



2021-2022 Family Partnership Guide



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Introduction



Welcome to the 2021-2022 Family Partnership Campaign—and thank you! Thank you for stepping up as a Family Partnership Champion and helping GSWCF fulfill its mission of building girls of courage, confidence, and character who make the world a better place.

The Family Partnership Campaign provides Girl Scout families with the opportunity to financially support Girl Scouting in West Central Florida beyond their own girl and her troop. Donations allow every girl who wants to be a Girl Scout to have the chance to do so, and ensure the best possible Girl Scout experience for all members.

The success of the Family Partnership Campaign helps more girls have the opportunity to participate in Girl Scouting, and ensures that GSWCF is able to maintain and improve our camps and properties, provide the best possible programming for our members, and offer first rate support to both girl and adult members throughout our eight county footprint.

This guide will provide you with helpful information for leading a successful Family Partnership Campaign, including: different options for giving, frequently asked questions regarding the campaign, a timeline to guide your work, and the awesome incentives available if your Service Unit reaches their goal. Thank you again for taking on this role and we look forward to working with you this year!

Yours in Girl Scouting,

**Girl Scouts of West Central Florida
Fund Development Team**

Family Partnership Quick Facts



- Family Partnership \$\$ goes to **GIRL PROGRAMMING** including but not limited to:
 - A wide variety of events and programs
 - Maintenance and improvements to our camp properties
 - Training, education, and resources for volunteers
 - Financial assistance for girl memberships, uniforms and supplies, and camp assistance
- Funds raised via Family Partnership are essential to allowing GSWCF to deliver exceptional girl programming and leadership opportunities-profits from the cookie program alone cannot cover all of these costs. And as we have seen in the past year, funds from cookie sales can be hampered by factors outside our control, including pandemics and severe weather. The Family Partnership Campaign allows Girl Scout families to pitch in a little extra to ensure the stability and continuity of Girl Scouts no matter what chaos may be occurring in the wider world!

Position Description

The Family Partnership Champion is responsible for promoting involvement in the Family Partnership Campaign within their assigned Service Unit.

Primary Responsibilities:

- **Develop an effective Family Partnership plan for your Service Unit in order to reach your Service Unit's goal**
- **Ensure donations are submitted to GSWCF Leadership Center in a timely manner (within two weeks of receiving)**
- **Understand and effectively communicate Family Partnership incentives to families and troop leaders.**
- **Able to effectively explain different donation methods for Family Partnership (Daisy's Circle, Penny the Pig, Carrot Club, etc.)**
- **Communicate progress towards goal to Service Unit team and leaders on a consistent basis**
- **Lead by example and make a personal contribution towards the Family Partnership Campaign**



Campaign Timeline

- April 15, 2021-Official start of new 2021-2022 Family Partnership Campaign
- Late April-Early May 2021: Annual Giving Manager will reach out to Family Partnership Champion to collaborate in establishing the Service Unit's goal for the upcoming year.
- Spring/Summer 2021: Communicate goal to troop leaders in the Service Unit and encourage them to donate or remind parents to donate when renewing memberships for the upcoming year.
- Fall 2021: As renewals continue, continue to remind parents and leaders of the ability to donate when renewing. Work with Service Unit team to plan event(s) to help reach Family Partnership goals. Ensure leaders are familiar with various methods of fundraising (Daisy's Circle, Penny the Pig, etc.).
- Winter 2021-2022: Continue to update Service Unit on progress towards goals. Consider adding additional fundraising efforts if needed to achieve goal.
- April 14, 2022-Deadline for donations to be received online or in person at the Tampa Leadership Center or postmarked for delivery to the Leadership Center.



