



Program Partnership Packet

We are excited to provide you and your organization an incredible opportunity to partner with Girl Scouts of California's Central Coast (GSCCC). Community partners are an essential part of how girls connect with world around them. When you choose to partner with us the benefits are:

- Visibility to nearly 10,000 girls and 4,000 adults (and thousands more parents) and six counties across California through one or more of the following; website, social media, seasonal program resources, fliers, and e-newsletters.
- Opportunity to partner with the largest organization in the world for girls with access to resources on leadership development, team building, outdoor skills, technology and much more.

Girl Scouts is the preeminent organization dedicated to developing leadership in girls. In Girl Scouts, girls partner with adults to design fun and challenging activities that empower them to *Discover, Connect, and Take Action* around issues that interest them and impact their community.

Program Partnership Opportunities

Reviewing this packet and completing the Program Partnership Agreement are the first steps in developing a program partnership with Girl Scouts of California's Central Coast.

Collaborative Event: An event designed specifically for registered Girl Scouts that aligns with the National Program Portfolio.

Member Perk: Events or activities that are open to the public and provide a discount or special offer to registered Girl Scout members and their families. These events must enhance the Girl Scout experience and support the Girl Scout mission.

Troop Opportunity: An on-going partnership that allows troops to contact the partner to organize programmatic enrichment and community service opportunities for girls. These events must enhance the Girl Scout experience and support the Girl Scout mission.

Speakers, Experts, and Safety Consultants: Individuals that are willing to attend troop meetings and outing to provide their expertise, programming, or safety services. These interactions must enhance the Girl Scout experience and support the Girl Scout mission.

Partner agreements are valid for one year from the signing date. You will receive a new partner agreement to review a month before your current agreement expires. During that time, we also ask that you submit a yearly partner evaluation. This allows you the opportunity to share your experience with us and provide feedback.

Thank you for taking the time to support the Girl Scout mission and promote quality programming in your area for all girls.

GSCCC Program
Department 800-822-
2427
www.girlscoutscoc.org

The Girl Scout Leadership Experience

Our Mission

Girl Scouts builds girls of courage, confidence, and character who make the world a better place.

Three Keys to Leadership

The keys describe **WHAT** girls gain as a result of their experience in Girl Scouts.

Discover- Girls understand themselves and their values and use their knowledge and skills to explore the world.

Connect- Girls care about, inspire, and team with others locally and globally.

Take Action - Girls act to make the world a better place.

The 5 Skills: Leadership Benefits in Girl Scouting and Beyond

Strong Sense of Self
Positive Values
Challenge Seeking
Healthy Relationships
Community Problem Solving

Three Processes

The processes describe **HOW** girls participate in Girl Scouts.

Girl-Led means that girls of every age take an active and grade-appropriate role in figuring out the what, where, when, why, and how of what they do.

Learning by Doing is hands-on learning that engages girls in an ongoing cycle of action and reflection. When girls actively participate in meaningful activities and later reflect on them, they get a deeper understanding of concepts and mastery of skills.

Cooperative Learning is designed to promote sharing of knowledge, skills, and learning in an atmosphere of respect and cooperation as girls work together on goals that can only be accomplished with the help of others.



Logistics and Information

Girl Scout Grade Levels

All activities are categorized by grade levels. By offering a program to targeted grade levels, the council is modeling its commitment to progression in Girl Scout programs. Grade levels are broken down into the following:

Girl Scout Daisy: Grades K-1	Girl Scout Cadette: Grades 6-8
Girl Scout Brownie: Grades 2-3	Girl Scout Senior: Grades 9-10
Girl Scout Junior: Grades 4-5	Girl Scout Ambassador: Grades 11-12

Girl Participation

Girls can participate in Girl Scouts either as part of a troop/group or individually. We recommend that you design ways for both troops and individual girls to participate meaningfully in your events.



Awards, Badges, and Patches

Awards and Badges require the completion of specific steps, while girls take an in-depth look at a particular topic. In most cases, girls will not earn an entire award or badge through a single event or activity. However, their program experience will contribute to their knowledge and skills as they work toward these recognitions. Patches are considered unofficial and are worn on the back of a girl's sash or vest. They may have requirements but are most often provided as recognition of participation in an event.

Photography

Every registered Girl Scout has the option to opt out of being photographed. When taking photos at your event, please ask the Adult Chaperon for permission.

Safety

All Partner program opportunities must meet or exceed the Girl Scout guidelines for safety as outlined in Safety Activity Checkpoints. As an organization offering programming to Girl Scouts, it is your responsibility to:

- Read applicable [Safety Activity Checkpoints](#)
- Ensure that all adults involved in program delivery have successfully passed a Criminal Background Check.
- Ensure that no alcohol and drugs are permitted at events.
- For overnight events, it is not appropriate for males to sleep in the same space with girl members. They may participate only if separate sleeping quarters and bathrooms are available for their use.
- Complete an [Incident Report](#) for any accidents or incidents that occur during a Girl Scout program.

