

**GIVE EVERY GIRL
A CHANCE TO
LEAD**

**Celebrating
100 Years**



**2011-2012
Training Manual**

Mission: Girl Scouting builds girls of courage, confidence and character, who make the world a better place.

**** NEW THIS YEAR ****

- **Four New Philanthropic Levels:**



TROOP 100

If you have traditionally given an annual gift under \$100, join Troop 100 by donating **\$100** or more in our anniversary year. By upgrading, you will pay for eight girls' Girl Scout membership dues and receive a 100th Anniversary Membership pin.



HONOR CIRCLE 100

You can designate your gift to a program by giving **\$5,000** or more. Your gift will support the programs with the most need, including financial aid for girls from low-income communities, STEM (Science, Technology, Engineering and Math) initiatives and camping.



PRESIDENT'S CIRCLE 100

With a gift of **\$750** or more, you will sponsor 62 girls with transportation to camp and you and a guest will be invited to our special Centennial Celebration at the President's Circle Dinner in March 2012.



JULIETTE LOW LEGACY Centennial Member Honor Roll

You can ensure the long term financial stability of our Council with an outright or planned gift to the endowment of **\$10,000** or more or a percentage of your estate in your will.

- **Make Recurring Gifts Online:**

For the cost of a daily cup of coffee, you can fund 8 girls' membership dues for a full year by making a **recurring gift!** - Donate Monthly, Twice Monthly or Quarterly, by visiting the GSCNC website at www.gscnc.org/give (minimum investment of \$10 per month).

- **Scan the QR Code to Make a Donation:**

You can now use your smartphone to make an online donation! You will be directed immediately to GSCNC's webpage. It's that easy!



SHARE Annual Giving Campaign 2011-2012

CELEBRATING 100 YEARS OF GIRL SCOUTING!

Welcome to the SHARELeader Team! SHARE (Share Her Annual Real Expenses), our Council's Annual Giving Campaign to raise money for girl programs, leader training, camping, and financial assistance to help make Girl Scouting available for everyone, regardless of their financial situation.

The SHARE Team makes Girl Scouting possible for ALL girls!

Can you imagine...

- ❖ Being a Girl Scout without ever going camping?
- ❖ Leading a troop without ever attending a training?
- ❖ Holding a Service Unit meeting without materials?
- ❖ Or, only letting girls who can afford to pay, participate in the fun trips and activities?

To help you in your SHARELeader position, we are providing you with the resources in this booklet, SHARE informational trainings, regular email updates, and tips and techniques from successful SHARELeaders. We have included contact information for the 2011-2012 SHARELeader Team and staff contacts (pages 15 & 16). Everyone on the SHARE Team is committed to your success!

We look forward to this year's Centennial campaign and are so glad to have you join us. On behalf of the Girl Scout Council of the Nation's Capital and the 61,000 girl members, thank you for saying "yes" to joining the SHARE Team!

Sincerely,



Penny Halpern
Chair, SHARE Taskforce



Sue Kohn
Co-Chair SHARE Taskforce



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SHARE SECURE PROCESSING!



What it is:

In the past, SHARE envelopes came directly to the Council office. With only two staff people to process donations, and over 10,000 SHARE envelopes received each year, SHARE reports lagged behind the campaign deadline.

To address this, we have started the SHARE Secure Processing. Now, all envelopes will be mailed directly to a GSCNC/Capital One Bank P.O. Box in Baltimore, MD. Capital One Bank will receive these donations and process them quickly and securely.

Why this is good:

This cuts down on SHARE processing time from up to a month, to just 1-3 days! GSCNC will get a completed report from Capital One Bank with the totals for each Service Unit and Association each business day. Reports should now be much more accurate, helping everyone know where they stand towards meeting their SHARE goals. SHARE reports will be posted on the Council's website on the 1st and 15th of each month.

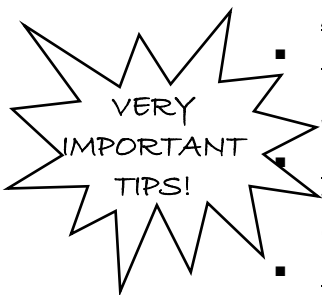
Overview for troops:

1. All 2011-2012 SHARE envelopes will have the SHARE P.O. Box address:
GSCNC SHARE
c/o Capital One Bank
P.O. Box 17505
Baltimore MD 21297-1505
2. Families can mail donations directly or turn them in to the Troop SHARELeader.
3. Troop SHARELeaders will have pre-paid SHARE Troop Collecting Envelopes addressed to the GSCNC/Capital One Bank P.O. Box.
4. Troop SHARELeaders will mail completed envelopes directly to the P.O. Box.
5. Troop SHARELeaders will turn in a completed SHARE Troop List form (found online) to their Service Unit SHARELeader.



To make this a success:

- **Each SHARE envelope MUST be filled out completely.** Envelopes must be filled out completely in order to credit them correctly.
- **Dropping off SHARE envelopes to Council will slow the process of updating SU and Association information.**
- **Do not hold onto envelopes.** As soon as you have a SHARE envelope in hand, please mail it ASAP. The sooner it is received, the quicker totals can be calculated to know which Service Units have made goal!
- **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.
- **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.
- **Only one troop can be listed on each envelope.** Families with more than one troop must send in separate envelopes for each troop to be credited.
- **Do not use old envelopes!** This will slow the processing of donations.



