

FUEL Her FUTURE



Fundraising Guide

Learn How You Can Celebrate.



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Welcome from the CEO

Friends—

Thank you for celebrating Women's History Month with Girl Scouts through our Fuel Her Future fundraising campaign.

When eight-year-old Julia takes part in her Girl Scout troop meetings, it looks a bit different than a year ago. While she still puts on the same Brownie vest, this year she's logging into Zoom or meet outdoors in a park instead of in a classroom at her elementary school. While she misses playing with her friends at recess and taking part in some of her other after-school activities, she's glad to have regular opportunities to interact with the members of her Girl Scout troop and take part in virtual and in-person badge-earning, camping, and community service experiences.

In this extraordinary year, Girl Scouts is playing a vital role for thousands of girls by engaging them in fun, educational programming that helps to stem the tide of learning loss, as well as safe, socially distanced activities that address the social isolation and mental health challenges that so many girls are facing.

Girl Scouts' mission of building girls of courage, confidence, and character who make the world a better place hasn't changed and is more vital than ever as our girls face a year of unprecedented challenges. Girls need Girl Scouting more than ever. And Girl Scouting needs the support of our community to ensure that every girl can reach her potential regardless of financial need.

I need YOU to be a part of our troop! Join us this March by helping raise \$100,000 to fuel the female leaders of our future.

We are so thankful for your support. This campaign will be a success because we have YOU on our team. Thank you for making girls and Girl Scouting a philanthropic priority.

Yours in Girl Scouting,

Amy S. Dosik





Information & Guidelines

What is Fuel Her Future?

We pride ourselves in building girls of courage, confidence, and character who make the world a better place. Our founder Juliette Gordon Low, and millions of girls and women leaders after her, have fueled this mission since 1912. This March, we are excited to celebrate Women's History Month with a variety of engaging, educational, and empowering opportunities to encourage sisterhood and community while fundraising to make the world a better place, one girl at a time.

Our campaign goal is to raise \$100,000 from individual and corporate supporters to fuel the next generation of female leaders. Supporters are encouraged to activate their personal networks on social media, in person, via email, and phone.

Campaign Goals

Goal #1: Raise \$100,000 in individual and corporate donations to support the Girl Scout Leadership Experience.

Goal #2: Secure 100 new donors to support our mission.

Fundraising will be completed through Give Lively. Our campaign goal will be supported by a combination of one-time donations and recurring monthly donations starting at \$20.

Fundraising Levels (and description)

\$20/monthly Join the On My Honor Society to support local girls.

\$25 to provide a girl with a year of Girl Scout membership.

\$50 to fund a day of summer camp for a girl.

\$100 to provide STEM badge materials for a troop in an under-resourced community.

\$250 to provide Spanish translation for a virtual program to increase access for all girls.

\$500 to support a year of virtual meetings for a troop of girls from an under-resourced community.

\$1,000 to empower girls as a member of the Second Century Circle

Other donation options

Purchase a \$25 t-shirt to support the Girl Scout Leadership Experience. See more information on page 8.





Build Your Fundraising Page

**Building a fundraising page is easy!
See step-by-step instructions below.**

Step 1

Click here to visit the “Fuel Her Future” fundraising page

Step 2

Click the “I Want To Fundraise For This” button.



I Want To Fundraise For This

Step 3

Create an account.

Step 4

Personalize your page. You can add a profile photo, set your own fundraising goal, and share why you're passionate about Girl Scouts!

Step 5

You've created your own fundraising page – now it's time to share! You will be able to track donations made through your page on the progress bar across the top.

Under the ‘Donate’ button, you have the option to ‘copy link’ or ‘share this page’ directly to Facebook, LinkedIn, or Twitter. Make sure to tag us and use #GirlScoutsATL so we can see all of your great posts!





Fundraising Teams

**We can have a bigger impact on the lives of local Girl Scouts when we work together!
Build your fundraising team today.**



Girl Scouts of Greater Atlanta will have a dedicated "Fuel Her Future" fundraising campaign page on Give Lively. Girl Scout groups and community organizations are invited to create their own fundraising pages and raise funds to support local girls as a team. Share the page with your networks to It's easy to set up a fundraising page and get started. Just follow the instructions on page 5 of this toolkit, "Build your fundraising page."

