

SHARE Volunteer Handbook

2018-2019



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All volunteers must be registered on Volunteer Systems!

Chapter 1: SHARE Your Love of Girl Scouting!

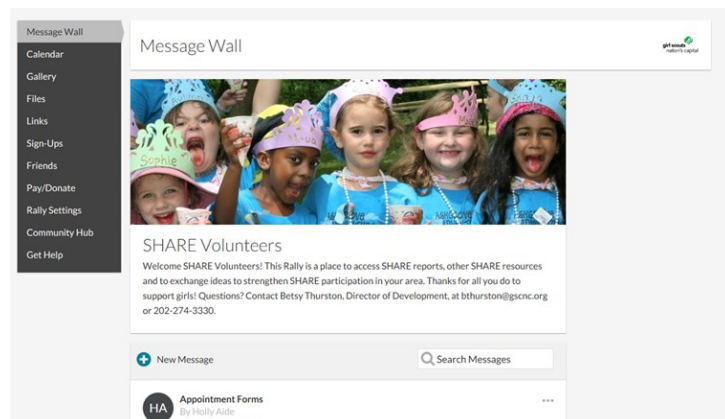


Our annual family giving campaign, SHARE Your Love of Girl Scouting, raises funds for 1) adult training, 2) maintaining and upgrading our eight camps, 3) providing girl programs, and 4) financial assistance. SHARE touches every Girl Scout and Volunteer in our Council. Thanks to SHARE, Girl Scouts Nation's Capital is committed to ensuring all girls, regardless of financial means, can fully participate in Girl Scouts.

In this handbook, you will find:

- A complete calendar of events and training dates
- Tips and scripts for making SHARE asks
- Detailed descriptions of processes

In addition to this handbook, the SHARE Volunteer Rally is a vital resource to help you be successful. The SHARE Rally is where you can find **digital copies of all SHARE documents**, as well as the monthly SHARE report. You can also trade ideas and connect with your fellow SHARE volunteers across the council. If you haven't already, **join today!**



Development Department

SHARE Regional Co-Chair

SHARE Task Force

Association SHARE Leader

Service Unit SHARE Leader

Troop SHARE Leader

Finally, **rely on the expertise and experience of your fellow Girl Scout volunteers.** Each SHARE volunteer is supported by both supervising volunteers and the Development Department.

On the back of this handbook, fill in the information for your personal volunteer support team. There you will also find contact information for key staff members.

Everyone on the SHARE Team is committed to your success!

SHARE EVENTS

FALL

SHARE Team 3 Meeting @ Martinsburg

Saturday, September 15, 2018 | 9:00 AM – 11:00 AM

Martinsburg Office, 153 McMillan Court, Martinsburg, WV 25404

SHARE Team 2 Meeting @ Germantown

Saturday, September 15, 2018 | 1:00 PM – 3:00 PM

Germantown Office, 20201 Century Blvd. Suite 100, Germantown, MD 20874

SHARE Team 6 Meeting @ DC

Thursday, September 27, 2018 | 6:00 PM – 7:30 PM

Van Ness Center, 4301 Connecticut Avenue NW, Suite M-2, Washington, DC 20008

SHARE Team 1 Meeting @ Brandywine

Saturday, October 13, 2018 | 9:00 AM – 11:00 AM

Brandywine Office, 7704 Matapeake Business Drive, Suite 220, Brandywine, MD 20613

SHARE Team 5 Meeting @ Kingstowne

Saturday, October 20, 2018 | 9:00 AM – 11:00 AM

Kingstowne Office, 5680 King Center Dr. Suite 110, Kingstowne, VA 22315

SHARE Team 4 Meeting @ South Riding

Saturday, October 20, 2018 | 1:00 PM – 3:00 PM

South Riding Office, 25055 Riding Plaza, Suite 120, South Riding, VA 20152

Campaign Goal Benchmarks

End of December: 50% of Goal

End of February: 75% of Goal

End of May: 100% of Goal

Friday, May 31st: Association SHARE Incentive Deadline

SHARE EVENTS

SPRING

SHARE Team 3 Meeting @ Martinsburg

Saturday, January 12, 2019 | 9:00 AM – 11:00 AM

Martinsburg Office, 153 McMillan Court, Martinsburg, WV 25404

SHARE Team 2 Meeting @ Germantown

Saturday, January 12, 2019 | 1:00 PM – 3:00 PM

Germantown Office, 20201 Century Blvd. Suite 100, Germantown, MD 20874

SHARE Team 6 Meeting @ DC

Thursday, January 17, 2019 | 6:00 PM – 7:30 PM

Van Ness Center, 4301 Connecticut Avenue NW, Suite M-2, Washington, DC 20008

SHARE Team 1 Meeting @ Brandywine

Saturday, January 26, 2019 | 9:00 AM – 11:00 AM

Brandywine Office, 7704 Matapeake Business Drive, Suite 220, Brandywine, MD 20613

SHARE Team 5 Meeting @ Kingstowne

Saturday, February 2, 2019 | 9:00 AM – 11:00 AM

Kingstowne Office, 5680 King Center Dr. Suite 110, Kingstowne, VA 22315

SHARE Team 4 Meeting @ South Riding

Saturday, February 2, 2019 | 1:00 PM – 3:00 PM

South Riding Office, 25055 Riding Plaza, Suite 120, South Riding, VA 20152

President's Circle Dinner

Friday, March 8, 2019 | 6:30 PM – 9:30 PM

Renaissance Hotel, 999 Ninth Street NW, Washington, DC 20001

Girl Scout Annual Meeting

Saturday, April 13th, 2019 | 8:30 AM – 12:00 PM

National Conference Center, 18980 Upper Belmont Pl, Leesburg, VA 20176

**Wednesday, July 31st: End of 2018-2019
SHARE Campaign!**

What SHARE Funds

SHARE touches every girl & volunteer in our Council.

Financial Assistance | Camps | Programs | Volunteer Support



Financial Assistance

Support a year of Girl Scouting for a girl at \$250. Financial Assistance covers membership and troop dues, girl supplies, camperships and program fees.

Camps

Help a girl attend sleep-away camp with transportation for \$450. Maintains our eight outdoor camps, helps provide high adventure activities, and ensures every girl has the opportunity to enjoy the outdoors in a safe environment.

Programs

Help a girl travel on a Girl Scout destination by giving \$100. Support all levels of troop and camp programs: STEM, active living, and outdoors; as well as entrepreneurship and leadership training.

Volunteer Support

Help a volunteer receive training and resources for \$50. Supports all volunteer resources and provides free and reduced cost training. The majority of adult training is free.



100% of your donation to SHARE stays with our Council to support our Girl Scouts and volunteers.

Find out more about how you can support all these programs at www.gscnc.org/donate

www.gscnc.org | 4301 Connecticut Ave, NW M-2, Washington, DC 20008 | 800.523.7898

Annual Family Giving Campaign

SHARE Your Love of Girl Scouting is Girl Scouts Nation's Capital's annual family giving campaign that raises critical funding for our Council. This funding helps to maintain our eight outdoor camps, provide volunteer training, provide troop and camp programming, and provide financial assistance. 100% of your donation to SHARE stays with our Council to support our Girl Scouts and volunteers. SHARE donations are not donor-designated to a specific purpose so they may be used where they are needed most. Your \$25 Girl Scout member registration fee goes to GSUSA.

Individual Donations

SHARE is an individual grassroots fundraising campaign that is run by adult volunteers with support from the Council's Development staff. The Council encourages at least 75% of SHARE dollars to be raised through individuals and families. Individual SHARE donations are credited to adults, not girls, therefore the full name and address of an adult must accompany the donation in order for the donor to receive a tax receipt letter. To assure a troop, service unit, or association also receives credit for the donation, please provide the appropriate identifying number. Individual donations should be made by SHARE envelopes, online, or by phone. Gifts under \$10 are not credited to an individual. Volunteers are not to use Girl Scout adult contact information for personal or professional gain.

SHARE Activities and Events

In addition to individual donations, we recommend that no more than 25% of funds be raised through activities and events. All SHARE fundraising events should be planned and run by adults. When planning events, adults should be aware that our Council has guidelines specific to fundraising partnerships with other organizations. External organizations should not participate in any SHARE fundraising events (i.e. other organizations having promotional exhibits or tables at SHARE events). The SHARE Troop Recognition patch, minimum net of \$500, can be a combination of up to 3 events and/or cookie money.