IT'S FOR THE GIRLS!

The #1 Fundraising Secret is to simply **ASK!** 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.

Even the smallest donation goes a long way to helping. A majority of our financial assistance requests are for small amounts- \$5 for a Brownie to attend a pumpkin picking with her troop, \$12 for registration fee for a Junior Girl Scout, or \$15 for a Girl Scout Teen to participate in a dance workshop.

Remember:

You are not doing this for yourself, but "for the girls" you work so hard to support. Plus, don't forget to make this fun for yourself as well!

Do You Know \$221?

Each year it costs GSCNC \$221 per girl member to provide Girl Scouting. This cost includes access to:

- ❖ Training and materials for all leaders.
- ❖ Leader resources such as *Volunteer Essentials*, GSCNC website, the Girl Scout mobile shop and mini-shops, and satellite offices.
- ❖ Patch programs such as Capital Currency (financial literacy), Grow Strong (health), and Including All Girls (inclusion and diversity).
- ❖ Council events and programs including the DC Step Showcase, Girl Scout Day at the National Zoo, program kits, and more!
- ❖ Spring, summer day, and evening Girl Scout camps.
- ❖ Financial assistance to make Girl Scouting available to **ALL GIRLS**.

We encourage you to ask families to consider sponsoring a girl in Girl Scouting:

- **Join Troop 100 = \$100 or more** Pays for eight girls in need of membership dues. (NEW for Anniversary Year)
- **Full-Year SHARE = \$221.00** Support one girl for one year in Girl Scouting.
- **Half-Year SHARE = \$110.50** Support one girl for six months.
- **Week of Sleep Away Camp = \$350** Support one girl for a week of summer sleep away camp.

Other Key Facts:

- In 2011-2012 we expect to provide over \$500,000 in direct financial assistance.
- We also expect to provide approximately \$ 350,00 for camp maintenance and improvements.
- GSCNC will spend \$4 million to support 23,000 girls from low-income, outreach areas.
- The \$12 Girl Scout registration fee goes straight to GSUSA, our national organization, to support program development and insurance costs for members. None of that money stays in our Council.



STRATEGIES FOR SUCCESS

Get organized!

- **Check out the SHARELeader Resources Page** for resources, forms, and more throughout the year. www.gscnc.org/donate
- **Create stick-on labels for each envelope.** Include the Association, Service Unit, and troop number (a sample copy will be placed on the SHARELeader Resources page). Place label on envelopes before handing out to troops. This is the best way to ensure donations are counted correctly towards goal
- **Plan ahead.** Get a list of upcoming troop and service unit events. These are your best opportunities to raise money for SHARE. Be creative and have fun.

Have you asked?

- **Talk to parents one-on-one.** Find out what makes Girl Scouting important to their family.
- **Reach out to former leaders and families.** Check with your Service Unit Registrar for names, addresses and phone numbers of former leaders and families who are no longer involved in Girl Scouts.
- **Partner with other SHARELeaders to present information at events.** Ask girls to tell their own stories about why Girl Scouting is important to them.
- **Emphasize your Service Unit goal.** Excite the troops; help them understand why SHARE is so important. Connect the idea of SHARE with the importance of “being a sister to every Girl Scout.”

Have GIRLS tell their own stories: Personal Testimonials.

- **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 link to give online. These can be sent to friends, grandparents, neighbors- basically everyone who can appreciate the impact of Girl Scouting.



- Have girls create a poster showing the importance of SHARE. This can be used at SU or troop events - let them be creative.

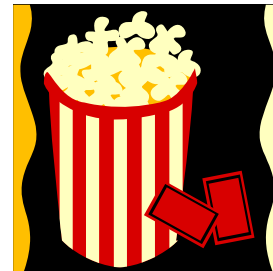
Personal Touches Make a Difference

- Display SHARE at all events and have a SHARE basket or piggy bank available to collect donations.
- Create a SHARE thermometer to track the Service Unit's SHARE success (sample copy will be posted on the SHARELeader Resources page).
- Acknowledge troops that participate in SHARE. At SU meetings give out small treats, balloons, or gifts. Mention troops in newsletters. Give out troop certificates to mark different levels of participation. A SHARE STAR certificate is available online under the “Resources” section of the SHARELeader Resources page.
- Offer incentives, such as coupons from local restaurants or stores, or throw a party for the first troop, or every troop, to reach 100% participation.
- Host a thank you event for those who contributed to SHARE.
- HAVE FUN!

SHARE EVENT IDEAS

SHARE events you can hold throughout the year!

