more than 22,000 girls in Girl Scouts of Northern Illinois (GSNI)!

Enclosed please find the Family Partnership Campaign Guide for your review and use to help convey the 2010-2011 Family Partnership Campaign to parents, volunteers and friends of GSNI.

Your assistance in presenting this material makes a huge impact on GSNI. First of all, your assistance will help achieve your troop/group's goal of 100% participation and support your service unit's goals. But even more important, your assistance will ensure that the high quality Girl Scout experience will continue in your community.

I am proud to be a donor to Girl Scouts of Northern Illinois and I thank you in advance for your help. If you have any questions about the materials in this packet or about the campaign in general, please feel free to contact your GSNI Directors of Development, Dana Vierck (Ext. 7124 serving Elgin/Sugar Grove Service Centers) or Lori Casey (Ext. 7203 serving Freeport/ Rockford Service Centers).

Yours in Scouting,

A handwritten signature in cursive script that reads "Catherine C. Veal".

Catherine C. Veal
Chair, GSNI Fund Development Committee

Overview of Family Partnership Campaign Materials

The following information has been provided to you in this Family Partnership Campaign packet:

1. ***Your Guide to the 2010-2011 Family Partnership Campaign*** for service unit managers, troop/group leaders and Family Partnership Consultants.
2. **A letter from Cathy Veal, the chair of the GSNI Fund Development Committee.**
3. **Family Partnership Campaign flier (one for each troop/group member).** This flier should clarify for parents why participation in the Family Partnership Campaign is important, what their gifts support and how gifts can be made. You have been provided with one flier per troop/group member. If you need more, please call any Girl Scout Service Center.

Note: Gifts should be noted on the girl member's registration form and sent in to your Girl Scout Service Center with your troop/group's registration summary.

Family Partnership Campaign Goals

As a Girl Scout leader or service unit manager, you play an important role in the Family Partnership Campaign. Please review the materials you have received and use them as a reference tool when asked about the Family Partnership Campaign. Remember, Girl Scout Service Center staff and members of the Fund Development and Membership Departments are ready to assist you with your presentations—just call or email us!

The Family Partnership Campaign goals:

- To educate every member of the GSNI community—board, staff, parents, volunteers—about the importance of becoming a stakeholder in the future of our girls.
- To illustrate that the Family Partnership Campaign is critical in funding the operating budget of the council.
- To encourage first-time donors that their gift matters, whether it is \$5 OR \$100.
- To encourage donors to give every year and to increase their gift annually, when possible.

The Family Partnership Campaign purpose:

- Family Partnership Campaign gifts enable the council to continue to provide high quality Girl Scout programs. Current program fees paid by parents and volunteers do not cover the actual costs of the programs. Girl Scouts of Northern Illinois subsidizes these costs so that fees continue to be affordable to parents and volunteers. Family Partnership Campaign gifts are tax-deductible, while program fees are not. The cost for providing Girl Scout programming for each girl for one year is \$275.
- Family Partnership Campaign gifts provide needed funds for volunteer training and materials, girl program enhancements, camp and facility maintenance and upgrades, and adult volunteer screening.

Did you know?

- The cost of providing Girl Scout program to the over 22,000 girls in GSNI is not covered by national dues, which go directly to GSUSA.
- The council must follow GSUSA policy, which requires the general operating revenue to be comprised of at least 33% from public support.
- Family Partnership gifts are unrestricted, tax deductible cash gifts that are raised each year. Funds raised are spent the following year for general, programmatic and operational needs. The 2010-2011 campaign will be launched in May 2010. Gifts will be accepted through September 30, 2011.

Preparing For and Making a Family Partnership Campaign Presentation

You will have 5 minutes to . . .

- Grab your audience's attention.
- Make the impression that you personally support the cause.
- Demonstrate a personal passion to which parents can relate.
- Ask for support—Round-up for Girl Scouts! All donations are appreciated!
Round your check up to an even amount! (your \$12 membership check rounded up to \$20)

Make the Ask with Passion!

You should have with you . . .

- Your notes.
- The letters to distribute to girls/families.
- Samples of the gift incentives.
- Any other visual aids.

Don't forget to emphasize the troop and service unit incentives and individual donor benefits!

Individual Benefits to Donors include . . .

Gift Amount	Incentive
\$100 & Above	Patch, recognition in annual report and letter of acknowledgement.
\$50- \$99	Patch, recognition in annual report and letter of acknowledgement.
\$10 - \$49	Patch and letter of acknowledgement.