Cause Related Marketing – The Council partners with organizations whose policies and operations are compatible with values of Girl Scouting on a Council-level. Proceeds from sales benefit SHARE, however, may not be credited towards troops, service units, or associations.

Games of chance – Games of chance planned and run by adults for SHARE are allowed. The event must solely be run and attended by adults only.

Restaurant nights, business partnerships, fundraising with other organizations, party demonstrations
– Events where a percentage of sales are received are not permitted as a way for associations, service units, or troops to raise SHARE funds. Adult members in their Girl Scout capacities may not solicit financial contributions for purposes other than Girl Scouting.

How can girls be involved?

Girls can tell their stories, write thank you notes, make thank you calls to donors, help make a poster about SHARE, but they may not directly solicit contributions. Fundraising asks must only be made by adult volunteers and/or staff.

SHARE is not a money-earning activity. Money-earning is conducted by girls through troops and includes specific guidelines and restrictions. For more information on money-earning guidelines, please refer to **Volunteer Essentials**.

SHARE reports and resources (i.e. the SHARE handbook) can be located on the SHARE Volunteer Rally page. If you would like more information about SHARE in regards to making the ask or making a major gift, please contact our Development Coordinator at 202-274-3317.

Chapter 2: Making the Ask

The #1 reason someone doesn't give is that *they were never asked*. You would be surprised to know how many people have never been asked to give, but are more than willing to contribute to our organization. Never assume that someone can't or won't give – offer everyone the opportunity to SHARE their love of Girl Scouting through making a contribution.

Making the SHARE Ask at a meeting or event is the best way to raise funds for SHARE.

It gives you the opportunity to connect directly with families, answer questions, and ensure families know how they can make their contribution.

What SHARE is & What It Funds

When presenting, assume not everyone has heard of SHARE or knows what it funds. Consider borrowing this language:

“SHARE Your Love of Girl Scouting is our annual family giving campaign which raises critical funding for our Council. This funding helps to maintain our eight outdoor camps, provides volunteer training, troop and camp programming, and financial assistance. Please join me by making a contribution to SHARE today. I ask you to consider making a contribution of \$50 or more to ensure the legacy of Girl Scouts. You can make your contribution today by filling out your SHARE envelope, or go online to our website, www.gscnc.org/donate.”

Here are some key facts to consider including in your ask:

- **100% of your donation to SHARE stays with our Council** to support your daughter and other Girl Scouts and Girl Scout volunteers.
- Through camp maintenance, program development, and volunteer support, **SHARE impacts the Girl Scout experience for every girl and adult member in our Council.**
- **The \$25 Girl Scout registration fee goes straight to GSUSA**, to support program development and insurance costs for members. None of that money stays in our Council.
- **Close your presentation by asking families and friends to join you as a SHARE supporter.** Name a specific amount or give a range for families to consider.
- After you ask, **give everyone a few quiet minutes to reflect and make their contribution.**
- **Say thank you.** Thank Girl Scout friends and families for their time and consideration or making a gift to support SHARE.

“SHARE Your Love of Girl Scouting” – Tell Your Girl Scout Story

Telling a Girl Scout story demonstrates the true impact of Girl Scouting and of SHARE. Has your troop recently come back from an adventure at one of our camps? Did a travel grant help make it possible for your girls to see the world? Share why you love Girl Scouting and inspire others to support this great organization. **Have a Girl Scout share her favorite Girl Scout story or how SHARE helped them achieve their Girl Scout dreams.** Girls are the best spokeswomen! Involve them as much as possible. If they get excited about the power of SHARE, it is easier for you to ask for support from family and friends.

Remember: girls can tell their stories, but they cannot directly solicit contributions.

SHARE “Have You Ever” Activity

Lead this activity at your Service Unit meeting or troop parent meeting to help connect volunteers and parents to all that SHARE supports.

At the end, ask everyone to donate.

Hello, thank you for allowing me a few minutes to remind you of what you already know – how important Girl Scouting is for each of our girls. Let’s take a minute to reflect on the impact Girl Scouting has on our girls, on us, and on others in our community...

Please [stand/raise your hand] if any of the following statements is true for you.

- I am a registered member of the Girl Scouts Nation’s Capital.
- I have a daughter, grand-daughter or niece who is a registered member of the Girl Scouts Nation’s Capital.
- I have spent a night at Girl Scout camp and enjoyed the facilities and the outdoors.
- My daughter, girl or girls in my troop or Service Unit have attended Girl Scout camp.
- I know a girl who has been on a destination.
- I have received council training for one or more roles as a Girl Scout volunteer.
- I know a girl or a troop who has received a program grant from council.
- I own a copy of the current or former Volunteer Essentials and use it as a resource.
- I have attended or my girl(s) have attended a council-level program.
- My daughter or troop has earned a patch.
- I know a girl who has received financial assistance for camp, materials or program participation.
- I know a girl who has found her voice, stepped out of her comfort zone, made new friends and become a young leader because she is a Girl Scout.

Girl Scouting touches all of us. Girl Scouting has touched me by showing me what a difference it made for a girl named _____. [share a girl story here or ask a girl or volunteer to share how SHARE has impacted their lives]. She, and every other girl in our Council, has benefited from SHARE.

By associating with these statements, you’ve shown that you have felt the effects of SHARE. SHARE Your Love of Girl Scouting is the Girl Scouts’ Annual Giving Campaign which supports many aspects of Girl Scouting including programing for girls, volunteer training, financial assistance and more to ensure that your girl and every girl can find her voice, step out of her comfort zone, make new friends, and become a leader.

By supporting SHARE, you can make a difference for a girl. You can ensure that every girl can continue to be a Girl Scout. **Please join me in making a donation to support Girl Scouting.** If you’ll join me in making a monthly gift, you will become a member of the Friendship Circle, a group of dedicated donors who provide steady funding for Girl Scout programs year round. Please consider making a gift of \$50 to support all girls and volunteers in our Council. Any amount you can give makes a difference.

Sample Ask: Phone

Calling families in your Association, Service Unit, troop or other friends of Girl Scouting is a great way to ensure everyone knows about SHARE and has the opportunity to contribute. It's also a great way to follow up after a meeting or event.

First: Prepare

1. Obtain the names and contact information of potential contributors from Development staff.
2. Set a specific “ask” amount beforehand and rehearse your conversation (i.e. \$50).
3. Have your SHARE manual nearby to answer any questions.

Second: Place the Call

If you get an answering machine, leave your name and number so they can return the call. Say you will try again. Do not pitch to the answering machine.

If someone else answers, leave a message that you will try again.

Remember: spouses are also a part of the Girl Scout family! Feel free to educate them about SHARE and, if appropriate, ask them to discuss giving with their partner.

If your contact answers,

1. Introduce yourself by name and volunteer position in Girl Scouts.
2. If they are a volunteer with Girl Scouts, thank them for their work.
3. Tell them that you volunteered to talk about SHARE, Girl Scouts Nation’s Capital’s Annual Family Giving Campaign to support girls in our Council.
4. Ask them if they are aware of SHARE and explain why you personally stay involved with Girl Scouts.
5. Educate them about the benefits of girl programs funded by SHARE.
6. Then ask, “Would you consider making a SHARE contribution to support local girls in Girl Scouting?”
 - Make sure to ask for a specific amount
 - Ask them to consider a monthly gift

If their answer is YES,

- Most importantly, **thank them for pledging to make a gift to SHARE**.
- Direct them to give on our website – www.gscnc.org/donate – or by using the envelope they received in the mail.

If the answer is NO,

- Thank them for letting you talk to them about SHARE and ask them if you can call them back at a later date.
- Ask them if they know someone else that may be interested in supporting Girl Scouts.

Sample Ask: Phone

If the answer is **MAYBE**,

- **Listen** to what they have to say, without jumping in or getting defensive
- **Ask questions** to gather more information on their perspective. For example:
 - What activities have their Girl Scouts participated in the last year?
 - What camps have they visited?
 - What training has that adult gone through?

Listen for mentions of programs supported by SHARE.

- **Provide helpful information** that addresses their concern.
If they mention a program supported in part by SHARE, let them know that their contribution would help that program.
- **Check** to see if you've answered their question.
If you don't know the answer to a question, reach out to another volunteer or staff member for an answer, and then follow up with the answer by phone or email.
- **Ask again:** "That's why it's so important for you to make a contribution to SHARE today."

Third: **Follow Up**

If their answer was **YES**,

1. Send an email thanking them for their pledge to support SHARE.
2. Provide them with the web address to give online (www.gscnc.org/donate) or offer to mail them a SHARE envelope.

Follow up in a few weeks to ensure that the contribution was made.