- Celebrate the 100th Anniversary of Girl Scouts and Juliette Low's Birthday on October 31st! The SHARE envelope can be each girl's gift to Juliette "Daisy" Low.
- Hold a movie night. Girls can exchange their envelopes for free popcorn.
- Host a SHARE ice cream social, fashion show, magic show, "Someone Special" dance, Sing-Along (get the GSCNC Sing-Along group to lead!) or other fun events and invite the girls and their families. Ask a local business to donate the ice cream or other materials needed. Invite guest speakers.
- Sponsor a Movie Matinee in a local movie theatre where girls bring their SHARE envelope, and parents and siblings make a contribution of \$1.00 or \$2.00 per person. (One SU made goal in one night and had over 90% of the girls attend.)
- Hold a SHARE picnic. On every table, have a tent card that shows something SHARE supports (membership registration, leader training, Destinations, programs, etc.) Pass the picnic basket around for donations.
- After encampments, send letters to all families highlighting the fun their daughters had. Include a SHARE envelope. Ask for their support in helping others attend summer camp or paying for future materials.
- Look for community events (soccer tournaments, swim meets, yard sales, etc.) that will allow your Service Unit to sponsor a bake sale.
- Sponsor a Service Unit "Send a Girl to Camp" drive - challenging everyone to raise the funds needed to pay for a week of summer camp through SHARE.
- Plan a SHARE yard sale during spring cleaning.



SHARE at End-Of-Year Celebrations

As the Girl Scout year winds down, are you wondering how to raise those last few SHARE dollars to make your Service Unit goal? Here are a few ideas to motivate your Girl Scout families!

- Bridging ceremonies and end-of-year ceremonies are perfect opportunities to raise SHARE money. It is when everyone is focused on celebrating the wonderful experiences and accomplishments of the Girl Scout year! Translate that enthusiasm into support for future Girl Scout endeavors.
- Take pictures of each girl as she bridges. Mail the pictures to families with a letter and SHARE envelope, asking for their support to provide exciting Girl Scout opportunities for all girls.
- Pass a piggy bank around to collect SHARE donations.



VOLUNTEER POSITION DESCRIPTION

TROOP SHARELEADER

ROLE: Solicits SHARE at troop level from troop member's families.

DUTIES AND RESPONSIBILITIES:

1. Enthusiastically and proactively promotes SHARE to family and friends of the troop.
2. Contributes personally to the SHARE Campaign. **JOIN TROOP 100 TODAY!**
3. Attends training provided by the Service Unit SHARELeader and obtains sufficient materials for all girls and extra materials for friends of Girl Scouting. **Makes sure that the Association , Service Unit and Troop numbers are clearly marked on each envelope.**
4. Works with the Troop Leader and Registrar to obtain an accurate list of parents with telephone numbers and emails for all girls registered with the troop. Creates a master SHARE Troop List. Form can be downloaded from the SHARE Leader Resources page on the website.
5. Presents SHARE opportunities at the fall parent's meeting, organizational meeting or at any/all appropriate opportunities. Encourages and strives for 100% girl participation.
6. Ensures, **through personal contact**, that each family receives a SHARE envelope and has the opportunity to make a personal contribution.
7. Reports Troop campaign progress to the Service Unit SHARELeader.
8. Receives and records receipt of SHARE envelopes from troop families on the SHARE Troop List. Follows up by phone or personal contact with families that have not yet returned their envelope(s). **Does not** open individual SHARE envelopes.
9. Places SHARE envelopes in pre-paid Troop Collecting Envelope. Gives Service Unit SHARELeader a copy of the completed SHARE Troop List. Mails donations to:

GSCNC SHARE
c/o Capital One Bank
P.O. Box 17505
Baltimore MD 21297-1505
10. Participates in the evaluation of the SHARE campaign.
11. Thanks everyone who makes a contribution to SHARE. Be creative!
12. **HAS FUN AND MAKES SHARE ENJOYABLE FOR ALL!**

QUALIFICATIONS:

1. Registered as an adult member of GSUSA.
2. Completed required training.
3. Demonstrated commitment to SHARE, positive attitude, ability to motivate, recruit, and persuade others to feel same commitment.

The Troop SHARELeader is appointed by the Service Unit SHARELeader and/or Service Unit Manager for a one-year term and is accountable to the Service Unit SHARELeader and Service Unit Manager.

Troop SHARELeader Timeline

August-September: Preparations for Troop Presentation

- Check to see that you received the following SHARE supplies for your troop:
 - (1) SHARE Manual
 - (3) Prepaid Troop Collecting Envelopes
 - (1) SHARE envelope per girl
 - Ensure that the Troop, SU, Association numbers are correctly listed on each envelope.
- Personally contribute to SHARE. Your example sets the tone!
- Obtain troop family list with contact information from the Troop Leader.
- Create master SHARE Troop Sheet.

September-October: Troop Presentation – Goal of 100% Troop Participation!

- Ask to be on the agenda at the parent's meeting within first month of troop year. Announce a set date/place when envelopes will be collected. Remember to announce the **FOUR NEW PHILANTHROPIC LEVELS - Troop 100 level** (\$100 or more), **President's Circle 100 level** (\$750 or more), **Honor Circle 100 level** (\$5,000) and **Juliette Low Legacy Centennial Member** Honor Roll level (\$10,000). Encourage parents to give a **recurring gift** online, and to use the **QR Code** to donate online via their smartphones. Everyone donating \$750 and above will be invited to the President's Circle Dinner on March 9, 2012 at the Four Seasons Hotel in Washington, DC. This event is paid for by an anonymous corporate donor.
- Hand out materials and explain the importance of giving, ways to give, and how SHARE money is used. Use personal examples to show the impact of Girl Scouting on the girls. Include your contact information so that the parents can reach you with questions. Use the FAQs (pgs. 20-21) to help prepare to answer additional questions or the rosters on pages 15 & 16 for additional support.
- Contact parents unable to attend the meeting and arrange a time to speak 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.

