

girl scouts of greater atlanta

Program Partnership Toolkit



Thank you for your interest in partnering with Girl Scouts of Greater Atlanta (GSGATL) in providing quality programming to build girls of Courage, Confidence, and Character that make the world a better place. Community and corporate partnerships are key components of the Girl Scout Leadership Experience (GSLE) and play a vital role in the connection between girls and the world around them. GSGATL accepts Program Partnership applications three times per year.

Application Deadline	Review by Date	Program Start Date
November 1	December 1	January 15 or later
March 1	April 1	May 15 or later
August 1	September 1	October 15 or later

This document is designed to give program partners clear expectations and guidelines for building an official program partnership with Girl Scouts of Greater Atlanta. We are only able to promote partner opportunities to our membership if the partners have been approved through this application process. This is for the safety of our Girl Scouts and to maintain the quality of our Girl Scout Leadership Experience.

Each partnership is evaluated based on its relationship with the Girl Scout Leadership Experience and other Council programming. We believe in the power of partnering with our community, and can provide the following benefits to organizations who partner with us:

- Potential visibility to more than 31,000 girls and adult volunteers (and thousands more parents) across 34 counties
- Posting on our Anytime Activities section of our organization’s website
- Make a difference in the lives of girls in the Greater Atlanta area
- Expert support, assistance, and/or review for your Girl Scout-specific programming
- Ability to offer GSGATL-supported programming to Girl Scouts
- Access to National Program Portfolio Badge and Journey guidelines

If you have specific questions about this information or about the form for submitting your program partnership request, , please contact us at gsprogram@gsgatl.org.

ABOUT GIRL SCOUTS

Girl Scout Mission and Processes

Girl Scouts build girls of **Courage, Confidence, and Character** who make the world a better place through participation in the **Girl Scout Leadership Experience** (or GSLE). Every Girl Scout activity or event includes one of the following:

- **Discover**: Girls begin to understand themselves, their values, and their world.
- **Connect**: Girls care about, inspire, and team with others.
- **Take Action**: Girls act to make the world a better place.

The outcomes describe what girls gain as a result of their experience in Girl Scouts. How they participate in an activity is also important. These ways are:

- **Girl-Led**: Girls play an active part in figuring out what, where, when, how, and why; leading in planning and decision making as much as possible.
- **Cooperative Learning**: Girls work together toward shared goals in an atmosphere of respect and collaboration that encourages the sharing of skills, knowledge, and learning.
- **Learning by Doing**: A hands-on learning process that engages girls in continuous cycles of actions and reflection resulting in deeper understanding of concepts and better mastery of practical skills.



Program Focus Areas

Girls' interests are as wide-ranging as the girls themselves. Currently, the Girl Scouts of Greater Atlanta area focus are:

STEM
Giving girls the know-how to invent the future.

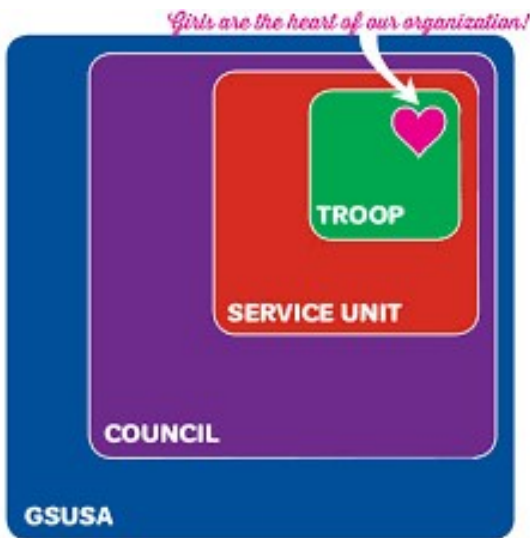
Outdoors
Inspiring girls to love nature and seek adventure.

Life Skills
Setting girls up with the skills they need to succeed in life.

Entrepreneurship
Preparing girls with business smarts to take on the world.

Organization

Girl Scouts are divided into levels based on their grades in school.



Girl Scouts are organized into **Troops** that are led by a volunteer Troop Leader, typically a parent.

