



2012 Family Partnership Fundraising Program Program Overview

What is the Family Partnership Program?

The Family Partnership Program is a unique opportunity for Service Units to help raise money in support of the more than \$175,000 in financial assistance that our council awards to qualified girls each year. During just the 2010-2011 Girl Scout year alone, financial assistance made membership in Girl Scouts, the purchase of Girl Scout uniform components and resources and/or participation in Girl Scout activities, events, trips and camps possible for over 15% of our girl membership. 100% of the funds raised through this year's Family Partnership Program will help continue to make participation in Girl Scouts possible for thousands of girls throughout our council.

How Does Family Partnership Work? Is There an Incentive to Participate?

Participation in this program is voluntary and is organized through each service unit. At the start of the program, each participating service unit is challenged to raise a set dollar amount totaling \$9 per girl registered in their SU as of February 15, 2012. GSHPA will share 10 percent of what a service unit raises and turns in to the council office.

For example, for a service unit with 100 girls the overall financial goal would be \$900. But no matter how much the service unit raises, GSHPA will send 10% of the total back to the service unit. The service unit may use these funds at their discretion.

Keep in mind that, while participation in the Family Partnership Program is voluntary, according to *Volunteer Essentials*, a service unit must participate in the program in order to conduct any other fundraising efforts throughout the year.

What Are the Dates for 2012? Do We Really Have to Stick to Them?

The 2012 Family Partnership Program will take place **beginning March 15 and ending on May 31, 2012**. All activities (i.e. events, distribution of envelopes and promoting of online donations) should take place at this time. If you have an idea that would take place at another time please contact Kimberly Clapper, Development Coordinator at Girl Scouts in the Heart of Pennsylvania, at kclapper@gshpa.org or 800-692-7816, ext. 1055.

What Can My Service Unit Do to Raise Money?

There are four ways in which each service unit can raise money **during the implementation period of March 15 – May 31, 2012**. A service unit can choose to engage in any or all of the following methods.

Method 1 – Online Donations

Service units can choose to encourage people to make a Family Partnership donation online at www.gshpa.org/donatenow.html.

The two most important things to remember about this method are that you'll want to have a plan in place as to how you'll get the word out about donating online and, most importantly, you'll want to be sure the donor knows your service unit number so credit can be applied toward your overall goal.

Some ideas include (but be creative, you're certainly not limited to these suggestions):

- Sending an email on behalf of the service unit to your girls' parents/guardians with a link directly to the online donation page (www.gshpa.org/donatenow.html) and your service unit number clearly stated.
 - A basic template is available upon request for participating service units to personalize and send out, or to use as a starting point to create your own email.
 - *Be sure to also send this email to your volunteers so they know what their families are receiving in case any questions arise.*
- Encouraging your volunteers to share this email, or a version of it, with their own friends and family to give them an opportunity to support Girl Scouts and your devotion to a great cause.
- Posting the link on your Facebook page and encouraging your volunteers to do the same. Include a short story about something you have gained – or given to others – through Girl Scouts.

Method 2 – Special Events

Service units can choose to hold a special event, such as a chicken barbecue or father-daughter dance.

Should this option be selected, please be sure to note the following:

- Raffles and “games of chance” of any sort are not permitted due to PA small gaming regulations. This means no bingo games or basket raffles, among other activities. If your service unit has an idea and you are unsure whether it falls under this restriction, please contact Kimberly Clapper at GSHPA (kclapper@gshpa.org or 800-692-7816 ext. 1055) and ask!

Event ideas, based on last year's program, include but are certainly not limited to: chicken/pork barbecues, father-daughter events, silent auctions, spaghetti dinners, high teas, car washes, ice cream socials and sock hops.

Net proceeds* from your event, should be submitted to Girl Scouts in the Heart of Pennsylvania at the following address no later than **Friday, June 8, 2012**:

Girl Scouts in the Heart of PA
Attn: Family Partnership Program
350 Hale Avenue
Harrisburg, PA 17104

*Please submit the full total of event proceeds to GSHPA for processing. Incentive check equal to 10% of the funds raised will be cut to each participating service unit by July 15, 2012 (if money is turned in prior to Friday June 8, 2012).

Method 3 – Fundraising Activities

Service units can choose to hold other fundraising activities of the service unit's choosing. These activities differ from events (see Method 2 above) in that the activities are ongoing and do not take place on a specific day or days.