October-December: Troop Collection

- Collect the envelopes on the date set and announce another pickup time for additional envelopes.
Mail SHARE envelopes directly to:
 - GSCNC SHARE
 - c/o Capital One Bank
 - P.O. Box 17505
 - Baltimore MD 21297-1505
- On the Troop Contact List, mark the child's name for each SHARE envelope enclosed and keep a record of all SHARE envelopes received. In order to maintain confidentiality, **do not open envelopes**. Some parents will mail their donations directly or give online. There is no need to request envelopes from these families once they say they have already given. Ask your Service Unit SHARELeader for the total number of SHARE participants from your troop.
- When completed, turn in your Troop Contact List form to your Service Unit SHARELeader.

December-May: Troop Follow-Up

- Personally contact any parent who has not yet contributed.
- Encourage troop participation in Service Unit SHARE events.
- During end of year award ceremonies, encourage parents to give to SHARE. Recognize any outstanding SHARE participants. Thank you ideas can be found on the SHARELeader Resources website.

VOLUNTEER POSITION DESCRIPTION

SERVICE UNIT SHARELEADER

ROLE: Recruits, trains and manages Troop SHARELeaders.
Solicits SHARE at Service Unit level.
Makes and encourages personal "ASKs" for SHARE.

DUTIES AND RESPONSIBILITIES:

1. Demonstrates support for SHARE by making a personal contribution.
2. Attends SHARE Kick-Off or alternative Service Unit SHARELeader training.
3. Recruits Troop SHARELeaders who will actively and enthusiastically promote SHARE.
4. Provides training for Troop SHARELeaders for every troop.
5. Ensures Troop SHARELeaders have adequate supplies.
6. Regularly contacts Troop SHARELeaders and assists where needed.
7. **Offers to attend troop meetings to give SHARE pitch**, especially for new leaders.
8. Makes and encourages personal "ASKs" for SHARE. For example, ask each troop parent to support one girl for a year with a \$221 donation or to join Troop 100.
9. Works with Service Unit Registrar to continually update roster of Troop SHARELeaders. Ensures that every troop receives training and materials as soon as they are registered. Follow up throughout the year with any new troops that have formed.
10. Puts SHARE on the SU Meeting agenda every month, makes enthusiastic and positive presentations to encourage contribution by every member of the SU, and designates someone to collect SHARE envelopes at every meeting.
11. Reports Service Unit campaign progress to the Association SHARELeader and Annual Giving Specialist at share@gscnc.org.
12. Collects completed SHARE Troop Lists from Troop SHARELeaders. Reaches out to those who have not turned them in yet.
13. Ensures all SHARE envelopes are recorded and mailed out promptly.
14. Solicits contributions from Service Unit members not registered with a Troop, from Lifetime members, former Troop leaders and Girl Scouts, and friends of Girl Scouting.
15. Participates in evaluation of the SHARE campaign.
16. Promotes participation at the **FOUR NEW PHILANTHROPIC LEVELS - Troop 100 level** (\$100 or more), **President's Circle 100 level** (\$750 or more), **Honor Circle 100 level** (\$5,000), and **Juliette Low Legacy Centennial Member Honor Roll level** (\$10,000). Everyone donating \$750 and above will be invited to the President's Circle Dinner on March 9, 2012 at the Four Seasons Hotel in Washington, DC. This event is paid for by an anonymous corporate donor.
17. **HAS FUN AND MAKES SHARE ENJOYABLE FOR ALL!**

QUALIFICATIONS:

1. Registered as an adult member of GSUSA.
2. Completed required training.
3. Demonstrated commitment to SHARE, positive attitude, ability to motivate, recruit, and persuade others to feel the same commitment.

The Service Unit SHARELeader is appointed by the Association SHARELeader or Service Unit Manager for a one-year renewable term and is accountable to the Association SHARELeader and Service Unit Manager.

SERVICE UNIT SHARELEADER TIMELINE

August-September: Preparations for Your Campaign

- Attend SHARE Kickoff and get to know your Association SHARELeader.
- Personally contribute to SHARE as a sign of your support and leadership. **JOIN TROOP 100 TODAY!**
- Obtain a list of names and contact information for Troop Leaders in your Service Unit.

