

# SHARE Volunteer Handbook 2019-2020

Invest in Girls. Change the World.



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**All volunteers must be registered on Volunteer Systems!**

# Chapter 1: SHARE Your Love of Girl Scouting!

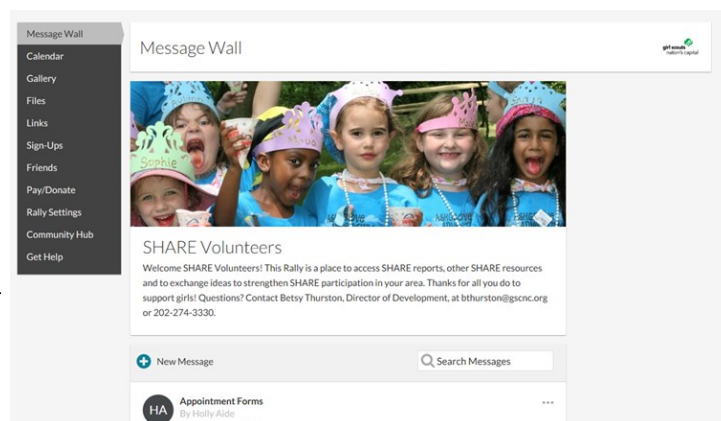


Our annual family giving campaign, SHARE Your Love of Girl Scouting, raises funds for 1) adult training, 2) maintaining and upgrading our eight camps, 3) providing girl programs, and 4) financial assistance. SHARE touches every Girl Scout and Volunteer in our Council. Thanks to SHARE, Girl Scouts Nation's 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
- 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**. 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 Regional Meetings & Events**

## **FALL 2019**

### **SHARE Team 6 Meeting @ DC**

**Rescheduled to Wed, September 16** | 6:30PM - 8PM

DC Office, 4301 Connecticut Avenue NW M-2, Washington, DC 20008

### **SHARE Team 3 Meeting @ Martinsburg**

Saturday, September 21 | 9AM - 11AM

Martinsburg Office, 153 McMillan Court, Martinsburg, WV 25404

### **SHARE Team 2 Meeting @ Germantown**

Saturday, September 21 | 1:30PM-3:30PM

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

### **SHARE Team 1 Meeting @ Brandywine**

Saturday, October 12 | 9AM - 11AM

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

### **SHARE Team 5 Meeting @ Kingstowne**

Saturday, October 19 | 9AM - 11AM

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

### **SHARE Team 4 Meeting @ Manassas**

Saturday, November 23 | 9AM - 11AM

Manassas Office, 10432 Balls Ford Road Suite 140, Manassas, VA 20109

### **Girl Scout EXPO**

Saturday, November 16

### **Campaign Benchmarks**

End of December: 50% of Goal

End of February: 75% of Goal

End of May: 100% of Goal



# **SHARE Regional Meetings & Events**

## **SPRING 2020**

### **SHARE Team 2 Meeting @ Germantown**

Saturday, January 11 | 9AM - 11AM

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

### **SHARE Team 6 Meeting @ DC**

Saturday, January 11 | 1:30PM - 3:30PM

DC Office, 4301 Connecticut Avenue NW M-2, Washington, DC 20008

### **SHARE Team 1 Meeting @ Brandywine**

Saturday, January 25 | 9AM - 11AM

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

### **SHARE Team 4 Meeting @ Manassas**

Saturday, February 1 | 9AM - 11AM

Manassas Office, 10432 Balls Ford Road Suite 140, Manassas, VA 20109

### **SHARE Team 5 Meeting @ Kingstowne**

Saturday, February 1 | 1:30PM - 3:30PM

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

### **SHARE Team 3 Meeting @ Martinsburg**

Sunday, April 26 | 12PM - 2PM

Martinsburg Office, 153 McMillan Court, Martinsburg, WV 25404

### **President's Circle Dinner**

Friday, March 6 | 6:30PM - 9:30PM

**Friday, May 31st: Association SHARE Incentive Deadline**

**Wednesday, July 31st: End of 2019-2020 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](http://www.gscnc.org/donate)**

# 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 Troop, Service Unit, Association number to ensure credit. 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).