Ways to Give



- Donations for Family Partnership can be raised in a variety of ways including:
 - Membership Registration/Renewal
 - Man Enough To Be A Girl Scout Campaign
 - Daisy's Circle
 - Penny the Pig
 - Carrot Club
 - Directly Online
 - Payroll deductions
 - Employer matching gifts
 - Service Unit events



Ways To Give-Membership Registration/Renewal



- During membership registration, parents of new Girl Scouts are given the opportunity to add a donation-these donations count for Family Partnership!
- Troop leaders or parents will also have the opportunity to add a donation when renewing girl or adult memberships for the new membership year. These donations also count towards Family Partnership!
- The Family Partnership Campaign begins shortly after the Early Bird membership renewal period starts-make sure you are reminding troop leaders and parents of the opportunity to donate when they are renewing memberships!
- These donations are a great opportunity to earn this year's Family Partnership patch. Families who donate \$25 will receive this year's patch for their girl. If they have multiple girls, an extra \$5 donation gets another patch (\$30=2 patches).



Ways To Give-Daisy's Circle



- Daisy's Circle is the monthly giving program for supporters of Girl Scouts of West Central Florida. Donations made via Daisy's Circle can also count for Family Partnership.
- Donors can sign up for Daisy's Circle at gswcf.org/daisycircle. Donors can join for as little as \$5/month
- Consistent monthly giving helps your Service Unit reach their goals, helps you budget more easily, and helps enhance Girl Scout program offerings and ensures every girl gets the opportunity to develop her inner Go-Getter, Innovator, Risk Taker, and Leader!



Ways To Give-Penny The Pig



- Penny the Pig is our campaign to allow troops to learn about the importance of philanthropy and donate funds to Family Partnership in order to help their Girl Scout sisters throughout GSWCF.
- Share the Penny the Pig Toolkit (available [here](#)) with troop leaders in your Service Unit. Encourage them to complete the requirements with their troop, and if the troop raises \$100 all girls in the troop will receive a special Penny the Pig patch! Donations can be mailed in, or made online at gswcf.org/penny



Ways to Give-Carrot Club



- The GSWCF Carrot Club is an opportunity for troops to symbolically adopt a horse at Camp Wildwood and support the equestrian program, while also helping their Service Unit reach their Family Partnership goal.
- Troops of up to 12 girls can adopt a horse for \$125 per calendar year (larger troops are requested to donate an additional \$12 per girl). Adopting troops can select their horse [here](#) and girls will receive patches, an adoption certificate, a fact sheet regarding their chosen horse, and an invite to an exclusive donor event at Camp Wildwood.



Ways To Give-Directly Online



- Maybe you forgot to make a donation when renewing your girl's membership for this year. Or that wasn't the best time to make a donation, but now you are ready to donate-great! Donations can be made online at any time.
- Donations can be made directly online at [GSWCF.org/fp](https://www.gswcf.org/fp). Make sure anyone donating in this manner is aware of the name of your Service Unit so that you can get proper credit for the donation!
- These donations are another opportunity to get this year's Family Partnership patch for your girl-remember \$25 gets one patch, if you have more than one girl, an additional \$5 gets another patch!



Ways To Give-Payroll Deduction or Employer Matching Gifts



- If donors would like to set up a regular donation as a deduction from their paycheck, many employers are happy to do that. Encourage donors to check with their employer to see if this is an option.
- Many companies will also match donations or donate funds in recognition of the time an employee has volunteered with an organization. We encourage any parents and volunteers to check with their employer to see if this may be available. Visit gswcf.org/multiply to research different companies and their gift policies.
- If individuals choose to give via these methods, please make sure their employer knows to designate the gifts to Family Partnership under the appropriate Service Unit so that the proper Service Unit gets credit for the donation. Additionally, please let the Fund Development Department know about incoming donations so they can be properly allocated once they are received.

Ways To Give-Service Unit Events



- Service Unit events are a great way to make progress towards achieving your Family Partnership goal. Some Service Units already have a tradition of holding a specific event geared towards raising money for Family Partnership. Check with your fellow Service Unit team members to find out.
- If your Service Unit does not currently stage a specific event to raise money for Family Partnership, you can certainly start this year! Talk to the Event Coordinators in your Service Unit and see if there is an event that people have been wanting to hold-maybe that event is the perfect one to use to raise money for Family Partnership!
- If your Service Unit's calendar is already booked up with events, but you still want to find a way to raise Family Partnership funds via events, that's ok! Talk to the rest of the Service Unit team and see if an extra dollar or two can be added to the price of an event with the donation going to Family Partnership

Progress Updates



So how will you know when your Service Unit is approaching their goal? At the beginning of each month during the campaign, you'll receive an email updating you on your progress. Please be aware that in order to maintain donor confidentiality, donation amounts from families will not be provided. If you need updates in between the monthly reports, please reach out to Annual Giving Manager Layne Gregory (lgregory@gswcf.org, 813-262-1769) and she will be happy to assist you.

