

Give Back to Girl Scouts

Fundraising Toolkit



March 6 - 19, 2023

Have a question?

Reach out to annualfund@gsgatl.org or 770-702-9227.

Give Back to Girl Scouts is a peer-to-peer fundraiser that will run from March 6 through March 19. We need the help of our Girl Scout of Greater Atlanta community to raise money to support local Girl Scouts by sharing **#GiveBackToGirlScouts** with their friends, family, and professional networks.

If you want to join us in empowering local Girl Scouts to develop the courage, confidence, and character they need to go after their dreams, we've created a toolkit to set you up for success as you raise money for Girl Scouts of Greater Atlanta. This toolkit includes sample social media posts, graphics, and emails that you can personalize and share to spread the word about **#GiveBackToGirlScouts**.

Here is what you will do as a fundraiser:

- 1. Sign up to be a fundraiser and create your own fundraising page.** Your page will be where you direct your connections to give their own gifts. Set a fundraising goal so everyone can see how you are doing.

Tip: Make a donation to your own page so you aren't starting at zero!

- 2. Share your page with your personal and professional networks.** Create a list of potential donors in your network. Friends, family members, co-workers, neighbors, former troop members, sorority/fraternity members, faith communities, and other members of social groups all make candidates for donors!

Tip: Send individual emails, texts, or direct messages to your five closest contacts and ask them for donations first. Getting your "inner circle" to donate to your page will help you build up some momentum.

- 3. Tell your story and help us spread the word.** Utilize the sample social media posts and emails in this toolkit to share **#GiveBackToGirlScouts** with your network! We also have some prompts you can use to create your own story about why Girl Scouts is important to you. If you were a Girl Scout, share photos from your time as a member, your favorite memories, and why you want to give back.

Tip: Share content directly from [Girl Scouts of Greater Atlanta's Instagram page](#) in your stories for easy additional content! Make sure to add the link to your fundraising page and use **#GiveBackToGirlScouts** with every post.

Your Fundraising Page

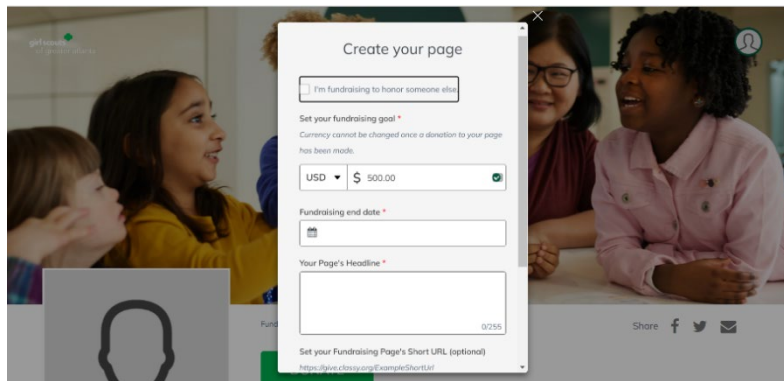
Setting up your personal fundraising page is easy!

Follow these steps:

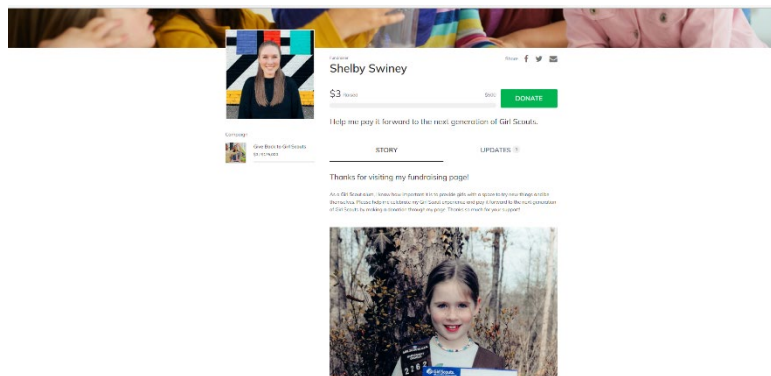
1. Go to the main [Give Back to Girl Scouts](#) page and select “Become a Fundraiser.”



2. Make a Classy account and build your page.



3. Add a profile picture and personal details about why you are passionate about giving back to Girl Scouts. Adding personal touches to your fundraising page—like why you're fundraising, your connection to our organization, and personal photos and stories—helps your friends and family connect more with our mission. Some questions that might help you with your story:
 - What inspired you to participate in this peer-to-peer event?
 - How has Girl Scouts affected your life?
 - Why do you think people should donate to this campaign?



Start Sharing

The campaign begins on March 6 and ends on March 19.

Take these steps to get the ball rolling:

Day 1, email #1: Send to 10 very close contacts (family and your closest friend or two)

Day 2, email #2: Send to 10 to 50 close contacts (your entire circle of good friends)

Day 3, email #3: Send to as many other contacts that you feel comfortable sending a message to (coworkers, friends of friends, distant relatives, your entire address book, etc.)