**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. These include Hershey Park, Nats games, etc.

**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](http://www.gscnc.org/donate), or contributing through our Service Unit crowdfunding page [insert link].”*

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.

**If you have stood/raised your hand for any of the following statements, you’ve shown that you have felt the effects of SHARE.** SHARE Your Love of Girl Scouting is the Girl Scouts’ Annual Family Giving Campaign which supports many aspects of Girl Scouting including programming 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.

**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, please make sure you have permission to share other’s stories]. She, and every other girl in our Council, has benefited from SHARE.

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. Every gift of any size is valued and makes a difference. Consider starting becoming a member of the Friendship Circle for \$5/month.

# Sample Ask: Phone

*Calling families in your 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.*

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## **First: Prepare**

1. Obtain the names and contact information of potential contributors from troop leader or registrar..
2. Set a specific “ask” amount beforehand and rehearse your conversation (i.e. \$50, \$10 a month).
3. Have your SHARE volunteer handbook 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. Ask them about their Girl Scout story and how the program has made a difference in their life.
4. Ask them if they are aware of SHARE and explain why you personally stay involved with Girl Scouts. connect SHARE to why they love Girl Scouting,
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. A monthly gift of \$10 quickly turns into \$120 which can provide First Aid Training for 2 volunteers

### **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](http://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](http://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](http://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.*

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## 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 family giving 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 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](http://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](mailto:suzy@gscnc.org)**

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# 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, Girl Scouts Nation's Capital's annual family giving campaign. Camp properties like **[Camp Name]** are maintained and upgraded 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](http://www.gscnc.org/donate). Please be sure to list your troop number and our Service Unit **[XX-XX]** on your contribution form to help us reach our SHARE goal.*

*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 provides unforgettable experiences.*

Yours in Girl Scouting,

**[Suzy SUSL**  
**202-123-4567**  
**[suzy@gscnc.org](mailto:suzy@gscnc.org)]**

# Sample Ask: Social Media Posts

Always make sure you have permission to post photos

## 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](http://gscnc.org/donate) #InvestInGirls [Insert photo of girls]*

*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](http://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](http://gscnc.org/donate)*

## Sample Tweets

*I give to SHARE so more girls can be leaders. Will you? [gscnc.org/donate](http://gscnc.org/donate) #InvestInGirls [Insert photo of girls]*

*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 photo of girls]*

*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](http://gscnc.org/donate) #ThrowbackThursday #InvestInGirls #inspired [insert #Throwback Thursday 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](http://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.



For more information, check out the SHARE Social Media Playbook (available on the SHARE Rally)

# 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:

- Full name, address, and email is required for the donor to receive a tax receipt letter. *We do not distribute tax receipt letters for gifts under \$10.*
- 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.

### 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 individual adult names who donated with their troop number, 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 we will only gifts a maximum of 20 times with a minimum of \$10 per family

**To simplify this process, consider utilizing your crowdfunding page to collect donations**

**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

**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

Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_ Security Code \_\_\_\_\_

Name on Card (Please Print) \_\_\_\_\_

Signature \_\_\_\_\_

**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](http://gscnc.org/donate)

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

# Suggestions for Success

## **Get organized!**

- Check out your crowdfunding page on a weekly basis to see any new gifts that have been donated.
- Map out your SHARE year and set benchmarks for yourself, (i.e.) raise 50% of your goal by the end of December. Breaking down your goal and communicating this to your Service Unit creates a sense of urgency and makes a goal more manageable.
- Plan your outreach around these benchmarks. 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.
- Reach out to your troop leaders or troop SHARE leaders on a monthly basis to update them on your progress. Remember to thank troops that have given. Update your Service Unit team with your progress.
- 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.

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

\* Required Fields to credit SHARE goals

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Troop *
<input type="checkbox"/>				Association *
<input type="checkbox"/>				Service Unit *

## **Have you asked?**

- Troop SHARE leaders: talk to parents one-on-one. Find out what makes Girl Scouting important to their family.
- Service Unit SHARE Chairs: reach out to families in your Girl Scout community. Check out your crowdfunding page's list of donors. Request a roster from your registrar to reach out to adults in your Service Unit about supporting SHARE.
- Partner with other SHARE Chairs 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.

