

FAMILY GIVING

Overview

The Family Giving Campaign is a way to engage caring Girl Scout parents/caregivers and volunteers in providing financial support to enable girls and adults to achieve the Girl Scout mission and goals. The money raised will help keep the costs of camp and council programs low. The money will also help to provide financial assistance to girls who cannot afford the membership fee, camp, or other council programs. Overall, United Way support has gone down over the last 5 years and the Product Program is remaining steady while the needs for financial assistance continue to rise and the demand for continued programming increases.



Pearl of Wisdom

Invest in girls and change the world! Nearly \$500,000 in financial assistance is used each year to ensure girls have access to an amazing Girl Scout experience.

Activity 1: Personal Story and Making Thank You Notes

Instructions:

Read the example personal story and come up with your own personal story that could be used to speak about Family Giving, encouraging others to give to the campaign, and then make a thank you card for those who gave.

Facilitator Note:

Make a sample thank you card to show participants.

- **Personal story:** A story based on personal experiences as to why you donated to the Girl Scout Family Giving Fund.
- **Example of personal story:** “We are at a critical time for girls. As women and girls continue to face challenges related to gender bias, Girl Scouts of Western Ohio is inspiring, preparing, and mobilizing girls and those who care about them to lead positive change. Given a safe space for learning, experimentation, and community, Girl Scouts see a clear path to leadership and learn to take purposeful action. Your gift will help over 40,000 girls overcome the barriers and boundaries that are set before them and reach their full potential.



Activity 2: Money=What?

Instructions:

Print out one worksheet per participant and have them match the monetary denomination to the donation gift.

Answer Key:

- A \$250 gift allows one girl to attend day camp free of charge.
- A \$1,000 gift enables one girl to attend overnight resident camp free of charge.
- A \$10 gift helps program fees for council-sponsored events.
- A \$25 gift covers the Girl Scout membership fee for one girl.
- A \$10,000 gift covers the cost of hosting Troop Adventure Camp for one low-income Girl Scout troop.
- A \$50 gift supports the training of five new camp volunteers.
- A \$100 gift covers the cost of camping supplies and a health physical for one girl.
- A \$500 gift covers the cost of transportation to get one troop to resident camp.
- A \$5,000 gift covers the cost of transporting 100 Girl Scouts to and from camp.

Worksheet

Key:	\$10	\$25	\$50	\$100
\$250	\$500	\$1,000	\$5,000	\$10,000

Instructions:

Match the denominations above with the gift below.

- A _____ gift allows one girl to attend day camp free of charge.
- A _____ gift enables one girl to attend overnight resident camp free of charge.
- A _____ gift helps program fees for council-sponsored events.
- A _____ gift covers the Girl Scout membership fee for one girl.
- A _____ gift covers the cost of hosting Troop Adventure Camp for one low-income Girl Scout troop.
- A _____ gift supports the training of five new camp volunteers.
- A _____ gift covers the cost of transportation to get one troop to resident camp.
- A _____ gift covers the cost of camping supplies and a health physical for one girl.
- A _____ gift covers the cost of transporting 100 Girl Scouts to and from camp.

Activity 3: Peer to Peer Ask Activity

Instructions:

Have each participant draw the figure below and give them the following instructions.

1. Write down 5 communities you are a part of (Ex. Sports league, Church, Kids Activity, Community Group, Neighborhood, etc.). →
2. List 5 people from each community.
3. Pair off with a partner and practice your “ask” using the example below.
4. Pick one person from each community to talk to/ educate them about Girl Scouts and ask them to donate.

1. _____
2. _____
3. _____
4. _____
5. _____

Sample Ask

1. Identify person and purpose

- “Hi Susan, as you know, Girl Scouts is very important to my daughter and to many others.”

2. Share success and importance

- “In Girl Scouts, I’ve seen my daughter grow in confidence when she accomplished_____.”

3. Prepare to ask

- “As needs for financial assistance and demand for programs goes up, we are seeing United Way support go down and Product Program remaining steady.”

4. Ask

- “Would you consider making a gift of \$50 to support Girl Scouts?”



S'more Info

- **Donate During Registration:** Encourage your families to donate as they register for the new membership year. Ask families to round up by \$5.00 or \$10.00 to support the “For Girls” goal in your service unit.
- **Encourage your families to attend a Service Unit Family Giving Event:** Families will have the opportunity to learn about the campaign and make a financial gift. Proceeds from the event also support the service unit Family Giving Campaign. Share any events your service unit already has scheduled.
- **Share the Employer Matching Gift Program:** Many employers have established matching gift programs that can double or even triple a family’s gift. Make sure that your families are aware of this awesome and easy way to support girls in our service unit.
- **Troop Envelopes:** This option includes a letter to families with an envelope that is returned to the troop leader with the family donation.
- **Peer to Peer Ask:** Ask friends and family members to make individual gifts to the Family Giving Campaign. How do you make a peer to peer ask? Use our peer to peer ask activity on the back of this sheet!