If their answer was **MAYBE**,

1. Send an email thanking them for their interest in supporting SHARE.
2. Direct them to www.gscnc.org/donate to find out more about how they can get involved.
3. Follow up in a few weeks to answer any additional questions and see if that the contribution was made.

Fourth: **Keep Records of Your Outreach**

Keep record of who you have reached out to, if they've contributed, or if you should reach out again. Avoid soliciting families who have already donated this year. A great resource for Troop SHARE Leaders is the Troop Leader Contact List, found in this handbook.

If you'd like to check your records against the Development Department's database, please call the Annual Giving Specialist at 202-534-3785.

Sample Ask: Letters & Emails

Here you'll find a collection of sample letters & emails volunteers have created and used to successfully raise funds for SHARE. Use them as inspiration or feel free to personalize them for use in your area.

Donation Letter to Service Unit Families

[Date]

Dear **[Dedicated Volunteer/Girl Scout Parent]**:

I'm writing to you as a friend of the Girl Scout Movement. I'm proud to be affiliated with an organization that builds girls with courage, confidence, and character, and I hope it continues for many years so I've volunteered to help with fundraising at the community level.

Our annual campaign, SHARE, raises funds to support every Girl Scout and volunteer in this Council. Through this campaign, we provide high-quality leadership programs for all girls, maintain and upgrade our eight camps, train adult volunteers so they can be the best leaders possible, and provide critical financial aid. About one third of the girl members live at or below the poverty line. Some girls need the financial assistance just to buy membership pins or a uniform vest; others request aid to go to summer camp or on destinations trips.

[Personalize this section, using 1-2 sentences based on your experience]

These are some of the reasons I personally support our Council with a SHARE contribution every year...I want every girl to have the chance to be part of Girl Scouts because I know the difference it has made in my life.

I hope you will consider making a gift this year. A contribution of \$250 will support a year of Girl Scouting for a girl; \$450 will help a girl attend sleep-away camp with transportation; \$100 helps a girl travel on Girl Scout destination; and \$50 helps a volunteer receive training and resources. Or become a member of our Friendship Circle by making a monthly contribution at the level you're comfortable. Make your contribution using the enclosed envelope or go online to www.gscnc.org/donate. Whatever you are able to give, it will go directly to support our Girl Scouts and volunteers in this Council and will be greatly appreciated.

Yours in Girl Scouting,

[Suzy SUSL

202-123-4567

suzy@gscnc.org

Sample Ask: Letters & Emails

Service Unit Encampment Follow Up Letter to Participants

[Date]

Dear **[Dedicated Volunteer/Girl Scout Parent]**:

*It was a glorious weekend for camping at **[Camp Name]**, and we are thrilled that you were able to join the Service Unit **[XX-XX]** Encampment. The girls will long remember the outdoor activities and games, toasty campfires, super SWAPs, silly skits, camp songs, yummy meals, and hot chocolate on cold mornings.*

*These wonderful encampments would not be possible without the support of the SHARE campaign at the Girl Scout Council of the Nation's Capital. The camp properties like **[Camp Name]** are built and maintained using SHARE funds, and every service unit that holds an encampment is being subsidized by SHARE dollars so that the cost of using the facility is extraordinarily low. This enables us to offer an encampment weekend to all girls at a very reasonable cost.*

*If you had a wonderful time this weekend, please “pay it forward” to other troops by supporting this year’s SHARE campaign so we can all continue to have these wonderful experiences. You make your contribution either using the SHARE envelopes provided to your troop or by visiting www.gscnc.org/donate. Please be sure to list your troop number and our Service Unit **[XX-XX]** on your contribution form.*

In addition, please send this email on to the parents in your troops who had daughters participating in the encampment so they can show their appreciation and see how their support for Girl Scouting pays dividends in unforgettable experiences.

Yours in Girl Scouting,

**[Suzy SUSL
202-123-4567
suzy@gscnc.org]**

Sample Ask: Social Media Posts

Sample Facebook posts

I remember all the fun I had the first time I went camping with my Girl Scout troop. That's why I give to SHARE: so every girl can experience the joy and adventure of outdoor learning. gscnc.org/donate #InvestInGirls [Insert "I give to SHARE photo"]

Where does your contribution to SHARE go? Your donation helps girls go camping, supports girl programs and volunteer training, and provides financial assistance. What could be better than that? gscnc.org/donate #InvestInGirls

Did you know many employers match gifts or offer workplace giving through United Way? United Way of Nation's Capital code is 8107. CFC Campaign code is 47830. For more information: gscnc.org/donate

Sample Tweets

I give to SHARE so more girls can be leaders. Will you? gscnc.org/donate #InvestInGirls [Insert "I give to SHARE photo"]

Make your donation to Girl Scouts go even further! Find out if your employer will match your gift: <http://bit.ly/1R30gd0> #InvestInGirls

Do some spring cleaning & support Girl Scouts! Donate your car or other used vehicle to SHARE: <http://bit.ly/1SWce82> #InvestInGirls

Sample Instagram posts

Did you know adults who were Girl Scouts tend to be happier, better educated and more committed to volunteerism? We need to #InvestInGirls to create a better future for us all. #donate #SHARE #GirlScoutsRock [Insert "I give to SHARE photo"]

Growing up as a Girl Scout made me the leader I am today. When you give to SHARE, you make it possible for more girls to take part in this amazing leadership program. Consider donating today: gscnc.org/donate #ThrowbackThursday #InvestInGirls #inspired [insert #ThrowbackThursday photo]

Today, my Girl Scout troop had a blast learning about [xxx] through [xxxx activity]. It was amazing to see them try something new and step outside their comfort zone. If you think more girls should have opportunities like this to grow and learn, why not donate to Girl Scouts? gscnc.org/donate #InvestInGirls [insert picture of Girl Scout Troop]

Consider one of Girl Scouts from your SU sharing their story in a 1-2 minute video and sending it out with a SHARE ask.



Chapter 3: SHARE Volunteer 101

Donor Information: What We Need and Why We Need It

It is important that our donors feel like they are partners in our mission. In order to maintain a strong SHARE program, we must build relationships with each donor and we can do this by **thanking** and **engaging** our donors. But, we can only do this if we know each and every one of them – including name, address, and amount contributed. This is where we need your help!

For the sustainability of our SHARE program, it is best to collect **one envelope per person/family** as this information is the basis for communicating with our new partners. Please be mindful of this as you collect donations in the upcoming year. **Do not** send cash through the mail because we cannot track the donation(s) if it is lost.

Important Information for Us to Collect as Fundraisers:

Individual Gifts (Gifts under \$10 will not be credited to an individual) :

- Full name and address is required for the donor to receive a tax receipt letter.
- Email and phone number will allow us to connect with the donor so we can thank them for their gift and update them on the impact of their gift, events, and activities.
- Include Troop, Service Unit, and Association information for appropriate credits.

PLEASE NOTE:
For your contribution to be properly processed, this form **must** be completed in full.

Kayla Eaton
Parent/Guardian Name

1912 Girl Scout Way
Preferred Address

Washington *DC* *20008*
City State Zip Code

investingirls@gs.org *447-572-6887* *8/18/18*
Email Address Phone Date

☐ This gift is on behalf of Troop # _____
☒ This is an individual gift.
☒ I want my gift to be anonymous.

*** Required Fields to credit SHARE goals**

00201 Troop *
56 Association *
09 Service Unit *

I am a
☒ Girl Scout alumna
☐ Gold Award Girl Scout

Split gifts:

While we strongly encourage individual donations, we realize that not all gifts will come in this way (i.e.: group donations, event donations, etc.) When splitting and crediting gifts, any donation under \$10 will not be split and credited towards an individual. To split and credit gifts to individuals, here are some guidelines to follow when collecting these donations:

- Include a list of the troops and individual adult names who donated with their address, email, and amount they donated in a spreadsheet.
- Include name, email, and phone number of someone to reach if we should need to follow-up about the donation.
- Please be aware our system only allows us to split gifts a maximum of 20 times with a minimum of \$10 per family

Yes, I am making a contribution today!

Your contribution funds Financial Assistance, Camps, Adult Volunteer Support and all Girl Scout Programming

☐ \$25 ☐ \$50 ☐ \$75 ☐ \$100
☒ \$250 ☐ \$500 ☐ \$1,000 ☐ Other _____

☒ Join the Friendship Circle! ☐ Make my gift monthly

Payment Method
Make checks payable to: GSCNC
Please charge my:
☒ Visa ☐ MasterCard ☐ American Express ☐ Discover

Ensure the legacy of Girl Scouting by making a lasting impact!