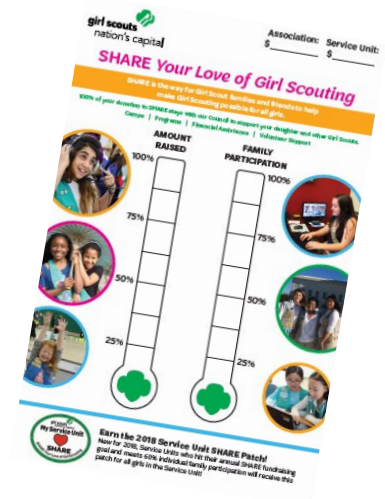




# Suggestions for Success

## 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. Or create your own!
- 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.
- Consider creating your own patch to incentivize your troops. For more ideas on incentives, check out the SHARE rally.



## 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 troops to make personal please videos on your SU crowdfunding page. Ask them to share their favorite memory or what Girl Scouting has meant to them.
- **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 & credit your troop

### **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. Consider this for graduating and disbanding troops as well!

Please mail checks to: Girl Scouts Nation's Capital, Attn: Finance, 4301 Connecticut Avenue, NW, Suite 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 they come in.

**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? *Example: if your SHARE goal is \$2,000, you need to raise \$167/month. Recruit 34 people to give \$5/month!*

***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. When you give an \$1,000 annual gift, you could be funding a year of Girl Scouting for 4 girls. You will be listed in our Annual Report and you and a guest will be invited to the President’s Circle Dinner hosted by the President of our Board. This dinner is a thank you event and allows you to reconnect with Girl Scouts. This year it will be held on Friday, March 6,



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

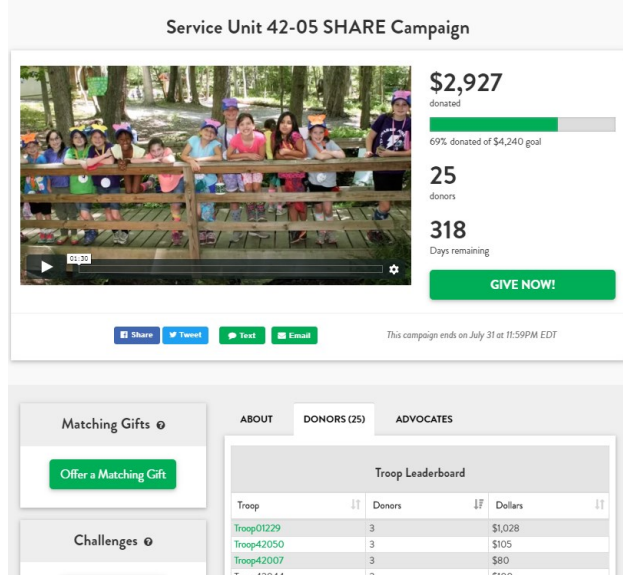
# Crowdfunding

A new social way to engage with your Service Unit and raise critical funds for SHARE

**NEW THIS YEAR!** We have created a crowdfunding page for every Service Unit on GiveCampus. Service Unit SHARE Chairs will be the campaign owners of these pages. Your campaign will run for the entire SHARE year (August 1-July 31) and your goal is set as your annual SHARE goal. This tool gives you more power to customize your page, push out communication to your SU, and track your donations by troop. This tool has so much potential but requires outreach and action!

Start by watching the crowdfunding basics webinar located on the 'links' section of the SHARE rally.

**GIVECAMPUS**



## **Step by step for SU Chairs**

**Step 1:** Make an account at [GiveCampus.com](https://givecampus.com)

**Step 2:** Email [keaton@gscnc.org](mailto:keaton@gscnc.org) with the email you used to make your account and your Service Unit number. Kayla will give you access to your Service Unit page

**Step 3:** Customize your page (see below)

**Step 4:** Recruit your troop leaders or troop SHARE leaders and Service Unit leadership to [make accounts](#) on givecampus.com and [advocate](#) for your page

**Step 5:** Recruit donors to set up [challenges](#) or [matches](#)

**Step 6:** Ask your troop leaders to create [personal plea](#) videos of their troops, SHARE why you love Girl Scouting!