Some Girl Scouts participate as Individually Registered Girls, who are not part of a troop. These girls are called **Juliettes**.

In Troops, Girl Scouts earn **Badges** and **Journeys**. The content of these experiences comes from **the National Program Portfolio**, which is developed by Girl Scouts of the USA.

Our Council, **Girl Scouts of Greater Atlanta**, covers 34 counties in Georgia and Tennessee and serves about 20,000 Girl Scouts.

Girl Scouts of the USA (or GSUSA) is the national organization for our movement.

Girl Scouts is proven to help girls thrive in five key ways as they:

- ✓ Develop a strong sense of self
- ✓ Seek challenges and learn from setbacks
- ✓ Display positive values
- ✓ Form and maintain healthy relationships
- ✓ Identify and solve problems in the community



ABOUT PROGRAM PARTNERS

What we are looking for in a good program partner

We look for official program partners who help us bring high-quality Girl Scout experiences to the Girl Scouts and Troops in our Greater Atlanta council area. We give priority to partners who provide programming that is unique, Girl Scout-specific, aligns with our mission, and is affordable. All program partners must adhere to Girl Scouts of Greater Atlanta's safety and insurance requirements as outlined in the technical requirement details.

In order to do this, we weigh a partner's qualities in the following areas:

- **Mission Alignment** : Does this partner align with Girl Scouts, our mission, and goals? Priority will be given to organizations who do show alignment.
- **National Program Portfolio Alignment** : Is this partner offering a Girl Scout badge or Journey experience to Girl Scouts? Programs and activities that align with our National Program Portfolio are given priority.
- **Experience** : Is this the first time we have worked with this partner, or do we have long-term experience with them?
- **Program Offerings** : Our Girl Scouts are looking for unique experiences where they can be with their Girl Scout sisters. Is this partner opportunity specifically for Girl Scouts? For example, giving a discount to Girl Scouts for admission to a museum is good, but creating a special Girl Scout Day is better.
- **Staff Time and Investment** : Working with program partners is a way to expand our capacity and reach more Girl Scouts. We prefer programs where our Girl Scout staff is less involved, and the partner can take on the bulk of the planning and logistical work.

In addition, we consider if a program partner offers experiences that are affordable and convenient to Girl Scouts, how often the experiences are available, how many Girl Scouts the partner can serve, customer service experiences of our membership, and how the partner's offerings complement GSGATL's programming. Partners who offer opportunities that meet specific content needs are given priority. This is especially true with content areas that are outside of our scope and expertise.

Example Programs

- **Troop Level Programs** : Create a program, class, or workshop that fulfills all or some of the requirements for a badge. Advertise this opportunity on your website or social media and ask Troop Leaders to book it with you directly. Visit the Badge Explorer to find badge requirements; in-depth badge requirements can be provided upon request.
- **Girl Scout Day** : Host a day specifically for Girl Scouts! Supplement their visit with hands-on activities that complete all or some of the requirements for a badge. Offer a discount to Girl Scouts and encourage them to wear their vests or sash. You pick your day and advertise this opportunity on your website or social media.
- **Girl Scout Overnight** : Host an overnight, lock-in, or sleepover. Include special behind-the-scenes activities that are not available during regular hours and badge-earning activities.

- **Discounted Admission** : Offer tickets to Girl Scouts and their families at a reduced price.
- **Community Service Opportunity**: Host an opportunity for Girl Scouts to give back to their communities by volunteering with your organization.
- **Program in Partnership** : Work with GSGATL staff to offer a program, class, or workshop in partnership with GSGATL. Host the program at your site and have GSGATL run registration and recruit Girl Scouts to attend. This opportunity is contingent on GSGATL availability and may incur additional costs.
- **GSGATL Patch Program** : Work with GSGATL to develop a custom fun patch program. This opportunity is contingent on GSGATL availability and typically is part of a grant given by a partner organization to GSGATL.