Insurance

Organizations that partner with Girl Scouts must submit a current certificate of insurance verifying general liability coverage.

For high risk activities, organizations must submit a current certificate of insurance verifying at least \$1,000,000 in general liability coverage.

The council and partner share responsibility according to individual situations. By carrying adequate liability insurance, the partner is able to accept the responsibility for the actions of its staff and volunteers. Once your certificate of insurance is received by the council, it is good until the expiration date. Please note: It is possible that not all girls attending your programs are registered Girl Scouts. Nonmembers are not covered under Girl Scout insurance.

Waivers

If a waiver needs to be signed by participants and/or a parent/guardian, include the waiver in your application materials.

Refund Policy

We ask that you please follow our refund policy. The policy is as follows:

PROGRAM

If the event requires a deposit, deposits are non-refundable. You may swap participants up to the day of the event. Refunds will not be given for programs or events under \$5.

COUNCIL SPONSORED TRAVEL OPPORTUNITY PROGRAMS (DOMESTIC ONLY)

If the event requires a deposit, deposits are non-refundable. Once group tickets (airline, hotel, facility admissions) have been purchased, refunds will not be permitted. (Based upon purchase, participant swaps may be permitted up to 2 weeks before event)

OTHER REQUIREMENTS AND INFORMATION

BRAND REPRESENTATION AND GUIDELINES

Who We Are: “Girl Scouts of the USA” when referring exclusively to the national organization (GSUSA or Girl Scouts fine on subsequent reference); “Girl Scouts of California’s Central Coast” (GSCCC is fine on subsequent reference) to refer to our organization; “Girl Scouts” to refer to the wider Girl Scout body (national org + 112 Girl Scout councils).

- » NOT Girl Scouts of America, GSA, Scouts, the Girl Scouts, Girl Scouts of California (there are more than one council in our state.)
- » Do not use *Scouts* or *Scouting* alone – ensure all references to the organization and program titles use our full unique name, Girl Scouts or Girl Scouting.
- » Before shortening our Council's name to GSCCC, use the full name the first time it is mentioned with the acronym in parentheses—*Girl Scouts of California’s Central Coast (GSCCC)*.

Do not alter our logos, trademarks, or iconography. All uses of our brand identity and logos in fliers, web pages or otherwise need to be reviewed and approved by our Council brand team. Simply follow our Logo Usage process:

1. Please read through our [Branding 101 page](#).
2. Develop a mock-up of the piece for approval.
3. Email to media@girlscoutscoc.org for approval. Copy your program liaison.
4. Upon approval, you’ll receive the hi-res version of requested logo(s) and can finalize, print, distribute the one item that was approved as planned. All uses of our logos need approval.

For additional resources regarding brand guidelines, utilize the attached Partner Editorial Style Sheet, and visit our Branding and [Marketing Guidelines](#) resources web page.

PUBLICITY

We're happy when our partners contact media, but by coordinating, we can ensure we avoid causing confusion for our media friends or duplicating efforts.

- » GSUSA handles all national media outreach – do not conduct media relations at this level without going through our Council Marketing Director, Kathryn Nielsen.
- » GSCCC staff reaches out to all major regional TV, Print/Web and radio outlets consistently throughout the year. Please route press releases and story ideas that will represent Girl Scouts through our marketing team first.

PHOTO WAIVERS

If you want to take photos of Girl Scouts at your programs, you need to collect signed waivers for girl participants that parents need to sign. The waiver should state its intended purpose and give parents the option to opt-out. If a girl opts-out, we recommend giving them a colored wrist band or another identifier to help photographers easily avoid taking the girl's photo.

CONFIRMATION LETTERS

These help Girl Scout Leaders and parents prepare for an upcoming event. Confirmation letters should include complete information:

- » Name of event, time, and date
 - » Location
 - » Check-in, open and close times
 - » Event end time
 - » What to expect for the day
 - » Bring copies of health/permission forms
 - » What else to bring
 - » Any other special considerations
 - » Day of contact information
- » *Disclaimer:* Girl Scouts of California's Central Coast and (Your Company Name) will not be responsible for any lost, stolen, or damaged items including – mp3 plays, cell phones, tablets/E-readers, or any other electronic devices.

We ask all Program Partners to provide a confirmation letter that will be sent to all event participants. Confirmation letters will need to be sent to Girl Scouts of California's Central Coast two weeks before the event. Some events require more preparation and participants will need more time to prepare for your event, and letters may need to be sent with more than two weeks' notice.

For all events, we may ask to review a confirmation letter before it is sent out to participants. Please be sure to send all confirmation letters to programs@girlscoutsgcc.org and cc'ing development@girlscoutsgcc.org

FUN PATCHES

A fun patch is a great way for a Girl Scout to remember her experience at your event! Patches can be sold separately or included in the cost of your program. There are no special requirements for a girl to receive a patch.