**Step 7:** Once personal plea videos are uploaded and matches and challenges are created, ask your troop leaders or troop SHARE leaders to send your crowdfunding page to their families using the [sharing buttons](#)

**Step 8:** Continue to post updates on your page using the updates feature. Share how far you are from raising your goal, announce when there is a match or challenge, and share photos of your Girl Scouts in action!

**For more information on crowdfunding, call the Annual Giving Specialist at 202-534-3785**



# Crowdfunding

A new social way to engage with your Service Unit and raise critical funds for SHARE

## **Step by step for troop leaders, troop SHARE leaders, and SU leadership team**

**Step 1:** Make an account at [GiveCampus.com](https://GiveCampus.com)

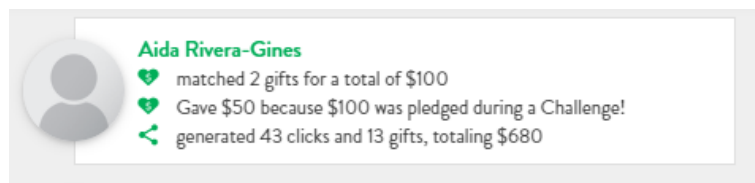
**Step 2:** Go to [bit.ly/GCSHARE](https://bit.ly/GCSHARE). Search for your Service Unit and click the correct page.

**Step 3:** Consider your own gift. If you plan on donating \$50, consider setting up that gift as a match or challenge to inspire and encourage others to give.

- Matches: match number of dollars or donors up to a specific amount, set a deadline to create a sense of urgency, restrict a match to just your troop or certain email addresses
- Challenges: inspire the feeling of stakes being raised by only donating your gift if your SU reaches a number of donors or dollars, set a deadline to create a sense of urgency

**Step 4:** Create a personal plea video. Share your Girl Scout story in a small video or highlight your troop! Once you upload your video, anyone can watch it via the donor tab

**Step 5:** Share your SU page with your troop families and friends via the sharing buttons under the video. Post directly to your facebook or twitter, or email or text your call to action. It is very important to use the sharing buttons and not to copy and past the URL. Your outreach will be tracked on the advocates tab so we can celebrate your outreach.



**Step 6:** Announce when you have uploaded a video, or set up a challenge or match!

**Step 7:** Check the troop leaderboard on the donor tab to track your troop's progress

Create your Personal Plea

Offer a Matching Gift

Offer a Challenge

f Share

🐦 Tweet

💬 Text

✉ Email

**For more information on crowdfunding, call  
the Annual Giving Specialist at 202-534-3785**

# Crowdfunding: 10 Tips for a Great Fundraising Video

The purpose of your fundraising video is to make a connection with your audience and compel them to support your campaign. The best way to do this is to feature a girl or girls in your Service Unit. Remember, you're not up for an Oscar. You don't need to invest significant resources. So long as you follow the tips below, you'll be well on your way to a great video!

## CONTENT TIPS:

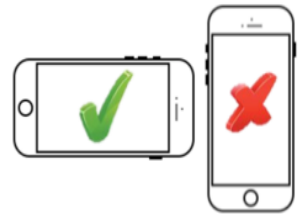
**Introduce yourself:** Tell viewers who you are, how long you've been Girl Scouting, and wear your Girl Scout uniform!

**Make it personal and tell a story:** Tell the viewer why you're passionate about SHARE, how you've benefited from being a Girl Scout and why they should be, too. Explain the goal of the campaign, why achieving that goal is worthy of their support, and how the money raised will advance Girl Scouting in your community.

**Make an ask!: *Girls cannot solicit donations.*** Have an adult make the ask or insert text. Ask the viewer to contribute to the campaign and to share it with friends. The crisper and clearer the call-to-action, the more impactful it will be.

**Keep it snappy:** People have short attention spans, so don't lose potential supporters by dragging on. **We recommend that videos last no more than 60 seconds.** At the very least, be sure to deliver your ask in the first 30-45 seconds.

