



Girl Scouts of Central Maryland  
4806 Seton Drive  
Baltimore, Maryland 21215  
410.358.9711  
gscm.org

## Family Partnership FAQs

### What is Family Partnership?

The GSCM Family Partnership Campaign is a way for Girl Scout families to invest in girls' futures by financially supporting improvements at our camps, financial aid to families in need of help with registration costs, and training for our volunteers. This campaign is led by adult volunteers and parents in each community to benefit their daughters' Girl Scouting experience.

### Does Family Partnership support girls in my community?

Family Partnership contributions help keep costs low for all Girl Scouts in central Maryland. Membership, program, and camp fees are kept at a low price for all due to the money raised through Family Partnership.

*Camp Maintenance* – Gifts to Family Partnership help fund maintenance at all four GSCM camp properties

*Volunteer Training* – Gifts to Family Partnership provide training to all GSCM volunteers, so that girls have a safe space to gain the leadership skills needed to reach their full potential.

*Financial Aid* – Gifts to Family Partnership underwrite membership and camp fees for families in need so all girls can participate in Girl Scouts as Juliette Low intended when she founded Girl Scouts in 1912.

### Why should I give?

Many of us come from Girl Scout families that invest in the work of developing strong leaders. Girl Scouts is the premiere leadership development organization for girls. We are girl centric and girl led. With the support of families through our Family Partnership program, we will increase the amount of funding we have available to provide necessary leadership opportunities for our girls. \$25 of the \$35 Girl Scout membership dues go directly to Girl Scouts of the USA. Donations to GSCM help support Girl Scouts in your own area.

### How much should I give?

Please give what feels right. We know that many worthy organizations compete for your generosity. We are asking that Girl Scouts be in your top three. Investing \$10 a month can go a long way to impact the work we do to support the power of every G.I.R.L. We appreciate whatever you can do for Girl Scouts. The most important factor in Family Partnership is participation. We want to engage all of our families in giving and supporting their daughters and troops in Girl Scouting. Our goal is to have **100%** of our Girl Scout families participating at whatever level they can give.

### How can I give?

You can make your Family Partnership gift as you renew your membership or sign up as a new member. You can also give online at <http://www.gscm.org/en/support-us/ways-to-give/FPF.html>. You can also print out a flyer <link> and mail your donation.

### When should I give?

The GSCM Family Partnership Campaign will run March 15 – May 15, 2018. All gifts made during this time period will be counted towards your Troop and Service Unit's Family Partnership Goal.



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### **Can I make a gift in honor of someone?**

You can make a donation to Family Partnership in honor of your daughter, your troop leader, or any other person who inspires you! Troop leaders who have donations made in their honor during the Campaign can qualify for incentives that will benefit your whole troop.

### **Why do we ask our adult members for support?**

We feel very lucky to have such strong, passionate supporters of Girl Scouting. You are the ones who truly know the power of every G.I.R.L.! Therefore, we ask you to invest in our programs because you know the impact they have.

### **How can I get my Troop and Service Unit involved?**

We encourage every Troop Leader and Service Unit Manager to set a goal for the Campaign – either a dollar amount to be raised or a participation goal. If you would like a member from the Fund Development team to visit your Troop or Service Unit to answer questions or make suggestions, email [giving@gscm.org](mailto:giving@gscm.org).

### **Can my Troop and Service Unit benefit from Family Partnership?**

Yes! Please see the attachment to this document to read more about the incentives for Family Partnership participation.

### **Who can give and how will their donation be credited to my Troop goal?**

Anyone can make a gift to Family Partnership – grandparents, neighbors, friends, and family. They simply need to note that the gift should be designated for Family Partnership and your daughter's Troop number.

### **Can I give through United Way?**

Girl Scouts of Central Maryland is partners with United Way of Central Maryland. If your company runs a United Way campaign, you can choose to give your Family Partnership through that campaign. If you plan to make your gift this way, please email [giving@gscm.org](mailto:giving@gscm.org) so we can be sure to thank you and credit your Service Unit's Family Partnership goal.

### **How can I get my company involved?**

Some companies will match your contribution and some companies will support agencies for which you volunteer. Ask your employer and apply for the match – we can put it to good use supporting girls! Please email [giving@gscm.org](mailto:giving@gscm.org) so we can be sure to thank you and credit your Service Unit's Family Partnership goal.

### **How much does it cost to provide the Girl Scout Leadership Experience to our girls?**

The council invests \$350 per girl per year to provide quality program activities and training. This includes volunteer training and education, values and life skills training, leadership development programs, camp programs and maintenance, and so much more.

### **Why should I give to Family Partnership if I pay a membership fee?**

Annual membership is \$35. GSCM receives \$10 of the fee, the rest goes to GSUSA. It costs \$350 annually to serve one Girl Scout. Without Family Partnership, membership, program, and camp fees would drastically increase.



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### **Why do we need Family Partnership if we have the Girl Scout Cookie Program?**

The Girl Scout Cookie Program is a girl-led entrepreneurial program that teaches goal setting, decision making, money management, people skills, and business ethics. Each troop earns a portion of its sales and works together to determine how it will be used. While the cookie program is a significant source of revenue for a council (it represents approximately 60% of GSCM's annual revenue) it is not enough to cover the increase in costs for new and expanding programs and leadership experiences for our girls. Family Partnership is a fundraising campaign led by troop leaders and parents, not Girl Scouts. We must engage our families and the external community to support the leadership development of our girls to help them become the leaders of tomorrow. Building strong, successful women is a cause that all families, not just Girl Scout families, should care strongly about, and we are working hard to share that message.



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## Family Partnership Incentives

### *Week of Summer Camp*

Every family that makes a contribution to the Family Partnership Campaign will be entered into a drawing for one week of summer camp at Camp Conowingo for 2019.

### *Family Partnership Patch*

Service Units that have at least one adult participate from each Troop in their Unit will earn a Family Partnership patch for every girl in the Service Unit.

### *Camp Conowingo Dining Hall Naming Opportunity*

The Service Unit with the highest participation rate in the Campaign will have the Dining Hall at Camp Conowingo named after them for one year. A sign with the Service Unit's name and location will be installed.

### *Camp Conowingo Heritage Area Unit Shelter Naming Opportunity*

The Troop with the most dollars raised will have the Heritage Area Unit Shelter at Camp Conowingo named after them for one year. A sign with the Troop's name and location will be installed.

### *Canoe and Kayak Certification Training*

The Troop Leader with the most number of donations made in her honor will receive free Canoe and Kayak Certification Training.

### *Archery Certification Training*

The Troop Leader with the most dollars donated in her honor will receive free Archery Certification Training.

### *Reception with CEO Violet M. Apple*

Families who donate \$100 or more to the Campaign will be invited to a special Family Partnership Reception with CEO Violet M. Apple. Date TBD.

### *STEM is Fun Program-in-a-Box for Daisy or Brownie Troop*

One Daisy or Brownie Troop that has achieved 100% Campaign participation will be randomly selected to receive a free STEM is Fun Program-in-a-Box.

### *Girls Go Techbridge Program-in-a-Box for Junior or Cadette Troop*

One Junior or Cadette Troop that has achieved 100% Campaign participation will be randomly selected to receive a free Girls Go Techbridge Program-in-a-Box.

### *Girls Go Techbridge Program-in-a-Box for Senior or Ambassador Troop*

One Senior or Ambassador Troop that has achieved 100% Campaign participation will be randomly selected to receive a free Girls Go Techbridge Program-in-a-Box.



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