☐ Major Gift Society - I would like to give a gift of \$5,000 or more for three years
☒ Juliette Low Legacy Society - I would like information on including Girl Scouts in my estate plans

gscnc.org/donate

Card Number _____ Expiration Date _____ Security Code _____
Name on Card (Please Print) _____
Signature _____

For more information on receiving proper credit for contributions, call the Development Coordinator at 202-274-3317

Suggestions for Success

Get organized!

- Check out the SHARE Volunteer Rally periodically for updated SHARE Reports and other forms, resources, and more.
- For events and other envelopes you distribute by hand, create stick-on labels for each envelope. Include the Association and Service Unit numbers. Place label on envelopes before handing out to troops to ensure donations are counted towards your goal.
- Update your calendar. Get a list of upcoming troop and Service Unit events, such as holiday parties, Thinking Day, and Recognitions and/or Bridging. These are your best opportunities to talk to new families and raise money for SHARE.

*** Required Fields
to credit SHARE goals**

☐ ☐ ☐ ☐ Troop *

☐ Association *

☐ Service Unit *

*Suggestion: print labels
with you Association &
Service Unit numbers
to ensure credit!*

Have you asked?

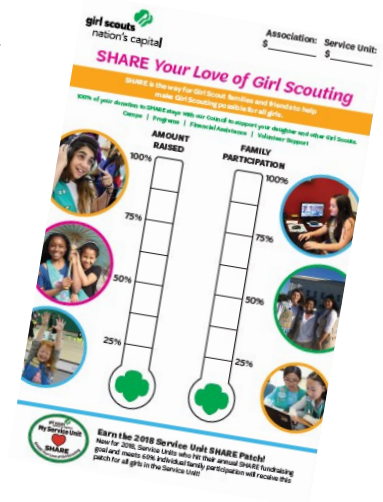
- Talk to parents one-on-one. Find out what makes Girl Scouting important to their family.
- Reach out to families in your Girl Scout community. The Development Department provides two adult contact lists to Service Unit SHARE Leaders—one in October and one in February. Use this list to reach out to adults in your Service Unit about supporting SHARE.
- Partner with other SHARE Leaders to present information at Association & Service Unit events.
- Distribute the SHARE incentives flyers to get everyone excited about earning Association, Service Unit, and individual giving incentives!
- Connect the idea of SHARE with the importance of “being a sister to every Girl Scout.” SHARE is a way to include ALL girls.



Suggestions for Success

Personal Touches Make a Difference

- Display SHARE at all events. SHARE boards are available at every Girl Scout office by request. Contact the Development Department if you would like to borrow a display.
- Update and display your Service Unit or Association's SHARE Thermometer poster to celebrate your successes and keep your area on track to achieve their SHARE goal. SHARE Thermometers are available for print on the SHARE Rally page.
- Acknowledge troops that participate in SHARE. At Service Unit meetings give out small treats, balloons, or gifts. Mention troops in newsletters. Give out troop certificates to mark different levels of participation.
- Host a thank you event or girl thank-a-thon for those who contributed to SHARE.
- **Be creative and have fun!**



Have GIRLS tell their own stories

- Girls are the best spokeswomen! Involve them as much as possible. If they get excited about the power of SHARE, it is easier to ask for support from family and friends.
- Ask girls to write letters or make a video telling about what Girl Scouting has meant to them. Enclose a SHARE envelope or include the link to give online. These can be sent to friends, grandparents, neighbors - everyone who appreciates the impact of Girl Scouting.
- **REMEMBER:** Girls can write thank you notes, make thank you calls, help make a poster about SHARE, or speak at a meeting about their love of Girl Scouting, but at **no point should a girl specifically solicit a contribution from an adult.** Fundraising asks must only be made by adult volunteers.

SHARE

is the way for individuals like our Girl Scout families and friends to help make Girl Scouting possible for all girls.

100%

of your donation to SHARE stays with our Council to support our Girl Scouts and volunteers.

Camps | Programs | Financial Assistance | Volunteer Support

Friendship Circle—Monthly Giving

By giving monthly, you are part of a group of dedicated donors who provide steady funding for Girl Scout programs year round. With the Friendship Circle, you can make a convenient automatic monthly contribution for as little as \$5-\$10 a month.

President's Circle

When you donate \$1,000 or more for the year, you and a guest are invited to the President's Circle Dinner, hosted by the President of our Board, to thank you and reconnect you with Girl Scouts.

Major Gifts Society

Join this prestigious society by making a multi-year commitment at the major gifts level.

Matching Gifts & Volunteer Grants

When you contribute to Girl Scouts through your valuable time as a volunteer and/or through your generous donations, you may qualify for a Matching Gift or Volunteer Grant from your employer.

Car Donations

Do you have an old or unwanted vehicle? You can donate it to Girl Scouts in support of SHARE!

Planned Gifts

Join the Juliette Low Legacy Society with a gift of \$10,000 or more in a way that has a lasting impact with a bequest, gift of stock, life insurance, or charitable trust.

Troop Funds

If your troop has remaining funds at the end of the year and wants to give back to Girl Scouts, you can talk to them about donating the money to SHARE to provide Girl Scouting to more girls.



Please mail checks to: Girl Scouts Nation's Capital, 4301 Connecticut Avenue, NW M-2, Washington, DC 20008

Chapter 4: Ways to Give

Friendship Circle: Monthly Giving

In 2014, we kicked off the Friendship Circle, our monthly giving program. Friendship Circle members make a reoccurring monthly contribution direct from their credit or debit account, and **membership starts at \$5 a month**. By giving monthly, you are a part of a group of dedicated donors who provide ongoing funding for Girl Scout programs year-round.

For the donor, monthly giving is **an easy way to give** – for many, it’s easier to budget \$10 a month than \$120 as a lump sum. And, because it’s automatic, it’s **more convenient** – rather than making one or two contributions a year, a donor can “set it and forget it.”

For you, the SHARE volunteer, **monthly giving can be the foundation for your Service Unit & Association achieving your goals**. Monthly giving are counted on the SHARE report as lump sums. For example, if a donor pledges \$5 a month, we will credit that donation on the SHARE report as \$60 to your Service Unit and Association.

If you haven’t done so already, set the example for others and join the Friendship Circle today!

Monthly Giving Assessment

Divide your Service Unit or Association goal into 12 (12 months), then by 5 (\$5 a month)

- This is the maximum number of Friendship Circle donors you would need to hit goal
- Compare that to the number of troops in your area – how many families would need to contribute per troop?

Encourage families in your community to join the Friendship Circle today!

President’s Circle

Through our monthly giving, you can also be a member of the **President’s Circle** for \$84 a month.

Some of the benefits of joining the President’s Circle are that you will be invited to the President’s Circle Dinner hosted by the President of our Board, on Friday, March 8th, 2019. You will also be listed in our Annual Report. This dinner is a thank you event and allows you to reconnect with Girl Scouts.



For more information on joining the Friendship Circle, call the Annual Giving Specialist at 202-534-3785

Matching Gifts & Volunteer Grants

A great way to **maximize support of SHARE and help your Service Unit & Association hit goals** is by encouraging families to apply for Matching Gifts & Volunteer Grants. Many employers offer these programs to encourage a culture of philanthropy and volunteerism in their companies. An estimated **\$6 billion in matching gifts go unclaimed every year**, with only 9% participation of employees at companies with these programs. Think of what the Girl Scouts and other nonprofits could do with all of that additional, unclaimed funding!

See if your employer will match your donation!

Enter the name of your company:



ExxonMobil Example

Forms:	https://www.easymatch.com/exxonmobil/
Guidelines:	https://www.easymatch.com/exxonmobil/
Corporate Contact:	ExxonMobil Corporate Giving ☎ (877) 807-0204 ✉ exxonmobil@easymatch.com

Matching Gift Programs	
Offered:	✓
Minimum Matched:	\$20
Maximum Matched:	\$22,500 to educational institutions and \$2,000 to cultural organizations
Match Ratio:	Up to 3:1
Full-time employees, spouses, and board eligible?	✓
Part-time employees eligible?	✓
Retirees eligible?	✓

Volunteer Grant Programs	
Offered:	✓
Minimum Hours:	20 Hours
Corporate donation:	\$500 grant after 20 hours of volunteering. Up to 4 grants per employee per year

A few years ago, we partnered with Double the Donation to offer the ability to easily see if your company offers a Matching Gift or Volunteer Grant program.