**Let your excitement shine through:** The more enthusiastic you are, the more excited viewers will be. Bring some energy!



## TECHNICAL TIPS:

**Hold your phone horizontally:** If filming with your phone, hold it horizontally and not vertically.

**Frame your shot:** Film at eye-level or slightly above. No one looks good from a low angle.

**Use good light:** Natural light is best, so go outside if you can. A cloudy day is perfect for filming outside. If filming inside, light up the room as much as possible or film next to a sunny window. The more light, the less grainy your footage will be.

**Audio is important:** Choose a quiet location to film so that your voice will be heard, not distracting background noise.

**Keep the camera steady:** If possible, use a tripod. If using your phone and filming yourself, use both hands to grip it and keep your elbows close to your body for more stability.

**Consider asking a troop to make the video or reach out to your Service Unit for photos and videos. Please make sure you always have permission to use photos and videos.**

**We also recommend involving troops by asking them to make personal plea videos, sharing them on the crowdfunding page.**

# Video Upload Tips and Guidelines

**File Types:** You can upload any common video file type on GiveCampus; mp4, mov, avi, mpeg, and mpg are all supported.

**File Size:** You can upload any video file that is smaller than 1GB. However, larger files will take longer to upload, convert, and display--and if your Internet connection is slow or intermittent, your upload may fail before it completes.

**Compression:** Compressing a video reduces its file size, resulting in a faster upload and smoother playback. We highly recommend compressing your video to ensure that it looks its absolute best. For specific recommendations on how to compress your video, check out these [Compression Guide-lines](#) from the video experts at Vimeo. Following these guidelines will help ensure that your video uploads successfully and looks great on GiveCampus.

**Browser:** We support video uploads from all major browsers, but if you use one of the following browsers you will benefit from advanced technology designed to help prevent uploads from failing even if your Internet connection is slow or intermittent: Firefox version 5 or above, Chrome version 10 or above, and Safari version 6 or above.

**Aspect Ratio:** We do our best to accommodate different aspect ratios, but your video may not look or play properly if you upload a video with a particularly unusual aspect ratio (e.g., 17:234).

**Anamorphic Videos:** All videos uploaded to GiveCampus will be converted to square pixels.

*If you would like to change your video during your campaign, please email the video and the name of your campaign to [keaton@gscnc.org](mailto:keaton@gscnc.org)*

### Service Unit 70-17 SHARE Campaign



**\$443**  
donated

12% donated of \$3,408 goal

**6**  
donors

**326**  
Days remaining

**GIVE NOW!**

[Share](#) [Tweet](#) [Text](#) [Email](#)

This campaign ends on July 31 at 11:59PM EDT

**For more information on crowdfunding, please see the SHARE rally, and contact 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:

 Double the Donation  
matching gifts made easy

## ExxonMobil Example

Forms:	<a href="https://www.easymatch.com/exxonmobil/">https://www.easymatch.com/exxonmobil/</a>
Guidelines:	<a href="https://www.easymatch.com/exxonmobil/">https://www.easymatch.com/exxonmobil/</a>
Corporate Contact:	ExxonMobil Corporate Giving ☎ (877) 807-0204 ✉ <a href="mailto:exxonmobil@easymatch.com">exxonmobil@easymatch.com</a>

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

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 nonprofits, like Girl Scouts, and can be donated to SHARE!

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 Annual Giving Specialist at 202-534-3785**



# 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](http://www.gscnc.org/donate). Car donations may be counted towards SHARE goals.

## Troop Funds

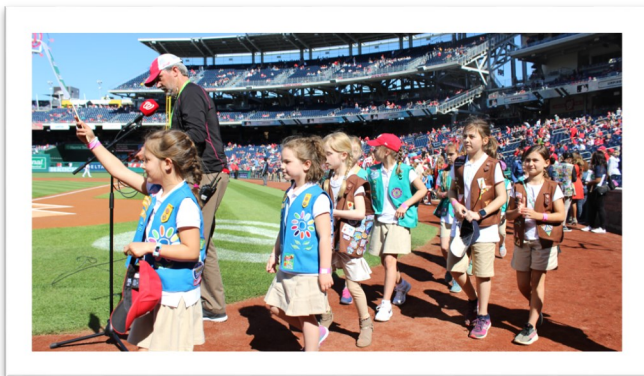
Did you know at the end of the year, if a troop has remaining funds, they can donate their money to SHARE? By donating the remaining funds, the troop is providing more Girl Scouting to more girls in our Council. Donations may be made through your crowdfunding page or by filling out a SHARE envelope. Consider this for any graduations or disbanding troops as well.