Incentives-Girl Members



- As a recap, there are a variety of incentives and patches for individual girls and troop members that can be earned through Family Partnership donations.
 - Family Partnership Patch-earned through a \$25 Family Donation. Additional \$5 donations will receive an additional patch (Example: \$30=2 patches).
 - Penny the Pig Patch-earned through a troop donation of \$100. All registered girls in the troop will receive a patch.
 - Carrot Club Patch and incentives-earned through an adoption of a GSWCF horse. Adoption donations are \$125 for troops of up to 12 girls (larger troops are asked to donate an additional \$12 per girl). Adopting troops and/or individuals receive a patch, horse fact sheet, adoption certificate, and invite to a special event

Incentives-Service Unit



Service Units who meet or exceed their Family Partnership Goals will qualify for the following rebates. Rebates will be distributed via ACH transfer to the Service Unit's bank account once final totals are calculated at the conclusion of the campaign. Your Service Unit rebate can be used for whatever purpose you decide as a team-encampment booking for next year, a Bridging Ceremony, camperships for girls in your Service Unit, it's up to you!

Goal Achieved- Amount Raised	Rebate Back	Daisy's Circle Signups to Move to Next Level
\$250-\$499	3%	2
\$500-\$1000	5%	3
\$1001-\$2500	10%	4
\$2501-\$5000	15%	5
\$5001+	25%	N/A

Talking Points



Who better to share the power of Girl Scouts than a Girl Scout parent like yourself? You've been there firsthand to see the impact Girl Scouts has had on your own girl and you understand why it is so important that all girls have the opportunity to experience all that Girl Scouts has to offer. When talking to different audiences about why they should support Girl Scouts, you should be as authentic as possible and share your own positive experiences. Talking points might include:

- How Girl Scouts has positively impacted your girl or others in her troop.
- Examples of community service done by troops in the Service Unit.
- The positive places their money will go—helping more girls be Girl Scouts, enhancing the programs available for girls, and improving our camp facilities!



Frequently Asked Questions



- How is my Service Unit's goal established for the Family Partnership Campaign?
 - The Annual Giving Manager will collaborate with you as the Family Partnership Champion to establish a goal for the campaign year. The goal will be based on various factors, including the number of girls in your Service Unit, your Family Partnership results in prior years, and monthly donors in your Service Unit.
- What is Family Partnership money used for?
 - Family Partnership funds are used for financial assistance for membership and camp attendance, recruitment and training of volunteers, maintenance and improvements at our camp properties, and development of new programs for our members.
- What about the registration fee we paid? How does GSWCF use that money?
 - The \$25 membership fee goes directly to Girl Scouts of the USA to cover the cost of insurance, program development, advocacy, and research. The local council does not receive any of these fees.
- How much does it cost to provide the Girl Scout Leadership program to our girls?
 - GSWCF invests more than \$342 per girl per year to provide high-quality leadership programs for girls. This includes volunteer training, leadership development programs, council events, camp programs, and much more.
- Doesn't cookie revenue cover those costs?

The Girl Scout Cookie Program is a wonderful business literacy program that helps girls develop 5 essential skills that they use throughout their lives: goal setting, decision making, money management, people skills, and business ethics. While the proceeds from this program are enough to support much of our programming, they do not cover the entire cost. Diversified funding sources help ensure Girl Scout programming can continue even in unforeseen circumstances, such as those we saw throughout 2020.



Questions?

Layne Gregory, Annual Giving Manager, lgregory@gswcf.org, 813-262-1769