On the “Ways to Give” section of our website, the Matching Gifts & Volunteer Grants section will take you to the search engine. Once you type in your company’s name, you’ll be able to see if your company offers a matching gift, at what ratio they match, and if there is a minimum contribution the donor has to make.

You’ll also be able to see if your company has a Volunteer Grant program. Volunteer grants reward volunteering for various nonprofit organizations, like the Girl Scouts.

The search engine provides employees with links to the application process for their companies programs. Many of these applications are quick to fill out, making this **one of the easiest ways to raise money for SHARE**.

If you don’t see information about your company, contact your HR department to check if your company offers a Matching Gift or Volunteer Grant program.

For more information on Matching Gifts, Double the Donation & Volunteer Grants, call the Development Coordinator at 202-274-3317

Car Donations, Troop Funds & Council Promotions

Car Donations

Do you have an old or unwanted vehicle? Another great way to support SHARE is through car donations. We raise over \$10,000 a year in car donations. More information is available on our website at www.gscnc.org/donate. Car donations may be counted towards SHARE goals.

Troop Funds

Did you know at the end of the year, if a troop has remaining funds, they can donate their money to SHARE? By donating the remaining funds, the troop is providing more Girl Scouting to more girls in our Council. Donations may be made online or by filling out a SHARE envelope.

Council Promotions

Girl Scouts Nation's Capital partners with organizations whose policies and operations are compatible with values of Girl Scouting on a Council-level. Proceeds from sales benefit SHARE, however, may not be credited towards troops, service units, or associations. This year, we are partnering with the Washington Nationals, Washington Redskins and Hersheypark for Girl Scout Days! Proceeds from sales benefited SHARE.



2018 Hersheypark Girl Scout Day Patch



2018 Girl Scout Day at National's Park



2018 Redskin's Girl Scout Day Patch



2018 National's Girl Scout Day Patch

**For more information on other ways to give to SHARE, call
the Annual Giving Specialist at 202-534-3785**

CFC & United Way

If your employer participates in either United Way or CFC, that is another way to support the Council. Our Council number for **United Way is #8107** and **CFC is #47830** which can be found on our website, www.gscnc.org.

In order to get Service Unit and Association SHARE credit towards your goal for making a contribution through CFC or United Way, please scan and email or mail us your receipt that shows the designation to our Council:

cwoolard@gscnc.org

OR

Girl Scouts Nation's Capital
Attention: Development Department
4301 Connecticut Avenue, NW, M-2
Washington, DC 20008

We must receive your receipt and the “recognition options” box must be checked in order to receive credit towards your SHARE goal.

RECOGNITION OPTIONS

Release Pledge Amount
(Every designated charity will be notified of your gift amount.)

☐ Box must be checked

In order to protect your information and maintain confidentiality, each field below requires two-steps. Your information will NOT be released unless the field is filled in AND the box is checked. By completing the line(s) below AND checking the box, your name along with the corresponding information will be released to your designated charities.

Home Address ☐ Box must be checked

Home E-mail ☐ Box must be checked

A flat 10% fee will be deducted from your pledge for processing—your association, Service Unit, and troop will receive credit for the amount we receive.

Please speak to your employer on how to make a designation if you have further questions in regards to the giving process.

For more information on CFC & United Way, call the Development Coordinator at 202-274-3317.

CFC Example Form

CFRC
Combined Federal Campaign

Please fill in with red or black ink
Online pledges are accepted through 01/12/2018 by
visiting opm.gov/ShowSomeLoveCFC

FEDERAL EMPLOYEES ONLY

All Paper Pledge Forms should be mailed to: CFC Processing Center, P.O. BOX 7820 Madison, WI 53707-7820 and must be post marked by 01/12/2018

Primary Email Address		Secondary Email Address	
Keaton@gscnc.org		Kayla@gmail.com	
First Name		Last Name	
Kayla		Eaton	
Your Department		Your Office	
Donor Type		Work Zip Code	
<input type="checkbox"/> Military <input type="checkbox"/> Civilian <input type="checkbox"/> Postal		<input type="checkbox"/> I'm located in a foreign territory without a ZIP Code	
Home Address		State	Zip Code
216 Girl Scout Dr		DC	20008
City		SSN Required if electing Payroll	
Washington		XXX - XX - XXXX	

DESIGNATED PLEDGE: To designate to one or more Charities or Federated groups, fill in the Charity code(s) and dollar amounts below. If you would like to donate to more than 5 Charities, please visit opm.gov/ShowSomeLoveCFC to complete an online donation or attach another copy of this form and label your forms 1 of X; 2 of X. The Total Annual Contribution amount should appear on copy 1 of X.

Alternative Source	Per Deduction Amount	Interval	CFC Charity Code	Annual Amount	Volunteer Time
<input checked="" type="checkbox"/> Payroll	\$ 84	<input checked="" type="checkbox"/> Monthly x12 <input type="checkbox"/> Semi-Monthly x24 <input type="checkbox"/> Bi-Weekly x26	47830	\$ 1,0008	XX Hours
<input type="checkbox"/> Check	N/A	<input type="checkbox"/> One Time		\$	XX Hours
				\$	XX Hours
				\$	XX Hours
				\$	XX Hours
				\$	XX Hours

TOTAL ANNUAL CONTRIBUTION: \$

VOLUNTEER HOURS: HRS

AUTHORIZATION

If I chose payroll deduction as my payment source, I hereby authorize any agency of the United States Government by which I may be employed during 2018 to deduct the amount(s) shown above from my pay each pay period. My deductions will be in effect for one full year starting with the first pay period after January 15 and ending with the last pay period that includes January 15 of the following year. I authorize my payroll service provider to pay the amounts shown to the Combined Federal Campaign. I understand that this authorization may be revoked by me in writing at any time before it expires. I also acknowledge that I have the right to receive a notification if the amount(s) scheduled to be transferred differ(s) from the amount(s) displayed above. If I chose Check, I hereby authorize Give Back Foundation on behalf of the Combined Federal Campaign to process my paper check as an electronic funds transfer (EFT) for the payment amount elected.

☒ **Information Release:** By checking this box I authorize the CFC to release my home address, secondary (non-government) e-mail address, and pledge amount to the Charity(ies) designated above.

Signature Kayla Eaton Date 8-1-18

Check Information:
Make checks payable to: Combined Federal Campaign (Please attach checks to this Pledge Form)

Keep a Copy of this form before sending to the CFC. CFC organizations do not provide goods or services in whole or partial consideration for any contributions made to the organizations via this pledge. OPM Form 1654-A

Please check this box!

United Way Example Front



**United Way
of the National Capital Area**

1577 Spring Hill Road
Suite 420
Vienna, VA 22182
202.488.2000

Step 1: Provide your contact information

Mr/Mrs/Ms Kayla Eaton Suffix
First Name Last Name
Personal Email Address Keaton @ gscnc.org
Home Address 216 Girl Scout Dr Washington DC 20008
City State ZIP
Daytime Phone 777-666-5555 Mobile Phone Female Birth Date (MM/DD/YY) 8/31/18
Employer Girl Scouts Employee ID Number (optional)

Thank you for your Pledge

- ☐ I have been contributing to United Way for _____ years.
- ☐ I am interested in learning more about the Women's Leadership Council.
- ☐ I am interested in learning more about the Emerging Leaders Society (for young professionals under the age of 40).

Step 2: Choose how you would like to make your pledge

☐ **Easy Payroll Contributions** AMOUNT \$ 38.50 per pay period for a TOTAL annual gift of AMOUNT \$ 1,000 PER YEAR
Pay period is: ☐ weekly (52) ☒ every other week (26) ☐ twice a month (24) ☐ once a month (12) ☐ other _____

☐ **One Time Direct Gift** AMOUNT \$ _____

Direct gift to be paid by:

- ☐ **Personal Check.** Enclosed and made payable to **United Way of the National Capital Area** (preferred option).
- ☐ **Securities.** Please call (202) 488-2000 when you are ready to transfer funds.
- ☐ **Credit Card.** To make a contribution by credit card, please visit our website at UnitedWayNCA.org.

Step 3: Direct your pledge

OPTION A

- ☐ **Donate Directly to United Way NCA** (9000)
Your contribution will go where it's needed most to help United Way's mission of advancing the common good.

AMOUNT \$ _____ PER YEAR

OPTION B

- ☐ **Do More in your Community**
Your contribution will go to support programs and initiatives in the county or city where you live.