## 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 and more for Girl Scout Days! Proceeds from sales benefited SHARE.



**2019 Hersheypark Girl Scout Day Patch**



**2019 Girl Scout Day at National's Park**



**2019 Redskins Girl Scout Day Patch**



**2019 Nationals 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/donate](http://www.gscnc.org/donate).

**We cannot guarantee your gift will credit your troop. We do not receive CFC donations until the following year. CFC does not release personal information until the end of year. We cannot credit your troop until CFC send us your information.**

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 your receipt that shows the designation to our Council to [keaton@gscnc.org](mailto:keaton@gscnc.org) and [cwoolard@gscnc.org](mailto:cwoolard@gscnc.org).

**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** ☐ Box must be checked  
( Every designated charity will be notified of your gift amount.)

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

**CFC will deduct a 9.5% processing fee from your pledge—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

**Please fill in with red or black ink**  
 Online pledges are accepted through 01/12/2018 by  
 visiting [opm.gov/ShowSomeLoveCFC](http://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		Washington	
SSN		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](http://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](http://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](http://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](http://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: 2019-2020 SHARE Campaign

### 2020 Association SHARE Goal Incentives

When an Association meets or exceeds SHARE goal by **May 31st, 2020** they will be eligible for:

- **1 Fall 2020 High Adventure Day at Camp Crowell:** This is a one day event and will be a Saturday or Sunday. All fees apply.
- **Fall 2020 Priority Placement for High Adventure trainings for two members of your Association for kayaking and archery:** All fees apply.
- **20 free spots in First Aid trainings throughout the year:** Please register ahead of time. Priority registration granted but not guaranteed.
- **20 free spots in Cookout Campout trainings throughout the year:** Please register ahead of time. Priority registration granted not guaranteed.
- **A \$250 Council credit:** May be used to cover things such as high adventure fees, council camp property fees, etc.

*All incentives will be pulled at 2020-2021 SHARE Kick Off*



The requirements for these incentives includes meeting goal before May 31st, and a personal contribution from Association Chairs, Association SHARE Chairs, Service Unit SHARE Chairs, and Service Unit Managers **before June 30, 2020.**

*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.*



# 2020 Service Unit Incentives

We will be offering \$25 gift cards to the Service Unit that

Raises the most dollars through crowdfunding

And recruits the most new donors through crowdfunding

Service Unit's with Troop SHARE Leaders for every troop in their Service Unit by Girl Scout's birthday (March 12) will be entered into a drawing to receive a \$25 gift card.

*Troop SHARE Leaders must be designated in Volunteer Systems .*

## Troop Recognition

This year we will take a step back from the troop level recognitions and empower Service Units to create their own recognitions that work for their troops. This may mean creating a patch, giving out thank you cards, or creating a "SHARE party-in-a-bag".

## Individual Incentives

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



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?**

Never underestimate the power of your gift. If every family in our council gave a small gift, it would have incredible impact. 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 and makes a difference. Gifts of \$50 or more will receive a car cling.

## **IS MY CONFIDENTIALITY PROTECTED?**

Envelopes will be opened confidentially by Capital One Bank and Finance Department for processing. We do recognize donors of a certain level in our Annual Report. We upload all offline gifts onto your Service Unit's crowd-funding page, and 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 they are received. 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.

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

All donors who contribute \$1,000+ between last year's original dinner date (March 8th, 2019) and this year's dinner will be invited, along with a guest, to the President's Circle Dinner held March 6th, 2020 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?**

Service Unit's can raise money for SHARE through Give Campus.

## **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 2020. 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.

## **How do I get my girls credit?**

We never credit girls with gifts. Donations are from adults. Please see our split gift policy on page 15. We are happy to credit troops with donations. Please write your troop, Service Unit, and Association on your SHARE envelope.