Your team will receive various incentives as you reach certain fundraising benchmarks (ex: \$250, \$500, \$1,000, etc.). Your incentives will be mailed to you after the campaign is complete on March 31, 2021.



Incentives Guide

The more you raise, the more you get!

When your team's fundraising total reaches each of the donation levels below, you'll receive a token of appreciation from the Girl Scouts.

Items will be mailed to your Team Captain at the end of the month.

See a sneak peek of some of the special incentives you could receive below!



Sticker



Flashlight Keychain



Eco-friendly Straw



Girl Scout Cookie Party



Buy a Shirt

Join us in celebrating Women's History Month by purchasing this special shirt, designed by a local Girl Scout, and encouraging others to do the same.



A portion of proceeds from each \$25 t-shirt will benefit Girl Scouts of Greater Atlanta to provide local girls with leadership development experiences, financial aid, camp scholarships, and more.

“

About the Artist:

“My name is Sarah and I’m a Girl Scout Cadette. I've been an artist for as long as I can remember. I felt really special when I was asked to create art for Women's History Month. I wanted to show that Girl Scouts, and the world in general, is made up of many different types of girls. A lot of the time, you only see one type of female being represented in the media. I wanted to show the different types of people because that really is the reality. There are a lot of different types of people and I think that's important to show. It would mean a lot to me, personally, if someone wore my design on a t-shirt. It would show me that what I did meant something.”

”

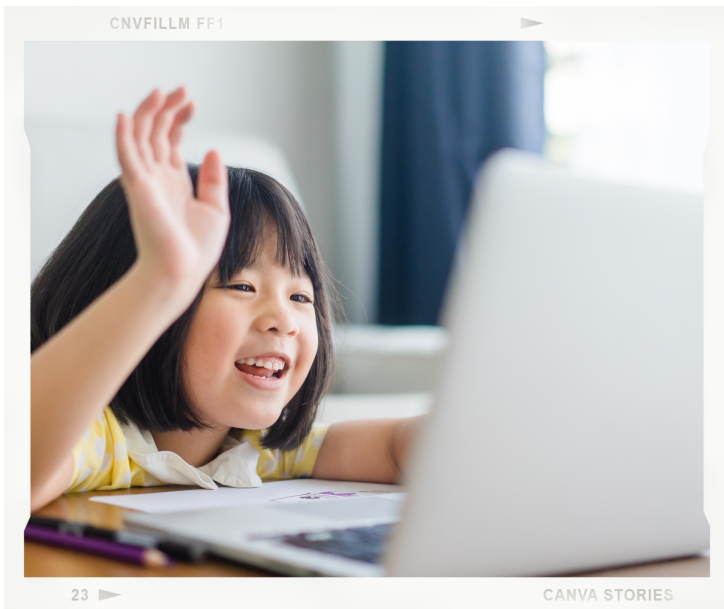
Visit fuelherfuture.girlscoutsatl.org to purchase this shirt designed by a local Girl Scout.





Celebrate with Others

**Have plans to celebrate Women's History Month with your workplace?
Girl Scouts wants to fuel your celebration!**



Host a Virtual Meeting

You can invite a Girl Scout representative to a virtual event at your organization to learn how you can celebrate Women's History Month this March and empower local girls.

Employees will learn about:

- How Girl Scouts have adapted and continue to make a difference in their communities even as the world around them evolves.
- How we prepare girls for success in college, their careers, and in their communities.
- How you can support local girls this March through the Fuel Her Future campaign.

Interested? Email Mirtha Vaca Wilkens at mwilkens@gsgatl.org





Social Media Guide

Sharing your own Girl Scout story and inviting others to share theirs helps to grow our “troop” of Girl Scout supporters.

While not all of us were Girl Scouts as children, every one of us has a story that connects us personally to the Girl Scout mission:

"To build girls of courage, confidence, and character who make the world a better place."

Who fueled your future? Use the social media concepts below to share your story and spread the word about Fuel Her Future. Girl Scouts of Greater Atlanta can be found on all social media platforms @GirlScoutsATL.