Best Practices

- Connect your expertise to your program! Badges can be earned in many creative ways; look for opportunities inside your organization to fulfil the badge requirements creatively.
- Keep it accessible. Consider the Girl Scouts who might be attending, including their backgrounds, cultures, ages, physical abilities, locations, and other relevant characteristics.
- Plan ahead. We recommend listing programs with us 2-3 months out for maximum impact.
- Make it unique! Try and offer a one-of-a-kind opportunity to motivate Girl Scouts to attend. Girl Scouts especially love hands-on opportunities.
- Keep it affordable! Our Girl Scout troops have limited resources.
- Help spread the word! List your opportunities on your website and raise them up on social media platforms.
- Girl Scouts love fun patches! Create a fun patch to include with their registration or sell to attendees.

National Program Portfolio

- Explore Badge requirements online: https://www.girlscouts.org/en/our-program/badges/badge_explorer.html
 - Please note that expanded requirements are available on request for references purposes to approved program partners.
- Learn more about our Journey programs here: <https://www.girlscouts.org/en/our-program/journeys.html>

Marketing Support and Benefits

In order to assist program partners, we may be able to provide the following marketing support for your Girl Scout Programs:

- Include your opportunity in our Anytime Activities section of our website.
- Booths and program opportunities at large events.
- List a limited number of your Girl Scout-focused events on our online Events Calendar.

Please note, for safety and privacy reasons, we cannot provide the following:

- Membership list with contact info (including names and emails); or,
- Direct emails to our membership.

TECHNICAL DETAILS

Voluntary Partnership

The relationship between Girl Scouts of Greater Atlanta and partners/collaborators is a voluntary partnership and can be dissolved at any time by GSGATL for non-compliance with our safety and risk management standards, insurance requirements, and actions that do not align with the mission and values of Girl Scouts.

Logo Usage

Use of the Girl Scout Logo is **not** permitted by outside organizations without prior written approval from GSGATL. Program partners are eligible to apply for logo use opportunities.

Safety

All partner programs and events need to meet Girl Scouts safety criteria in keeping girls safe as outlined in our Volunteer Essentials, Safety Activity Checkpoints, and COVID-19 Guidelines (available at <https://www.girlscoutsatl.org/en/for-volunteers/online-support-for-volunteers/safety-activity-handbook.html>).

Insurance

Organizations that partner with GSGATL must submit a current certificate of insurance verifying that you have at least \$2,000,000 in general liability coverage. Depending on the type of activity you may be required to add Girl Scouts of Greater Atlanta as an additional insured to your policy during the terms of the arrangement.

A valid certificate of insurance includes:

- Insurance Carrier rated “A” or better by an insurance rating firm
- \$2,000,000 limit minimum
- Scheduled events fall within the policy period on certificate.

If your organization is self-insured, please send a document to verify this information. If your organization is not providing insurance but the location of the event is providing insurance, please send a copy of the location’s liability insurance.

This remains true for program partners leading virtual events. If a program partner cannot provide this level of insurance, GSGATL may be able to host a virtual event on your behalf. (Upon approval)

One key component of risk management is partners accepting responsibility for actions or premises over which they exercise control. By carrying adequate liability insurance, the partner can accept responsibility for the actions of its staff and volunteers.

NEXT STEPS

How to Get Started

1. Ensure you have the following materials PRIOR to submitting an application:
 - a. A business/professional website.
 - b. A business email.
 - c. Qualifying Insurance (for more information, see below).
2. Review Program Partnership Packet. Reach out if you have any additional questions.
3. Submit Program Partnership Application: <http://form.jotform.com/62066347795971>
 - a. Please note that applications are reviewed on a rolling basis. See the chart below for deadlines and expected timelines.

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Partnerships are considered “active” for a period of 3 years after application approval. Partners should reapply after that date.

Pilot Partnerships

New or inexperienced partners might be asked to work through a pilot program year with GSGATL. This helps us both learn how to work together. Pilot Program Partners may be expected to:

- Produce 1-3 events during a calendar with GSGATL support and review.
- Create surveys and solicit feedback from attendees at all events.
 - Note that Pilot Program Partners will require a high level of positive feedback in order to be considered a full Program Partner.
- Have open feedback discussions with GSGATL staff to ensure program quality and logistics meet our standards.

If you are interested in a Pilot Partnership year, please submit your Program Partnership Application at the link above.