When possible, have parents fill out donation on the girls' registration forms and turn in to the Girl Scout Service Center with your troop/group registration summary. Or parents can mail their gift using the tear-off at the bottom of the letter.

Frequently Asked Questions

Q: What is the Family Partnership Campaign and why is it important?

A: Family Partnership Campaign gifts are unrestricted, tax-deductible cash gifts that are raised each year. Funds raised are spent the following year. The 2010-2011 campaign will be launched in May 2010. Gifts will be accepted through September 30, 2011.

Q: Why is this year's theme "Round-Up for Girl Scouts?"

A: We chose this theme to encourage our families, alumnae, and volunteers to "round-up" their checks to an amount to benefit girls in Girl Scouts of Northern Illinois. When they are registering for GSUSA membership dues of \$12, we suggest you encourage them to add an additional amount as a donation to the Family Partnership Campaign.

Q: How much should I give?

A: We ask every family to give at the level with which they are comfortable. We encourage parents to "round-up" your check for Girl Scouts! It actually costs the council approximately \$275 per girl to provide Girl Scout program for one year. ***The key is family participation.***

Q: I VOLUNTEER! Isn't that enough?

A: Your gift of time is one of Girl Scouts of Northern Illinois's most valuable assets. Girl Scouts of Northern Illinois is deeply grateful to our nearly 5,489 adult members, many of whom are active volunteers—and their many hours of support—who are the foundation of our successful programs for girls ages 5 to 17. ***We could not do it without you!*** Your additional support of our girls through a monetary contribution to the Family Partnership Campaign is also important. A high percentage of participation in the Family Partnership Campaign demonstrates to corporations, foundations and our communities, that GSNI is strongly supported by the families with girls who benefit from its programs.

Q: What are the troop and service unit incentives?

A: This year, troops/groups with 100% participation in the Family Partnership Campaign will receive a \$10 GSNI Bonus Bucks certificate for use towards any GSNI purchase or fee. Also, with 100% participation, a troop can complete a requirement for the Honor Troop patch program.

Service units meeting their financial goal will receive a \$75 certificate for use at a GSNI program facility.

Q: Where does Family Partnership Campaign money go?

A: All funds contributed to the Family Partnership Campaign go directly to support programs already in the council's operating budget such as financial assistance, adult volunteer training, adult volunteer screenings, camp and program enhancements, and facility maintenance.

Q: Doesn't Girl Scout cookie and fall product sale program revenues cover the costs of the program?

A: Although Girl Scout cookie and fall product sale program revenues have historically been a predominant source of income. Girl Scouts of Northern Illinois is required to reduce its reliance on product sales to no more than 50% of its operating budget. Public support of campaigns like the Family Partnership Campaign from parents, alumni, staff, GSNI Board of Directors, and the community must also increase from 10% to at least 33% in order to bridge the gap.

Q: How much must the council raise in Family Partnership Campaign funds?

A: This year, GSNI needs to raise \$58,000 or about 1% of the total operating budget from donations by Girl Scouts, volunteers, staff and GSNI Board of Directors, to the Family Partnership Campaign.

Q: What if I am not able to give at this time?

A: We understand that some families are not able to support the Family Partnership Campaign at this time, and **it is optional at any time.** Your participation in the Family Partnership Campaign will not impact your daughter's ability to participate in Girl Scouts. We hope, however, that you will encourage your employer or other relatives to support the campaign on your behalf, through your employer's matching gift program or a sponsorship. Donations can also be made with VISA, MasterCard and Discover credit cards.

Q: What do my \$12 annual national membership dues pay for?

A: All membership dues go directly to Girl Scouts of the USA. National membership dues provide national and international opportunities for girls, set and enforce governance policies and standards, and to provide supplemental medical insurance.

Q: What is an employer-matching gift and how do I know if I qualify?

A: Matching gifts are monetary donations that employers contribute to match an employee's donation to a non-profit organization. It's a great way to double or triple your dollars! Contact your human resource department first before making your donation to GSNI. The paperwork given to you by your employer will give you step-by-step instructions. If you have questions, please contact Dana Vierck, Elgin Service Center at 847-741-5521, ext. 7124, or Lori Casey, Rockford Service Center at 815-963-5591, Ext. 7203.

For questions, please contact:

Elgin Service Center

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