



Girl Scouts Central Maryland

4806 Seton Drive
Baltimore, MD 21215-3247
T 410 358.9711, 800 492.2521
F 410 358.9918
www.gscm.org

IDEAS TO PROMOTE FAMILY SHARE WITHIN YOUR SERVICE UNIT

- Organize Troop or Service Unit Events and talk to families there – Ice Cream socials, Family Patch workshops (First Aid, etc.), Family Fun nights. Consider planning a Family Share event when making your plan of work for next year.
- Discuss Family Share throughout the year at all troop and Service Unit events where family members are present (Awards ceremonies, program events, etc.)
- Include information about Family Share in Service Unit and Troop newsletters
- Be sure to include information about Family Share at all recruitments
- Write a personal appeal letter to parents from the Service Unit
- Become familiar with how Family Share dollars are used and share that message with all audiences
- Appeal to all family members, including grandparents
- Encourage members to round up their registration checks
- Recruit a Troop Family Share Manager to make personal contact with families. Find out if there is someone in your Troop who feels comfortable asking for money – use his or her skills!!
- Use the Family Share fact sheet, or make up your own that points out how your particular Service Unit benefits from Family Share
- Compare the cost of Girl Scouting to other local activities. Girl Scouting is a bargain compared to other youth programs such as soccer.

Please be sure to share any of your successes throughout the year. And “Thank You” for all of your help and support!

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