



The Girl Scout Gold Award: Fundraising Guidelines

Can I Raise Funds for my project?

Due to a change in GSUSA guidelines, Girl Scouts are now permitted to raise funds for their Gold Award Projects. In order to comply with nonprofit tax codes, GSHPA has developed guidelines that must be followed by all Gold Award Girl Scouts. In this document, we'll go over GSHPA's Gold Award fundraising guidelines.

How do I raise funds?

GSHPA has established the following guidelines to help you reach your fundraising goals. *The steps are:*

- Each girl must prepare a budget for her project to discuss with a member of the GSHPA's Fund Development Team.
- A team member will schedule time to discuss with you:
 - ✓ Your fundraising mission and plan for your project.
 - ✓ Current community support for your project.
 - ✓ The project website that you will create.
 - ✓ Review any required permissions before fundraising can begin.
 - ✓ Review the required IRS and Pennsylvania Bureau of Corporations and Charitable Organizations items to ensure compliance.

What's the benefit?

Working with GSHPA Fund Development staff will give you real nonprofit fundraising experience, help you reach ambitious fundraising goals, and ensure that your project complies with all GSHPA guidelines. We want you to connect with the experts so your project is as successful as possible!

GSHPA will...

- Accept all donations on behalf of your project.
- Acknowledge all gifts to donors and provide tax deduction letters.
- Review all promotional materials, including peer-to-peer giving website and in-kind donation letters prior to distribution/ launch.
- Provide online donation capabilities.
- Provide letters of recognition for in-kind donations.
- ...and more!

All fundraising must be done ***with*** the support and guidance of Girl Scouts in the Heart of Pennsylvania in order to be in compliance with IRS and PA Bureau of Corporations and Charitable Organizations rules and guidelines.

Questions, comments, or concerns about fundraising for Gold Award?

Email or call Caitlyn Ridge at
development@gshpa.org or
717-526-8423

What are some ways that girls can fundraise for their Gold Award Projects?

- "Mom and Pop Fundraising": There are many projects that do not require a significant amount of fundraising, maybe \$10-15 for supplies. Depending on a girl's financial situation, sometimes it is easiest for relatives to fund her project. This could mean mom and dad (or guardians/caregivers) paying a few dollars for supplies. When it comes to this form of "fundraising," we do not require GSHPA's involvement. *GSHPA is dedicated to ensuring that girls of all backgrounds are able to fund their projects, which is why there are plenty of other ways to raise money if this is not an option.*
- Online Presence: As many girls are already aware, technology is a huge asset in this digital age. Taking advantage of technology, GSHPA will work with you to build a fundraising page for your project and help you create messaging that will allow you to accept donations online.
- In-Kind Donations: A great way to ask for support on your project without asking for financial donations is by asking for in-kind donations. In-kind donations are donations of supplies instead of money. An example would be if the local hardware store donated cans of paint instead of giving you money to buy the paint. GSHPA helps to facilitate in-kind donations by providing acknowledgment letters to donors. That way, the individuals or businesses that donate to your project can still deduct them as charitable gifts on their taxes.

Pro-tip:

Start thinking about how you would like to fundraise as you are working on your project proposal. By creating a detailed budget, thinking about in-kind donations, and making a plan for your fundraising, you will have a head start once your proposal is approved.

We know that girls who have the most success with fundraising understand that this is a process, and to start early so they don't need to rush to complete their projects. By getting ahead of the game, you can save yourself a lot of stress down the road.

- Community Support: The last category of fundraising is community support. This category encompasses all of the different ways that you may get funds from your community to support your project. This may include, but is not limited to:

- ✓ Writing letters to local businesses and charitable organizations asking for financial donations.
- ✓ Doing traditional fundraising like a bake sale or car wash.

GSHPA will help you by checking the language in all of your letters and materials for compliance and assisting you in recognizing your donors.

Advice from a Gold Award Girl Scout:

Keep in touch with your GSHPA advisor. They're there to help and answer all of your questions. It's always better to ask too many questions than too few.

Start early- Bigger projects take more time and that's okay, but it's important to factor the time it will take to fundraise into your overall project time.

Keep track of your donations. GSHPA is in charge of all donations, but, just in case anything is missing or not tracked, I keep a record of all donations in a Google Spreadsheet.

Use Google Drive or Excel to stay organized. Google has a lot of great resources that have helped me write papers, design my logo, and log my donations.

Make plans with a friend who might also be working on her Gold Award. Parents and Troop leaders aren't able to help too much, so bouncing ideas off others is a good way to come up with inspiration.

Meet up with your Gold Award Advisor, they might be more helpful than you think!

Thank you to Abby M. for her input.