- ☐ Alexandria (9001)
☐ Arlington (9002)
☐ District of Columbia (9003)
☐ Fairfax-Falls Church (9004)
☐ Loudoun (9005)
☐ Montgomery (9006)
☐ Prince George's (9007)
☐ Prince William (9008)
☐ National Capital Area (9000)

AMOUNT \$ _____ PER YEAR

OPTION C

- ☐ **Donate to the Community Impact Fund**
Your contribution will help to solve our region's most critical issues.



- ☐ **Education Fund** (9072)
Providing academic supports, mentoring and behavioral health services for middle grade student success.



- ☐ **Veterans Fund** (9080)
Helping veterans access educational and employment services and basic needs support.



- ☐ **Health Fund** (9074)
Promoting health and wellness and providing for basic needs throughout our community.



- ☐ **Innovation fund** (9081)
Identifying promising, innovative solutions to complex social issues related to our core areas: Education, Financial Stability, Health.



- ☐ **Financial Stability Fund** (9073)
Helping low income families achieve financial stability, avoid homelessness and access affordable housing.

AMOUNT \$ _____ PER YEAR

See back of this form to give to a nonprofit of your choice.

Do NOT check this box!

Step 4: Sign here to authorize your pledge and confirm payment

I agree that if my designation is to an organization that is not an IRS-recognized 501(c)(3), is not in compliance with the United States Patriot Act, or if for any reason my donation is unclaimed by the designated organization, my donation will be directed to the United Way NCA general fund.

- ☐ Please check here if you prefer that your gift remain anonymous.

Date 8-31-18

Signature Kayla Eaton

Total Gift \$ 1,001



Important tax information: Gifts made to United Way NCA are tax deductible within the limits of current law. Please keep a copy of this pledge form along with your year-end pay stub for payroll contributions. It will serve as a record of your donation to meet IRS regulations. United Way respects your privacy. We do not rent, trade or sell lists of donors. Additionally, no compensation, goods or services have been given to the donor in return for their contribution.

United Way Example Back

Direct your pledge (continued)

OPTION D

A minimum gift of \$25 per nonprofit is required for designations to specific United Way NCA member nonprofit organizations.

☒ United Way NCA Member Nonprofit

Select up to four (4). For a complete list of nonprofit members, visit UnitedWayNCA.org.

Girl Scouts

8107

AMOUNT \$1,001 PER YEAR

Member Nonprofit Name

Designation Code

AMOUNT \$

PER YEAR

Member Nonprofit Name

Designation Code

AMOUNT \$

PER YEAR

Member Nonprofit Name

Designation Code

AMOUNT \$

PER YEAR

☐ Non-Member Organization

Select up to two (2). Organization must be a 501(c)(3). Please provide full address to ensure accurate processing.

Nonprofit Name

EIN#

Address

City

State

Zip

AMOUNT \$

PER YEAR

Nonprofit Name

EIN#

Address

City

State

Zip

AMOUNT \$

PER YEAR

A minimum gift of \$100 per nonprofit is required for non-member nonprofits. If minimums are not met, gifts will be contributed to the United Way NCA general fund to address the most critical needs in the community.

Suggested guide for giving

Annual Salary	% Income	Pay Per Period (based on 24 pays)	Your Gift Can Provide
Up to \$25,000	.6%	Up to \$6.25	24-hour crisis counseling and referral services for twelve (12) individuals
\$25,001 - \$40,000	.8%	\$8.33 to \$13.33	A week's worth of food for eight (8) families
\$40,001 - \$55,000	1%	\$16.66 to \$22.91	A family with access to credit-counseling and free tax preparation
\$55,001 - \$70,000	1.25%	\$28.64 to \$36.45	31 youth with a safe place to learn and grow after school for two weeks
\$70,001 - \$85,000	1.5%	\$43.75 to \$53.12	A homeless woman and her children with food, clothing and shelter for seven (7) weeks
\$85,001 - \$99,999	1.75%	\$61.98 to \$72.91	Assistance with food, utilities and rent for two (2) families struggling to make ends meet
Over \$100,000	2.00%	\$83.33 and up	500 hot meals and companionship for low-income seniors

Need Help? Call 2-1-1

A free helpline that provides social services
24 hours a day, 7 days a week.



Interested in Reading, Tutoring or Mentoring?

United Way has set out a challenge to help **cut the high school dropout number in half** by 2018.

Help us reach this goal. Sign up to read, tutor or mentor a child today at UnitedWayNCA.org/mentoring



Additional Ways to Support the Council

Leave a lasting Girl Scout Legacy with a Planned Gift!

Help guarantee the future of Girl Scouting in this region by including the Council in your estate plans. We encourage all Girl Scout volunteers to consider joining the Juliette Low Legacy Society.

Join the Juliette Low Legacy Society today. Anyone who makes a commitment of \$10,000 or more is invested as a member of the Juliette Low Legacy Society during a special ceremony each fall. New members are pinned by the President of the Board and CEO and presented an elegant pearl-centered trefoil pin or tie bar (pictured below).



- Designate the Council as a full or partial **beneficiary of a life insurance policy** or a **401K/403B retirement account** – *quickest option!*
- Include the Council in a **bequest in your will** for a specific amount or percentage—most popular option!
*Sample language for a bequest: \$ ____ or ____ % is designated to the Girl Scout Council of the Nation's Capital Endowment.
(Federal Tax ID# 54-0732-966)*
- Provide lifetime income for yourself and others through a **charitable gift annuity** – *newest option!*

Major Gifts—Watch girls grow

Turn your passions into opportunities by financially supporting programs and projects across our Council that match your philanthropic interests. Gifts of \$5,000+ can be specifically designated to a program of your choice. You can join the prestigious Major Gifts Society by making a major gift pledge for five years or more.

Example of possible future projects:

Update your favorite camp! Projects available at all eight camps, including a new roof and decking at Ashgrove Lodge at Camp Crowell and Health Center Renovation at Camp Potomac Woods.

Let every girl lead! Help girls in underserved communities dream big so they can gain confidence and develop critical thinking skills to become a strong leader.



**For more information on planned giving or major gifts, call the
Major Gifts Officer at 202-534-3796**

Chapter 5: 2018-2019 SHARE Campaign

2019 Association SHARE Goal Incentives

When an Association meets or exceeds SHARE goal by **May 31st, 2019** they will be eligible for:

- **1 Fall 2019 High Adventure Day at Camp Crowell:** This is a one day event and will be a Saturday or Sunday. All fees apply.
- **1 priority placement for 2020 Spring Encampment:** This incentive includes the entire weekend (Friday – Sunday). All fees apply.
- **A \$250 Council credit:** May be used to cover things such as high adventure fees, council camp property fees, etc.
- **1 First Aide training class for 20 people**

All incentives will be pulled at 2019-2020 SHARE Kick Off



The requirements for these incentives includes meeting goal and a personal contribution from the Association Chairs, Association SHARE Leaders, Service Unit Managers and Service Unit SHARE Leaders.

Additionally, all Associations that have met or exceed SHARE goal by April will be recognized as part of the SHARE Green Ribbon Club at our Annual Meeting.



Individual Incentives

2019 Individual Giving Incentives

Earn the 2019 Window Cling!

If you make an individual gift of \$50+, you will receive a window cling with your thank you letter.



Please note: group gifts (i.e. troop checks, lump sums from events, etc.) will **not** be eligible for a window cling.

Troop Recognition

We are pleased to announce that we are piloting a SHARE Thank You Recognition patch for troops. Troops need to donate a minimum of \$500. This can be accomplished through running events and/or donating funds from their account.

Troops will
receive a collector specialty patch.

Our friends and family campaign, **SHARE Your Love of Girl Scouting**, raises critical funding for our Council, which touches every girl and volunteer. This funding helps maintain our outdoor camps and provide volunteer training, troop and camp programing, and financial assistance.

**Further questions on incentives, call the Annual Giving Specialist at
202-534-3785**

FAQs

DOES A SMALL GIFT REALLY MAKE A DIFFERENCE?

It is amazing how a small amount can go a long way. We'd like each family to consider a gift of \$50 or more as an investment in Girl Scouting; however, any size gift is appreciated. Gifts of \$50 or more will receive a car cling.

IS MY CONFIDENTIALITY PROTECTED?

All donations are completely confidential. Envelopes will be opened confidentially by Capital One Bank and the Development staff for processing. We do recognize donors of a certain level in our Annual Report, as well as distribute the names of donors to our volunteers for outreach purposes, but donor specific giving history and amounts are never distributed to volunteers. If you wish to remain an anonymous donor, simply check the "anonymous" box.