September-October: Service Unit Training

- Schedule Troop SHARELeader training and obtain sufficient SHARE supplies for each troop.
 - (1) SHARE Manual
 - (3) Prepaid Troop Collecting Envelopes
 - (1) SHARE envelope per girl
 - **Place Association/Service Unit/Troop Number label on each envelope.** This is the best way to ensure donations are counted correctly towards goal!
- Training Format for Troop SHARELeaders:
 - Welcome and Introductions
 - Explain what SHARE is: GSCNC's Annual Family Giving Campaign to help cover expenses associated with one year of Girl Scout programs. Mention 3 specific ways SHARE dollars make a difference: programs, training, and financial assistance. The most effective way is to personalize and talk about how SHARE has affected you personally and to ask for a specific amount (i.e. \$221 to support one girl for a year of Girl Scouting) and encourage participation at the **FOUR NEW PHILANTHROPIC LEVELS** - Troop 100 level (\$100 or more), President's Circle 100 level (\$750 or more), Honor Circle 100 level (\$5,000) and Juliette Low Legacy Centennial Member Honor Roll level (\$10,000).
 - Announce goals: the GSCNC overall 2011-2012 goal is **\$632,000!**
 - Our Association or Service Unit goal is \$_____. This amount will be decided on at the SHARE Kick-Offs.
 - Participation goal for troops and families is 100%.
 - Introduce and distribute SHARE materials. Extra supplies are always available.
 - Various payment methods:
 - On-line gift made with credit card (www.gscnc.org/give)
 - **NEW FOR THIS YEAR - Recurring Gift - payments can be scheduled monthly, twice monthly or quarterly (minimum donation of \$10)**
 - Credit card
 - Check payable to GSCNC (please write SHARE in the memo line)
 - Pledge, Payroll deduction or Cash
 - Set monthly deadlines and locations for completed Troop Contact Lists to be turned in and/or to pick up any envelopes (if necessary).
 - Personally ask each Troop SHARELeader for their gift.

November-May: Continue the Campaign

- Provide training to new Troop SHARELeaders or those who missed group session.
- Make positive presentations at all SU meetings and report SU campaign progress. If you need supplies or display boards please email share@gscnc.org.
- Encourage Troop SHARELeaders to mail envelopes directly. If you receive envelopes, please mail them promptly in a pre-paid Troop Collecting Envelope. Package securely and consider using a tracking number. **Do not hold onto or open the envelopes.**

VOLUNTEER POSITION DESCRIPTION FOR ASSOCIATION SHARELEADER

ROLE: Coordinates and trains Service Unit SHARELeaders.
Promotes the benefits of SHARE for the girls at Association level.
Makes and encourages personal "ASKs" for SHARE.

DUTIES AND RESPONSIBILITIES:

1. Demonstrates support for SHARE by making a personal contribution.
2. Attends SHARE Kick-Off or alternative Service Unit SHARELeader training.
3. Assists in recruiting Service Unit SHARELeaders who will actively promote SHARE and make their own personal contribution to SHARE.
4. Recruits and provides names of Service Unit SHARELeaders to Annual Giving Specialist.
5. Maintains monthly contact with Service Unit SHARELeaders throughout campaign to provide assistance as needed.
6. Makes SHARE presentations at Association and Cluster meetings (personally or arrange for a guest speaker).
7. Assists in Service Unit SHARE presentations when necessary.
8. Makes and encourages specific personal "ASKs" for SHARE. For example, ask each Service Unit SHARELeader to support one girl for a year with a \$221 donation and Join Troop 100!
9. Reports campaign progress regularly to SHARE Taskforce representative and Annual Giving Specialist.
10. Steps in to assume Service Unit SHARELeader responsibilities if none appointed.
11. Ensures all SHARE envelopes are recorded and mailed out promptly.
12. Solicits contributions from Service Unit members not registered with a Troop, from Lifetime members, former Troop leaders and Girl Scouts, and friends of Girl Scouting.
13. Actively encourage those with the capability to give at the Troop 100 level (\$100 or more) President's Circle 100 level (\$750), Honor Circle 100 level (\$5,000). And Juliette Low Legacy Centennial Member Honor Roll level (\$10,000) Everyone donating \$750 and above will be invited to the President's Circle Dinner on March 9, 2012 at the Four Seasons Hotel in Washington DC. This event is paid for by an anonymous corporate donor.
14. Participates in evaluation of the SHARE campaign.
15. **HAVE FUN AND MAKE SHARE ENJOYABLE FOR ALL!**

QUALIFICATIONS:

1. Registered as an adult member of GSUSA.
2. Completed required training.
3. Demonstrated commitment to SHARE and has a positive attitude with the ability to motivate, recruit, and persuade others to feel the same commitment.

The Association SHARELeader is appointed by the SHARE Taskforce (who report to the GSCNC board of directors) for a one-year term and is accountable to the SHARE Taskforce representative, her/his Association Chair, and the Annual Giving Specialist.

Association SHARELeader Timeline

May-July: Recruiting

- Recruit Service Unit SHARELeaders
- Communicate the names and contact information with the Annual Giving Specialist at share@gscnc.org or 202-534-3785.
- Invite Service Unit SHARELeaders to attend the August Kick-Off.

August: Kick-Off Your Campaign

- Attend August Kickoff (participate as an energetic, positive table facilitator and overall support for Service Unit SHARELeader- especially new volunteers).
- Start the year off right and make your donation at the August Kick-Off.
- Set monthly goals and methods of communication with SUSLs.
- Train any SUSLs unable to make the August Kick-Off. Make sure everyone knows about methods, benefits, and reasons for giving. Help make it fun for all!