## **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. Please convert coins to cash and then bring them to the office or deposit them into your troop account. Then, make a donation online.
- **Reuse previous year white lockbox 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

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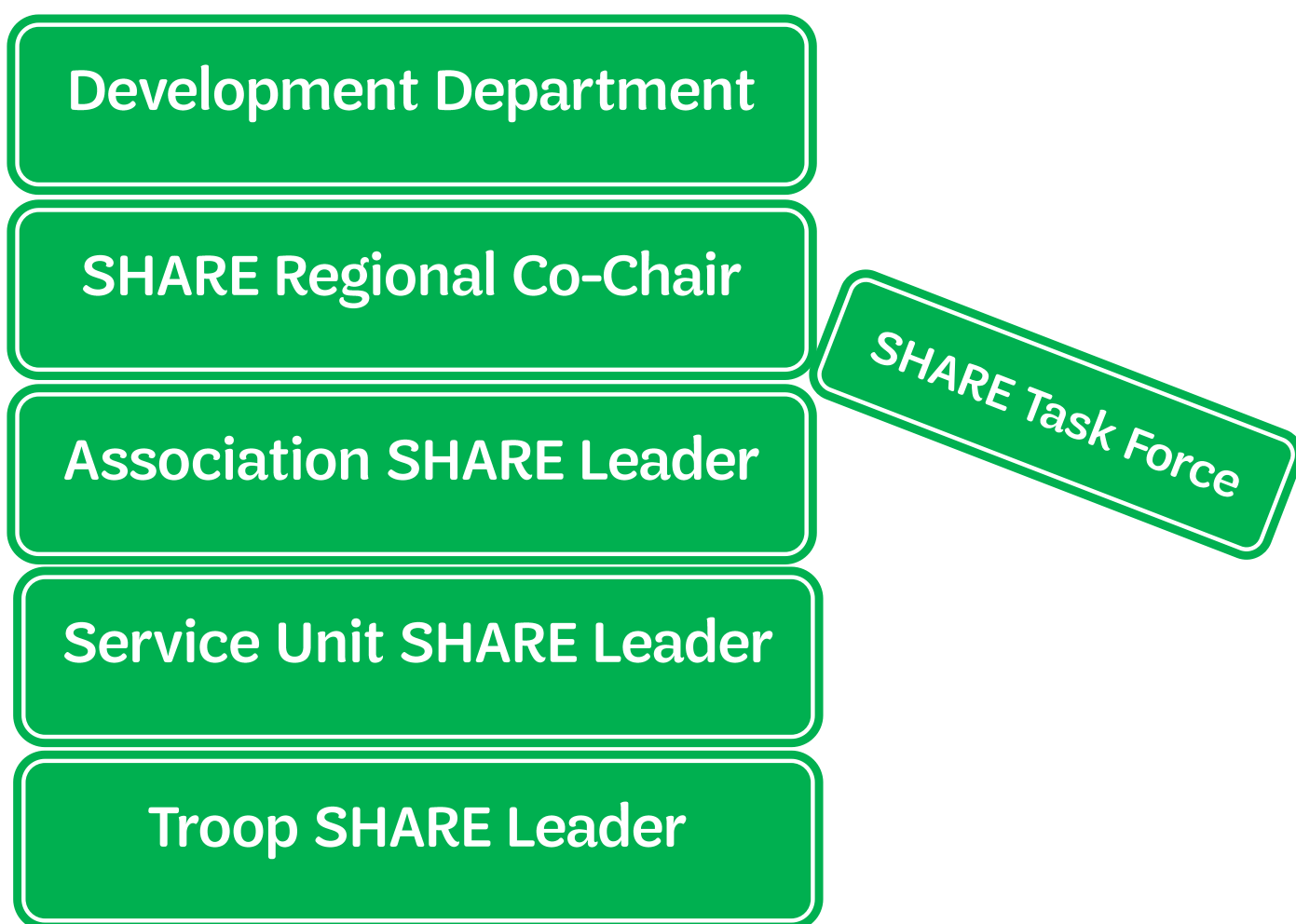
**Further questions, please call the Annual Giving Specialist at 202-534-3785**