WHAT IF I HAVE DAUGHTERS IN MORE THAN ONE TROOP?

Only one troop can be credited per donation. If your family participates in multiple troops, send in a separate donations for each troop number in order for the separate troops to be credited.

CAN I DESIGNATE MY SHARE GIFT TO A SPECIFIC PROGRAM?

SHARE donations are not designated to a specific purpose; funds contributed to SHARE are used where they are needed most. If you are interested in making a major gift, which can be designated to a specific program, please call the Major Gifts Officer at 202-534-3796.

WHAT IS THE IMPACT OF GIVING THROUGH UNITED WAY OR CFC?

Many workplaces offer giving campaigns such as United Way or CFC. Giving through the United Way/CFC is a great way to show your support of our Girl Scouts and volunteers in our Council. Please see this handbook for more information in regards to giving through United Way or CFC.

HOW ARE FRIENDSHIP CIRCLE DONATIONS CREDITED? CAN IT BE DESIGNATED TO MORE THAN ONE TROOP?

Friendship Circle gifts are credited in the SHARE report as a 12 month, lump sum amount. Like all gifts, Friendship Circle gifts can only be designated to one troop. If a donor would like to credit two troops, they would need to give two separate gifts – one to each troop. For example, \$5 a month donations will show as \$60 on the SHARE report.

HOW DO I PARTICIPATE IN THE PRESIDENT'S CIRCLE DINNER?

All donors who contribute \$1,000+ between last year's original dinner date (March 2nd, 2018) and this year's dinner will be invited, along with a guest, to the President's Circle Dinner held March 8th, 2019 at the Renaissance Hotel in Washington, DC.

WILL MATCHING GIFTS AND/OR VOLUNTEER GRANTS COUNT TOWARD A DONORS TOTAL IN ORDER TO BE INVITED TO THE PRESIDENT'S CIRCLE DINNER?

No, the full \$1,000 donation must come from the individual; however, Matching Gifts & Volunteer Grants can be attributed to a donors Association, Service Unit, or Troop and applied towards SHARE goals.

CAN TROOPS RECEIVE CREDIT FOR COUNCIL PROMOTIONS LIKE HERSHEY PARK OR NATIONALS TICKET PURCHASES?

No, because of the way that tickets are purchased and funds are distributed, associations, service units, and troops cannot get credit.

CAN I SEND CASH DONATIONS THROUGH THE MAIL?

No, do not send cash through the mail because we cannot track the donation(s) if it is lost. Other options include: depositing the contributions in your Girl Scout bank account and either sending us a check or making an online donation; or you may certainly hand carry them to our DC office.

FAQs

CAN SHARE FUNDS BE RAISED THROUGH ONLINE CROWDFUNDING WEBSITES LIKE GOFUNDME?

GSUSA policies prohibits the use of crowdfunding websites to raise Council funds.

CAN SHARE FUNDS BE RAISED THROUGH BUSINESS PARTNERSHIPS, SUCH AS RESTAURANT NIGHTS?

No. Events where a percentage of sales are received are not permitted as a way for associations, service units, or troops to raise SHARE funds. Adult members in their Girl Scout capacities may not solicit financial contributions for purposes other than Girl Scouting. By doing an event such as a restaurant night, you are driving traffic to a business and thereby endorsing it using Girl Scouts' name.

CAN WE HAVE A RAFFLE, SILENT AUCTION, OR BINGO EVENT TO RAISE MONEY FOR SHARE?

Games of chance planned and run by adults for SHARE are allowed. The event must solely be run and attended by adults only. For clarification on SHARE versus money-earning activities, please see Volunteer Essentials 2019. No external organizations should participate. It is a GSUSA policy that Girl Scouts do not endorse products – that's why you cannot sell branded items as a fundraising event.

I DONATED A VEHICLE, BUT THE AMOUNT IT SOLD FOR IS NOT COMPLETELY CREDITED TO MY TROOP/ SERVICE UNIT/ASSOCIATION. WHY?

When you donate your vehicle, the amount it sold for will appear in your tax receipt, and that amount is completely tax-deductible for you. The car donation program takes a cut of the proceeds to cover their fees, so Council does not receive the entire amount for which the car sold. This accounts for the discrepancy between the amount the donor is acknowledged for and what is reflected in the SHARE Report. If you have a specific question about your vehicle donation, please contact the Development Department.

OTHER KEY FACTS:

- **SHARE is not a money-earning activity. SHARE is a fundraising campaign that is run by adults; individual SHARE donations are only credited to adults, never girls.**
- Each SHARE envelope MUST be filled out completely in order to credit them correctly.
- Do not hold onto envelopes. As soon as you have a SHARE envelope in hand, please mail it.
- Do not turn envelopes into local Capital One bank locations. Local branch locations will NOT be able to process donations. All envelopes MUST be mailed directly to our GSCNC/Capital One Bank P.O. Box listed below.
- No coins! To help keep costs low for Council, avoid mailing coins. Coins add extra weight to the pre-paid envelopes which Council will have to pay for.
- Reuse previous year Troop envelopes (white envelopes). You can continue to use the pre-paid Troop Collecting Envelopes to send contributions to Council: GSCNC SHARE, c/o Capital One Bank, P.O. Box 17505, Baltimore, MD 21297-1505



Further questions, please call the Annual Giving Specialist at 202-534-3785

Chapter 6: SHARE Team Structure

SHARE is important for funding so many different things at Girl Scouts Nation's Capital. To better support the success of the SHARE Campaign, the SHARE Team Structure was created. This team supports SHARE volunteers at every level.

Utilize the SHARE knowledge around you, whether it's joining the SHARE Rallyhood, grabbing coffee with the Association SHARE Leader, or calling your Annual Giving Specialist, SHARE resources and volunteers are here to support you.

The following pages include position checklists. All position Appointment Letters are available on the SHARE Rallyhood.

Development Department

SHARE Regional Co-Chair

SHARE Task Force

Association SHARE Leader

Service Unit SHARE Leader

Troop SHARE Leader

All volunteers must be registered on Volunteer Systems!



Troop SHARE Leader Checklist

Year-Round:

Check out the SHARE Volunteer Rally for resources, forms, updates and more throughout the year. Join the Rally to access the monthly SHARE reports.

August-September: Preparations for Troop Presentation

- ☐ Use information from the SHARE Handbook
- ☐ Request from your Service Unit SHARE Leader the following SHARE supplies for your troop:
 - Prepaid Troop Collecting Envelopes to send contributions to Council
 - Additional SHARE envelopes as needed
- ☐ Personally contribute to SHARE. Your example sets the tone!
- ☐ Obtain troop family list with contact information from the Troop Leader and Service Unit SHARE Leader.
- ☐ Create master SHARE Troop Sheet (sample included in the SHARE Handbook).

September-October: Troop Presentation

- ☐ Ask to be on the agenda at the parent's meeting within first month of troop year.
- ☐ Present SHARE at the parent's meeting:
 - Explain the importance of giving, use the "What SHARE Funds" and "Ways to Give" flyers.
 - Use personal examples to show the impact of Girl Scouting on the girls (for examples, see "Sample Asks").
 - Include your contact information so that the parents can reach you with questions.
- ☐ Inform families of the SHARE individual giving incentive, the "I love Girl Scouts!" car cling, for gifts of \$50 and more.
- ☐ Contact parents unable to attend the meeting about SHARE. If a parent does not respond, send a short personal note with a SHARE envelope to the family. Be sure to indicate the date and place that it should be returned.
- ☐ Using the Troop Contact List, mark the family name for each SHARE envelope enclosed and keep a record of all SHARE envelopes received on your Troop SHARE Leader Contact List. In order to maintain confidentiality, do not open envelopes. Some parents will mail their donations directly or give online.
 - Check the monthly SHARE report (available on the SHARE Volunteer Rally) or contact your Service Unit SHARE Leader for the total number of SHARE participants from your troop.
- ☐ If you receive multiple SHARE envelopes, please mail them promptly in a pre-paid envelope (white envelopes). Do not hold onto or open the envelopes. Pre-paid envelopes are available from your Service Unit SHARE Leader.

October-May: Follow-Up

- ☐ Update your Service Unit SHARE Leader on your progress.
- ☐ Personally contact any parent who has not yet contributed and updated Troop SHARE Leader Contact List.
- ☐ Encourage troop participation in Service Unit SHARE events.
- ☐ Remind families of the SHARE individual giving incentives, the "I love Girl Scouts!" car cling for gifts of \$50 and more.
- ☐ During end of year award ceremonies, thank families for supporting SHARE.