#GirlScoutsATL

#GirlScoutStrong

#FuelHerFuture

Social Media Concepts

- Share a picture of yourself from when you were a Girl Scout.
- Share your favorite Girl Scouts memory.
- Take a photo in your Fuel Her Future campaign t-shirt.
- Re-post a photo from the Girls Scouts Instagram or Facebook page and tell followers why you support us.
- Share photos of your last volunteer experience with Girl Scouts.
- Sponsor a 1:1 match. "For every dollar raised in the next hour, I will donate \$1 to Girls Scouts."





Sample Messaging

Send an e-mail to your network and invite them to Fuel Her Future!

Hi [NAME],

I am proud to support Girl Scouts of Greater Atlanta, an organization that is building the next generation of female leaders. Through the support of community champions like you, local girls are able to have life-changing leadership experiences that prepare them for college, career, and community life.

As girls continue to face disruptions in their lives, Girl Scouts is helping more than 30,000 girls address learning loss from virtual schooling, connect with others to combat social isolation and mental health issues, and identify ways to serve their communities. Will you join me as a champion for Girl Scouts' Fuel Her Future campaign?

Here are some ways you can help:

1. Visit my fundraising page to make a donation. Every dollar makes a difference.
2. Purchase a "Courage. Confidence. Character." shirt designed by a local Girl Scout in support of future female leaders.
3. Share this message with others who care about girls and Girl Scouts.

I hope you will join us in helping every girl reach her potential through Girl Scouting!

Best,
[YOUR NAME]

Thank You Email

Hi [NAME],

Thank you for supporting Girl Scouts of Greater Atlanta during Women's History Month! With your support, we are helping girls become successful in college, their careers, and in their communities. Every day, Girl Scouts make a difference in the world because of you and your generosity. Together, we are building the future the world needs, and that future is female. Thank you for doing your part!

Best,
[YOUR NAME]





FAQs

What does Girl Scouts of Greater Atlanta do?

Girl Scouts is the premier leadership organization for girls, with more than 59 million alumnae who include elected officials, business leaders, and almost every female astronaut who has flown in space! We provide programming in 4 areas that help prepare girls for success in college, careers and community life: STEM, Outdoors, Entrepreneurship, and Life Skills.

Girl Scouts earn badges that expand their horizons, go on camping and field trips, learn about careers, and take part in community service projects that contribute more than 500,000 service hours valued at more than \$13.5 million in our community each year. They learn to set goals and manage money by participating in the Girl Scout Cookie Program. Ultimately, girls gain the confidence and skills they need to become the next generation of female leaders while making friends, having fun and contributing to the community.

I buy Girl Scout Cookies. Isn't that enough?

Sales from the Girl Scout Cookie Program don't cover the cost of providing quality programs for all girls, especially the more than 17,000 girls who receive financial assistance to be a part of Girl Scouting each year. Charitable donations are critical to supporting these programs.

What does my donation to Girl Scouts support?

Your charitable donation to Girl Scouts supports financial aid for girl memberships, direct expenses for our programs and events, maintenance and improvements for our three camp properties, background checks, training and resources for 15,000 adult volunteers, and camp scholarships to send girls to summer camp.



FAQs

How many people can be on my fundraising team?

Fundraising teams can be as large as you'd like, however, some incentives are limited to a quantity of 30 per team.

How will I receive my team incentives?

All team incentives will be shipped in one package by mail to your Team Captain in April.

Can my Service Unit receive credit for donations?

All donations received on your Give Lively fundraising page will be credited to your Service Unit.

Who can I contact for team support?

For support or guidance please e-mail annualfund@gsgatl.org.

How big is Girl Scouts of Greater Atlanta?

Girl Scouts of Greater Atlanta serves 31,000 girls in grades K-12 and has more than 15,000 registered adult members. In addition, thousands of parents, grandparents, siblings, and friends volunteer with Girl Scout troops each year. Our Council is made up of 34-counties, covering most of Northwest Georgia.

Are Girl Scouts and Boys Scouts connected?

Girl Scouts is not affiliated with Boy Scouts. They are two wholly separate, unrelated organizations.