## 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 Chair, 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 Rally.*



**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

- ☐ Personally contribute to SHARE. Your example sets the tone! Consider making your gift via crowdfunding.
- ☐ Use information from the SHARE Handbook
- ☐ Request from your Service Unit SHARE Chair the following SHARE supplies for your troop:
  - Lockbox envelopes to send contributions to Council
  - Additional SHARE envelopes as needed
- ☐ Obtain troop family list with contact information from the Troop Leader and Service Unit Chair
- ☐ Create master SHARE Troop Sheet (sample included in the SHARE Handbook).
- ☐ Make an account on GiveCampus.com

## September-October: Troop Presentation

- ☐ Ask to be on the agenda at the parent's meeting within first month of troop year. It is important to set the example at the first meeting.
- ☐ 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.
- ☐ Consider texting your parents the link to your SU crowdfunding page during the meeting. Use the sharing buttons on your crowdfunding page.
- ☐ 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 Chair 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. If a check date is stale, we will not be able to deposit it. Pre-paid envelopes are available from your Service Unit SHARE Chair.

## October-May: Follow-Up

- ☐ Update your Service Unit SHARE Chair 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 and thank everyone 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 Chair.*

**Troop #** \_\_\_\_\_ **Troop SHARE Leader Name** \_\_\_\_\_

**Phone/Email:** \_\_\_\_\_

**Association** \_\_\_\_\_ **Service Unit** \_\_\_\_\_ **Number of Families in Troop** \_\_\_\_\_

Family Name	Family Rec'd Envelope (  )	Gave online?	Gave via envelope?	Date

# Service Unit SHARE Leader Checklist

## Year-Round:

- ☐ Check out the SHARE Volunteer Rally for resources, forms, updates and more throughout the year. Join the SHARE 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 white pre-paid lockbox envelope. Do not hold onto or open the envelopes.

## August-September: Preparations for Your Campaign

- ☐ Personally contribute to SHARE as a sign of your support and leadership.
- ☐ Attend SHARE Kick Off and get to know your Association SHARE Chair and/or be trained by your Association SHARE Leader if you cannot attend the kickoff.
- ☐ Read this SHARE Handbook, available on the SHARE Volunteer Rally.
- ☐ Recruit a Troop SHARE Leader for each Troop.
- ☐ 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: (SHARE Envelopes and lockbox envelopes)
- ☐ ***Make an account on GiveCampus.com and watch the crowdfunding basics webinar on the links section of SHARE rally***

## 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 first Service Unit meeting
- ☐ Recruit troop leaders, troop SHARE leaders, and SU leadership to make accounts on GiveCampus and become advocates for your SU crowdfunding page. Please see crowdfunding section for more details.
- ☐ 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.

## November-May: Continue the Campaign

- ☐ Provide SHARE envelopes and flyers to new Troop SHARE Leaders as new troops form.
- ☐ 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.
- ☐ Send monthly reports and updates to your troops leaders or troop SHARE leaders
- ☐ Strive to raise 50% of SHARE goal by the end of December, 75% by the end of February and 100% by the end of May

*The SHARE year ends July 31.*

# 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](http://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 SHARE Rally to access the monthly SHARE reports.
- ☐ Check-in with your Service Unit SHARE Chairs and congratulate Chairs when they have reached goal
- ☐ Fill in for any SHARE vacancies

## **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 Chairs.
- ☐ Set monthly goals and methods of communication with Service Unit SHARE Chairs.
- ☐ 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 Chairs and communicate the names and contact information to Development Dept.
- ☐ 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

### Development Department

**Betsy Thurston**

Director of Development  
202-274-3330  
bthurston@gscnc.org

**Kayla Eaton**

Annual Giving Specialist  
202-534-3785  
keaton@gscnc.org

**Cecilia Woolard**

Development Coordinator  
202-274-3317  
cwoolard@gscnc.org

**Marcelle DeCuir**

Corporate & Foundation Officer  
202-274-3306  
mdecuri@gscnc.org

**Alexandra Neal**

Major Gifts Officer  
202-534-3796  
aneal@gscnc.org