September-December: Track Progress

- Follow-up with SUSL after presenting SHARE at their first Service Unit Meeting and after training Troop SHARELeaders.
- Check in monthly with each SU SHARELeader and the Annual Giving Specialist.
- Feel free to contact Taskforce Members for questions, ideas.
- Remind SUSLs and Troop SHARELeaders to turn in envelopes and completed Troop Contact Lists quickly.
- Make presentations and personal "ASKs" at Association Meetings, Area Meetings, SU Meetings, as needed.
- Wear your Troop 100 pin and use Table Tents whenever possible! Contact the Annual Giving Specialist at share@gscnc.org for more information. Encourage other SHARELeaders to use the same materials.

January-May: Continue to Build SHARE network

- Participates in the mid-year check-in with SUSLs. Sends completed check-in form to council. Makes personal "ASKs" as needed.
- Encourage SUSLs to reconnect with Daisy Troops and present SHARE to any new troops.
- Continue monthly contact and establish strategies to reach goals with SUSLs and Annual Giving Specialist.
- Identify and ask non-Troop affiliated Girl Scouts, Lifetime Members, Friends of Girl Scouting within the Association to contribute to SHARE.

VOLUNTEER POSITION DESCRIPTION

FOR TASKFORCE MEMBER

ROLE: Recruits, trains, and manages Association SHARELeaders.
Promotes the benefits of SHARE for girls at all levels.
Makes and encourages personal "ASKs" for SHARE.

DUTIES AND RESPONSIBILITIES:

1. Demonstrates support for SHARE by making personal contribution and asking at least five friends to help support one girl for a year of Girl Scouting for \$221 or by supporting through one of FOUR NEW PHILANTHROPIC LEVELS - Troop 100, President's Circle 100, Honor Circle 100 and Juliette Low Legacy Centennial Member Honor Roll.
2. Recruits Association SHARELeaders in the areas assigned (with help from Association Chair and Field Director) who will actively promote SHARE and make their own personal contribution to SHARE.
3. Helps plan and participates in Association SHARELeader training and Service Unit SHARELeader kick-off. Ensures that all SHARELeaders have been trained.
4. Participates in overall campaign design including materials, training, donor recognition, and evaluation.
5. Gives ongoing leadership to establish strategies to reach goal, helping to ensure that SHARE is on target. Contacts Association SHARELeaders in the areas assigned a minimum of once a month and reports findings to Taskforce Chair and Annual Giving Specialist.
6. Attends scheduled Taskforce meetings.
7. Attends Association, Area and Cluster meetings as assigned to support your Association SHARELeaders and promote SHARE.
8. Can open and count individual SHARE contributions as needed and directed by the Annual Giving Specialist.
9. Reports strategies, problems, concerns, and opportunities to Taskforce Chair or Annual Giving Specialist.
10. Solicits contributions from Service Unit members not registered with a Troop, from Lifetime members, former Troop leaders and Girl Scouts, and friends of Girl Scouting.
11. Actively encourage those with the capability to give at the Troop 100 Level (\$100 or more), President's Circle 100 Level (\$750 or more), Honor Circle 100 Level (\$5,000) and Juliette Low Legacy Centennial Member Honor Roll Level (\$10,000). Everyone donating \$750 and above will be invited to the President's Circle Dinner on March 9, 2012 at the Four Seasons Hotel in Washington DC. This event is paid for by an anonymous corporate donor.
12. Participates in evaluation of the SHARE campaign.
13. **HAVE FUN AND MAKE SHARE ENJOYABLE FOR ALL!**

QUALIFICATIONS:

1. Registered as an adult member of GSUSA.
2. Completed required training.
3. Demonstrated commitment to SHARE, positive attitude, ability to motivate, recruit, and persuade others to feel the same commitment.

Taskforce Members are appointed by and accountable to the GSCNC Board of Directors, SHARE Taskforce Chair and Annual Giving Specialist for a one-year term.

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Sample: Email and Talking Points

Hi, I'm _____, the SHARE leader for Association/SU # _____. I help the Council raise money for Girl Scout programs, volunteer trainings, and financial aid. With your help, we can ensure over 20,000 low income girls can benefit from Girl Scouting.

During the 2011-2012 year, our Council will be celebrating 100 years of Girl Scouting! This is a great time to encourage participation in SHARE at one of your events. Troops are very successful in getting SHARE contributions when they talk about SHARE, particularly at year-end celebrations. I would be happy to help brainstorm strategies to meet your troop goal and to talk about the new ways that families can participate in the campaign for the Centennial year. I can also get more envelopes and SHARE materials, if necessary. You can reach me at: _____. I am happy to help in way.

Remember, SHARE is a tax-deductible contribution and helps support girls' leadership development. A gift of \$221 puts a girl through Girl Scouting for one year.