Mail SHARE envelopes:
GSCNC SHARE, c/o Capital One Bank, P.O. Box 17505, Baltimore, MD 21297-1505

Example: Troop SHARE Leader Checklist

List the name of each family in the troop. After soliciting families, follow up to see if they have made a gift via envelope or online. When you receive envelopes, mail the returned envelopes to the SHARE address below. Pre-paid envelopes are available.

SHARE Your Love of Girl Scouting
(SHARE) – GSCNC
c/o Capital One Bank
PO Box 17505
Baltimore, MD 21297-1505

When completed, give this Troop Contact List to your Service Unit SHARE Leader.

Troop # _____ Troop SHARE Leader Name _____

Phone/Email: _____

Association _____ Service Unit _____ Number of Families in Troop _____

[illegible]

Service Unit SHARE Leader Checklist

Year-Round:

- ☐ Check out the SHARE Volunteer Rally for resources, forms, updates and more throughout the year. Join the Rally to access the monthly SHARE reports.
- ☐ At each meeting throughout the year, provide an update on your Service Unit's progress towards goal.
- ☐ If you receive envelopes, please mail them promptly in a pre-paid Troop Collecting Envelope. Do not hold onto or open the envelopes. Pre-paid Troop Collecting Envelopes are available from the Annual Giving Specialist.

August-September: Preparations for Your Campaign

- ☐ Attend SHARE Kick Off and get to know your Association SHARE Leader and/or be trained by your Association SHARE Leader if you cannot attend the Kick Off.
- ☐ Read the SHARE Handbook, available on the SHARE Volunteer Rally.
- ☐ Confirm returning Troop SHARE Leaders.
- ☐ Personally contribute to SHARE as a sign of your support and leadership.
- ☐ Obtain a list of names and contact information for Troop SHARE Leaders & Troop Leaders in your Service Unit from Council at the end of September.
- ☐ Request supplies from the Annual Giving Specialist:
 - Additional SHARE Envelopes and Prepaid Troop Collecting Envelopes

September-October: Make Asks & Track Progress

- ☐ Communicate Association & Service Unit goals to Troop SHARE Leaders.
- ☐ Provide sufficient SHARE supplies to the Troop SHARE Leader (or, the Troop Leader) for their troop:
 - Additional SHARE Envelopes and Prepaid Troop Collecting Envelopes
- ☐ Present SHARE at September or October Service Unit meeting:
- ☐ Provide sufficient SHARE supplies to the Troop SHARE Leader (or, Troop Leader) for their troop:
 - Explain the importance of SHARE, use the "Ways to Give" and "What SHARE Funds" flyers in this handbook.
 - Use personal examples to show the impact of Girl Scouting on the girls. Think of having girls do testimonials on the value of Girl Scouting.
 - Ask leaders to set the example for their troop by making a personal contribution to SHARE.
 - Include your contact information so that leaders can reach you with questions.
 - Use the FAQs in this handbook to help prepare to answer additional questions.
 - Present Association & Service Unit goals and suggested goal benchmarks.
 - Encourage Troop Leaders to appoint a Troop SHARE Leader if they do not already have one.
- ☐ Inform Leaders Service Unit SHARE patch and individual giving incentive, Girl Scout car cling. Encourage individual donations of \$50 and more for the individual car cling. Encourage the Service Unit to meet SHARE goal to earn the patch.

November-May: Continue the Campaign

- ☐ Provide SHARE envelopes to new Troop SHARE Leaders as new troops form.
- ☐ Provide SHARE handouts and flyers to new troops joining the Service Unit.
- ☐ Train new Troop SHARE Leaders.
- ☐ Present SHARE and make an ask to families attending Service Unit events, including Thinking Day, Recognitions or Bridging, and after a Service Unit encampment.

Example: Service Unit SHARE Leader Checklist

Please complete each item on the simple checklist located on this form and turn it in on or before the Service Unit Leader Meeting on [Month, Day, Year]. The checklist may be turned in personally at a leader meeting, emailed to xxxxx@gscnc.org, or mailed c/o XX-XX Share Leader, [Street, City, State, Zip Code].

Troop # _____

Troop Leader Name: _____

Email: _____

Phone: _____



For Troop SHARE contact to complete - Please initial next to each completed item:

_____ I understand the importance of Share to Girl Scouting and have made a donation myself.
Information about Share can be found at www.gscnc.org/donate

_____ XXXXXX [Continued with your SU specific questions]

Troop SHARE List

Troop # _____ Total # of girls registered in the troop _____

Using this Donation Type key – list the number next to each girls' name which best describes the way in which the family donated or did not donate – (1) donation made on-line (2) donation envelope sent directly to GSCNC (3) donation envelope given to Troop SHARE contact and turned in to Service Unit directly (4) no donation – girl is on financial need (5) donation made via siblings in another troop – list troop # (6) no donation – girl has not been active in the troop at all this year, even though she is registered (7) no donation – family chooses not to donate, no reason given (8) other – please explain.

List All Girls in the Troop Here Comments	Donation Type Key Number	Approximate Date of Donation
--	--------------------------	------------------------------

(Ex) Judy Jones	2	9/15/17
-----------------	---	---------

(1)

(2)

[...] Depending on how many girls are in your troop

For SU Use Only:

Total Girls that Donated: _____ % of Troop: _____

Total \$ Amount of Donations: _____ Average per Donation: _____

Association SHARE Leader Checklist

Year-Round:

- ☐ Check out the SHARE Volunteer Rally for resources, forms, updates, and more throughout the year. Join the Rally to access the monthly SHARE reports.

August: Kick Off Your Campaign

- ☐ Attend SHARE Kick Off.
- ☐ Read the SHARE Handbook, available on the SHARE Volunteer Rally.
- ☐ Sign your Volunteer Appointment Letter (available on the SHARE Volunteer Rally) and submit copies to the Annual Giving Specialist and your Association Chair.
- ☐ Start the year off right and make your donation at the August Kick Off.
- ☐ If necessary, work with the Development Department to adjust Service Unit SHARE goals.
- ☐ Communicate Association & Service Unit goals to Service Unit SHARE Leaders.
- ☐ Set monthly goals and methods of communication with Service Unit SHARE Leaders.
- ☐ Train any Service Unit SHARE Leaders unable to make the Kick Off.

September-December: Make Asks & Track Progress

- ☐ Make presentations and personal “ASKs” at Association Meetings, Service Unit Meetings, and any other meetings as needed. Think of having girls do testimonials on the value of Girl Scouting.
- ☐ Identify and ask non-Troop affiliated Girl Scouts, Lifetime Members, Friends of Girl Scouting within the Association to contribute to SHARE.
- ☐ Attend a Fall Area SHARE meeting at one of the Council offices.
- ☐ Follow-up with Service Unit SHARE Leaders after presenting SHARE at their Service Unit Meetings.
- ☐ Follow up with Service Unit SHARE Leaders after training Troop SHARE Leaders.
- ☐ Check in monthly with each Service Unit SHARE Leader.
- ☐ Remind Service Unit SHARE Leaders and Troop SHARE Leaders to turn in envelopes and completed Troop Contact Lists quickly.

January-May: Continue to Build SHARE network

- ☐ Attend a Spring Area SHARE meeting at one of the Council offices.
- ☐ Conduct appropriate follow-up with non-Troop affiliated Girl Scouts, Lifetime Members, Friends of Girl Scouting within the Association to contribute to SHARE.
- ☐ Review Appointment Letters with Service Unit SHARE Leaders to see if they are on target with their responsibilities. Makes personal “ASKs” as needed.
- ☐ Encourage Service Unit SHARE Leaders to reconnect with Daisy Troops and present SHARE to any new troops.
- ☐ Continue monthly contact and establish strategies to reach goals with Service Unit SHARE Leaders, and communicate these plans with the Annual Giving Specialist.
- ☐ Make the ask at Association bridging ceremony and/or recognitions event, and after an Association encampment.

May-July: Recruiting

- ☐ Recruit Service Unit SHARE Leaders.
 - Communicate the names and contact information with the Annual Giving Specialist
- ☐ Invite Service Unit SHARE Leaders to attend the August SHARE Kick Off.

Your SHARE Team

SHARE Regional Co-Chair

Name: _____

Contact Information: _____

Association SHARE Leader

Name: _____

Contact Information: _____

Service Unit SHARE Leader

Name: _____

Contact Information: _____

Troop SHARE Leader

Name: _____

Contact Information: _____



SHARE

Girl Scouts Nation's Capital

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