Should this option be selected, please be sure to note the following:

- Raffles and "games of chance" of any sort are not permitted due to PA small gaming regulations. This means no bingo games or basket raffles, among other activities. If your service unit has an idea and you are unsure whether it falls under this restriction, please contact Kimberly Clapper at GSHPA (kclapper@gshpa.org or 800-692-7816 ext. 1055) and ask!

Fundraising activity ideas include, but are certainly not limited to: sub sales, t-shirt sales and coin collection jars.

Net proceeds* from your activities, should be submitted to Girl Scouts in the Heart of Pennsylvania at the following address no later than **Friday, June 8, 2012**:

Girl Scouts in the Heart of PA
Attn: Family Partnership Program
350 Hale Avenue
Harrisburg, PA 17104

*Please submit the full total of activity proceeds to GSHPA for processing. Incentive check equal to 10% of the funds raised will be cut to each participating service unit by July 15, 2012 (if money is turned in prior to Friday June 8, 2012).

Method 4 – Donation Envelopes

Service units can choose to distribute GSHPA donation envelopes. Should a service unit select this method, these envelopes will be provided to the service unit's Family Partnership Captain before the March 15 program start date. If you choose to utilize the donation envelope, we ask that you be as "green" as possible. If you have envelopes from last year, please re-use them and only ask for what you know you will use. Encourage past donors to visit our online donation page at www.gshpa.org/donatenow.html. Please contact Kimberly Clapper at kclapper@gshpa.org or 800-692-7816 ext. 1055 to order your service unit's envelopes by **February 1, 2012**.

We have developed a basic letter template that participating service units can personalize and include with each donation envelope, or use as a starting point to create your own letter. Contact Kimberly Clapper at kclapper@gshpa.org or 800-692-7816 ext. 1055 to have the Word document emailed to you for use.

Very Important: Remember that your envelope recipients (friends, families, etc.) probably do not know your service unit number! Should you choose this method, we highly recommend that you write your three-digit service unit *number* in the appropriate space on the inside of the donation envelopes *before* distributing them. Without this number, we will not know whose goal to credit the Family Partnership donation to.

Can Girls Help Plan and Implement Our Family Partnership Program?

Family Partnership is an adult volunteer-led effort. Girls are not permitted to plan, solicit donations or sell tickets for the Family Partnership Campaign.

How Can I Follow My Service Unit's Success?

Service units will be able to visually track their success online at www.gshpa.org. Each SU will be represented on a regional chart, which will be updated weekly.

How Will the Funds Raised Through Family Partnership Be Used?

NEW THIS YEAR, all funds generated through this program will be used to support Girl Scouts in the Heart of Pennsylvania's financial assistance program. GSHPA distributes \$175,000 in financial assistance awards annually so that no girl is denied access to the Girl Scout Leadership Experience due to an inability to pay. Financial Assistance covers GSUSA membership fees, troop dues, day and sleep away camp costs, program fees, trips and store items such as books, uniform components and patches.

In addition, each service unit will receive 10 percent of what it raises and turns to the council office to be used at the service unit's discretion.

Your hard work through the Family Partnership Program will directly impact the girls we serve.

My Service Unit Would Like to Participate – What are the Next Steps?

Service units wishing to participate should select a point person or captain, for the program and notify Kimberly Clapper, Development Coordinator for Girl Scouts in the Heart of Pennsylvania, at kclapper@gshpa.org or 800-692-7816, ext. 1055. Service units should select their fundraising method before contacting Kimberly Clapper (1, 2, 3 or 4 above OR any combination of the four options). This is necessary so that we can have time to print and distribute the appropriate number of envelopes to specific service units, and to prepare the online tracking/donation mechanisms. If your service unit is planning on distributing GSHPA donation envelopes, please contact Kimberly Clapper at kclapper@gshpa.org or 800-692-7816 ext. 1055 to order your service unit's envelopes by **February 1, 2012**.

I Am Serving as My Service Unit's Family Partnership Captain – What Do I Need to Do?

The primary purpose of the service unit's Family Partnership Captain – formerly known as the group's point person – is to serve as the sole contact between Girl Scouts in the Heart of Pennsylvania and your service unit to ensure that information is communicated effectively between the service unit and GSHPA staff, and vice versa. Please refer to the Family Partnership Captain job description for more detailed information.

Don't forget, the Family Partnership Captain will need to notify Kimberly Clapper at Girl Scouts in the Heart of Pennsylvania of their service unit's participation method(s), including the total number of donation envelopes needed if those are being requested. Kimberly Clapper can be reached at kclapper@gshpa.org or 800-692-7816, ext. 1055.