Day 4, social media and beyond: promote across your social media channels

Don't be afraid to send follow-up emails or texts. Your close friends and family won't mind hearing from you a few times!

Social Media Graphics

You can download all of the campaign graphics here:

[Give Back to Girl Scouts - Google Drive](#)



You can customize Instagram Story graphics with your Girl Scout photos.

Use the 'link' button on Instagram to add the link to your donation page to your story!

Social Media Prompts

As you begin sharing your fundraising page on social media, here are some prompts to help you get started.

A few things to remember:

1. You can customize the sample posts below to your voice and add details about your own Girl Scout story.
2. Include your fundraising page link in all of your posts
3. Tag @GirlScoutsATL
4. Use #GiveBacktoGirlScouts

Write your own post...

Take a trip down memory lane and share photos of your favorite Girl Scout memories or your favorite throwback photos from when you were a girl.

Why do you give back to Girl Scouts? Share your Girl Scout story and why you are passionate about giving back to empower future generations of girls on social media.

Who helped you reach your potential when you were younger? Was it a teacher, coach, parent, or Girl Scout leader? Share your story on social media and ask your followers to support your fundraiser so future generations of girls can benefit from the role models and sisterhood they receive as a Girl Scout.

OR customize one of our post templates.

I am raising money to help Give Back to Girl Scouts! Through Girl Scouts, girls bring their dreams to life and work together to build a better world. As a Girl Scout [Alum/Volunteer], I have seen how impactful the program is first-hand. [INSERT YOUR GIRL SCOUT STORY OR A FAVORITE MEMORY]. Please consider donating to my fundraising page for Girl Scouts of Greater Atlanta! [INSERT DONATION LINK]

Raise your hand if you love Girl Scout Cookies! I do too, but I am also a big fan of their hands-on programming that allows girls of all backgrounds and abilities to be unapologetically themselves as they discover their strengths and rise to meet new challenges! Please consider joining me in Giving Back to Give Scouts by making a donation on my fundraising page. #GiveBacktoGirlScouts [INSERT DONATION LINK]

Are you passionate about supporting the next generation of female leaders? Then join me in giving back to Girl Scouts! Their mission is to build girls of courage, confidence, and character that work to make the world a better place. That's why am raising money for Girl Scouts of Greater Atlanta. Help me reach my goal by donating today. #GiveBacktoGirlScouts [INSERT DONATION LINK]

Did you know that Girl Scouts was founded right here in Georgia in 1912? The founder, Juliette Gordon Low, wanted girls to come together to explore new possibilities and the world around them. Since then, Girl Scouts has remained a safe space for girls to be girls while adapting to each new generation of girls. Help me Give Back to Girl Scouts by supporting my fundraiser. [INSERT DONATION LINK]

Whether Girl Scouts helped you discover your own passions, volunteered in your community, or just provided you with delicious cookies and friendly smiles, please consider joining me in giving back to Girl Scouts! [INSERT DONATION LINK]

Email Outline

- Start by explaining your connection to Girl Scouts and why it's important to you. Describing how Girl Scouts has touched your life is probably the most important element of your message.
- Explain, in a sentence or two, the good work Girl Scouts is doing to advance its mission. This helps potential supporters understand where their money would be going and what it would be used to accomplish.
- Be clear to potential supporters about what you are looking for; make a direct ask for financial support.
- Include a link to your personal fundraising page.
- Thank your contacts for their time and support.

Sample Email

Hi [NAME],

I am raising money to Give Back to Girl Scouts [DONATION LINK] and support Girl Scouts of Greater Atlanta.

Being a Girl Scout isn't just fun – it empowers girls to face the future head-on and make their biggest, brightest dreams a reality. In Girl Scouts, girls of all backgrounds and abilities can be unapologetically themselves as they discover their strengths and rise to meet new challenges – whether they want to climb to the top of a tree or the top of their class, lace up their boots for a hike or advocate for climate justice, or make their first best friends.

I need your help to support GSGATL and keep these programs going strong for every generation of Girl Scouts! Every dollar you donate stays right here in our communities to help girls dream big and do bigger.

Whether Girl Scouts of Greater Atlanta helped you discover your own passions, volunteered in your community, or just provided you with delicious cookies and friendly smile, please consider joining me in Giving Back to Girl Scouts! [DONATION LINK]

Thank you for your support,
[NAME]

Helpful Links

[Give Back to Girl Scouts Campaign Page](#)

[Graphics to share on social media](#)

[Customize your social media profile photo to show that you are a proud Girl Scout supporter!](#)

Make sure you follow Girl Scouts of Greater Atlanta and keep an eye on our social media accounts during this campaign. We will share posts that you can share with your followers!