Did you know SHARE helps pay for:

<p><u>Training adult volunteers (over 15,000 volunteers annually)</u> Over 600 Leader courses teach:</p> <ul style="list-style-type: none"> • Girl Scout principles and policies • Leadership • Girl Scout programs • Safety practices and procedures • CPR 	<p>SHARE pays for, or subsidizes, leader training in safety, curriculum, and enrichment activities such as canoeing and encampments.</p>
<p><u>GSCNC publications at no cost to members</u></p> <ul style="list-style-type: none"> • Resident Camp and Day and Evening Camp Brochures • Yellow Pages • CapiTalk • Volunteer Essentials 	<p>You get these publications at service unit meetings or in the mail to keep you up to date on Girl Scout news and program opportunities.</p>
<p><u>8 GSCNC camp properties in the region</u> Over 50,000 girls and adults camp year-round:</p> <ul style="list-style-type: none"> • weekend troop camping • community encampments • summer day and resident camps • special program events • volunteer training • troop meetings 	<p>Have you been to any of these GS camps?</p> <ul style="list-style-type: none"> • Aquasco • Brighton Woods • Coles Trip • Crowell • May Flather • Potomac Woods • Winona • White Rock
<p><u>Financial Assistance</u> Ensuring all girls have the opportunity to participate in Girl Scouting. The council invests \$3.8 million annually to help support programs for low income girls.</p>	<p>SHARE covers membership costs such as sashes, curriculum books, and \$12 GSUSA annual fee. It also supports day or resident camp registration fees, Destinations, and special event or field trip costs.</p>

Sample: "ASK"

The most effective "ASKs" are done either in person or over the phone.

First: Prepare for the Meeting

1. Obtain the names and contact information of potential contributors.
2. The more you know about the person, the more comfortable you will feel.
3. Have your SHARE manual nearby to answer any questions.
4. Set a specific "ASK" amount beforehand and rehearse your conversation.

Second: Place the Call

1. 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.
2. If someone else answers leave a message that you will try again.
 - a. Remember: Spouses have equal access to the checkbook and may be an even better source for contributions.
3. If your contact answers:
 - a. Introduce yourself by name and volunteer position in Girl Scouts.
 - b. Tell them that you volunteered to talk about the SHARE campaign, GSCNC's Annual Giving Campaign to support girls in our Council.
 - c. Ask them if they are aware of SHARE and explain why you personally stay involved with Girl Scouts.
 - d. Educate them about the benefits of girl programs funded by SHARE. Compliment their involvement and support, if applicable. Compare Girl Scouting to costs of ballet, piano, tutoring
 - e. Then ask, "Would you consider making a SHARE contribution to support local girls in Girl Scouting?" Make sure to ask for a specific amount.
 - f. **What amount?**
 - i. Donors who give \$750+ are invited to the annual President's Circle Dinner. This event is paid in full by an anonymous donor and is a great celebration of Girl Scouting in the Nation's Capital area!
 - ii. Join Troop 100 today with a recurring gift online at www.gscnc.org/give - pays for eight girls' membership dues for one full year.
 - iii. \$221 supports one girl through a full year of Girl Scouting
 - iv. \$110.50 supports one girl through six months of Girl Scouting
 - v. \$350 sponsors one girl for a week at summer sleep away camp
4. If the answer is "No," consider:
 - a. Thank them for letting you talk to them about SHARE.
 - b. Ask them if you can call them back at a later date, or if they would consider a pledge or a recurring gift paid over the course of the year.
 - c. Ask them if they can you suggest someone else that may be interested in supporting Girl Scouts.

Third: When the Answer is Yes

1. Confirm that you have their correct name and address.
2. Mail a SHARE envelope immediately with a note mentioning the call and thanking them for their support. Or, provide them with the web address to give online and send a personal email reminder/thank you. (www.gscnc.org/give)
3. Follow up in a few weeks to ensure that the contribution was made.
4. Be sure there is a record at Council so that the person doesn't get asked again!

NOTE: If people say they have been asked before, turn it into a positive. Say, "Our goal is to promote the benefits of SHARE and Girl Scouting as often as possible. We ask those who are asked more than once to pass it forward."

SHARE FAQ's

HOW DO I DONATE TO SHARE?

Donating to SHARE is easy. There are seven ways to make your gift:

- ❖ On-line gift made with credit card: www.gscnc.org/gift
- ❖ Credit card, Check payable to GSCNC, or Cash
- ❖ **New for this year - Make a recurring gift online - monthly, twice monthly, or quarterly (minimum donation \$10/month minimum)**
- ❖ Pledge
- ❖ Payroll deduction (\$10/week minimum)
- ❖ Using a QR Code via smartphone - directs you to the donation portal on the website

HOW DO I MAKE A PAYROLL DEDUCTION?

If you would like to make a donation through payroll deduction, please check the box on the envelope and indicate the intended gift amount. You will need to talk with your employer's HR department to proceed. Next, contact the GSCNC Annual Giving Specialist at share@gscnc.org or 202-534-3785 to ensure proper processing.

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

All donors who contribute \$750+ during the 2011-2012 campaign will be invited to the President's Circle Dinner held on Friday, March 9, 2012, at the Four Seasons Hotel in Washington DC. This event is paid for by an anonymous corporate donor.

WHAT IS THE MATCHING GIFT PROGRAM?

A great way to double or even triple your gift is through your employer's matching gift program. See page 22 for examples of companies who routinely match gifts to GSCNC. Ask your Human Resources or Payroll Office for your company's matching gift form and include it with your SHARE envelope. Some companies have online options for completing this information.

WHAT IF I HAVE DAUGHTERS IN MORE THAN ONE TROOP?

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

DOES A SMALL GIFT REALLY MAKE A DIFFERENCE?

It is amazing how such a small amount can go a long way. We'd like each family to consider a gift to support a full-year of Girl Scouting for one girl (\$221) or six months (\$110.50). However, any size gift is appreciated. All donations are completely confidential. Envelopes will be opened confidentially by Capital One Bank and the Fund Development staff to process the payments. A majority of our financial assistance requests are for small amounts- \$5 for a Brownie to attend to pumpkin picking with her troop, \$12 for registration fee for a Junior Girl Scout, or \$15 for a Girl Scout Teen to participate in a dance workshop.

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

Many workplaces offer giving campaigns such as United Way or CFC. Giving to the United Way/CFC is a great way to show your support of GSCNC, but those donations are not applied to the SHARE campaign. These are separate campaigns. 100% of your gift to SHARE goes to the council to help the girls, while only 87% of your contribution to the United Way or Combined Federal Campaign goes to support Girl Scouting. For reference, GSCNC's United Way of the National Capital area number is #8107 and CFC #47830.

SHARE FAQ's

OTHER KEY FACTS:



- **Each SHARE envelope MUST be filled out completely.** Envelopes must be filled out completely in order to credit them correctly.
- **Dropping off SHARE envelopes to Council will slow the process of updating SU and Association information.**
- **Do not hold onto envelopes.** As soon as you have a SHARE envelope in hand, please mail it ASAP. The sooner it is received, the quicker totals can be calculated to know which Service Units have made goal!
- **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.
- **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.
- **Only one troop can be listed on each envelope.** Families with more than one troop must send in separate envelopes for each troop to be credited.
- **Do not use old envelopes!** This will slow the processing of donations.



Matching Gifts

Double the impact of your gift!

Corporate matching gifts are great ways to increase the giving power of each individual donor. Listed below are just some of the companies that have previously matched SHARE donations. Donors should check with their employer to see if they will match their contribution to GSCNC and include their matching form in their SHARE envelope or online form.

American Express	Sprint
Aon Foundation	St. Paul Companies, Inc.
AT&T	Sun Microsystems
Bank of America	T. Rowe Price Associates, Inc.
Cable & Wireless	Telcordia Technologies
Compaq Computer Corporation	TRW
Computer Associates	Verizon
International	VRS Corporation
CVS	The Washington Post Company
EDS	
ExxonMobil	
Fannie Mae	
Follett Corporation	
Freddie Mac	
Gannett	
GEICO Corporation	
IBM	
Invensys Process Systems	
Kaiser Permanente	
Kirkland & Ellis	
Lockheed Martin Corporation	
Merrill Lynch	
ORACLE	
Penton Media Inc.	
Pew Charitable Trusts	
R.R. Donnelley & Sons	
Ralston Purina Company	
Raytheon Company	
Reuters America, Inc.	
Sallie Mae	
Scitor Corporation	
Spatial Data Sciences	

Additional Ways to Support GSCNC

Planned Gift: Start a Legacy

Help guarantee the future of Girl Scouting with a planned gift. This can include bequests in wills, life insurance, and charitable gift annuities. Individuals who give a planned gift will join the Juliette Low Legacy Centennial Member Honor Roll and be inducted during an annual dinner held each September.

Important points to remember:

- ***You don't have to use cash.*** You can donate appreciated securities and receive important income and capital gains tax savings in return.
- ***You may have assets that would greatly benefit.*** Consider a life insurance policy that you no longer need or a parcel of real estate (ex. a second home or undeveloped land).
- ***Make a gift that leaves your cash flow and current financial plans undisturbed.*** Make GSCNC a beneficiary of your will or revocable trust (language below), or a beneficiary of your retirement plan,
- ***Make GSCNC a partner in your giving.*** You can deed your home to GSCNC but continue to live there, and you can make a gift that pays you lifetime income.
- ***AND you can save on estate taxes!***



Please consider a bequest when drafting your will by including this language:

*“\$____ or _____% is designated to the
Girl Scout Council of the Nation’s Capital Endowment.
(Federal Tax ID# 54-0732-966)”*

Major Gift—Watch Girls Grow

Turn your passions into opportunities by financially supporting projects across our council! Gifts of \$5,000+ can be specifically designated to a program of your choice. Recent gifts include: Phillips/Sutton Riverwalk at Camp Potomac Woods, The Sara M. Phillips Gold Award Scholarships Endowment, Artis Hampshire-Cowan’s financial aid for girls attending summer camp, and Natalie Given’s support of science programming.

Examples of potential future projects:

- Organic Garden Program at Camp Winona
- In Your Honor Gold Award Program
- DC Step Showcase
- Math, Science, Technology, and Engineering programs and activity kits

***To learn more about any of these opportunities,
contact Kate Kennedy, Individual Giving Officer,
at kkennedy@gscnc.org or 202-534-3796.***



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