Preferred Patch Vendors – These are licensed partners of GSCCC:

- » Conejo Awards - Contact Crystal Evans at cevans@conejoawards.com

Tips for Creating a Fun Patch

1. Use of your logo is okay.
2. Include the name of the event.
3. Include Girl Scouts of California's Central Coast or GSCCC on the patch.
4. Be creative!

PROGRAM FLIERS

You may use program fliers to promote your event to Girl Scouts outside of our online resources. Fliers can be sent to GSCCC for display at our Council Program Centers, and certain Girl Scout events. *Note:* before sharing your flier with our membership, it will need to be approved by our marketing team, and you must submit a signed Logo Usage Agreement. Please send all fliers for approval to media@girlscoutscoc.org and make sure to cc you program liaison. Flier approvals take 5-10 business days. Consider the following tips when creating a flier for Girl Scouts:

1. All fliers must show our name/logo Girl Scouts of California's Central Coast
2. Have the Program Partner's name on the flyer
3. Specify who can attend: grades; family; bring-a-friend, etc.
4. Name of the event and the planned activities
5. Location of the event: name of place, address and cross streets, or map
6. Date of the event and beginning and ending time
7. Registration deadline
8. Minimum and maximum people required to hold the event and meet site capacity
9. How to make payment, who the check is made out to, where to send the check, etc.
10. What participants need to bring and/or what to wear
11. Limitations (e.g., Are tag-alongs allowed? Is a smoking area available?)
12. Contact person name and telephone number
13. Include "Financial Assistance Available"

SOCIAL MEDIA

Social media is one of the best ways to reach your audience. We encourage you to utilize your organization's social media outlets to highlight and promote our partnership.

- » To ensure we are engaged, always tag @GSCCC in your posts and consider using one of our common hash tag threads like #GirlScoutsCCC.

We often promote partner programs in our social media channels. Please remember to always engage with posts that are about you – like, comment, and share/retweet when we post about your company/organization and/or our partnership.

Note, our GSCCC Leader and Independent Girl Members groups are non-commercial, closed groups. Please don't post any information about your event or business in those spaces.

ADDITIONAL CONSIDERATIONS

Our council does not allow promotion of direct sales or product demonstration parties to its membership. Troops may not participate in these as money-earning projects. Program Partner offerings may not take place in a private home. All partnership approvals are only for the submitting organization – co-branding and third-party participants in Girl Scout programs are not allowed.

Collaborative Event

A Collaborative Event is an event designed specifically for registered Girl Scouts that align with the National Program Portfolio.

How it works:

- You choose the date, time, and location for pre-scheduled event sessions that can accommodate multiple troops at one time. These events must also be open for individual girls to attend.
- Girls/Troops register for the event through GSCCC registration system. ** Please note if you choose to accept any walk-in registrations you are required to get payment and participant information at that time. We are not able to bill the participant after the event.*
- GSCCC will send you an update on roster numbers 2 weeks prior to the event. You will receive the final roster list one week prior to the event.
- Attendance records are required, if you need staff assistance please request prior to the event (upon availability) and return the roster within one week of the event.
- Evaluations of the program may be required the day of the event and returned to GSCCC within one week of the event.

Provided for you:

- Event registration process handled by GSCCC
- Online listing of your event on [GSCCC website](#)
- Listing of your event in seasonal program resources and promoted through social media sites
- Event listing in the GSCCC e-newsletter to adult members (if not already full to capacity)
- Updates and information from GSCCC Program Department
- Visibility within the Girl Scout population throughout GSCCC's jurisdiction.

Collaboration Checklist

- Review the information in this packet.
- Meet with a GSCCC Program Staff member.
- Consider how your programs or resources connect to Journeys or Badges.
- Purchase program resources to support your program planning.
- Plan your program!
- Submit the following:
 - Program Partnership Agreement
 - Certificate of Insurance
 - Invest with a Lifetime Membership
- Complete reporting forms, as requested, within 2 weeks of program completion. Please email to the GSCCC Program Department at info@girlscoutsgccc.org

Renewing a Partnership

1. Submit yearly partnership evaluation.
2. Review Program Partnership Packet
3. Review and submit a new Program Partner agreement
4. Submit program opportunities
5. Submit yearly administration fees (Troop Opportunities and Speakers, Experts, and Safety Consultant)

Member Perks

A Member Perk is an event or an ongoing opportunity that is open to the public and provides a discount or special offer to registered Girl Scout members and their families. Examples include sporting events, theater shows, or ongoing admission discounts. These events must enhance the Girl Scout experience and support the Girl Scout mission.

How it works:

- Provide GSCCC with information about your community event. If applicable, girls/troops contact you directly to register or RSVP.
- You are responsible for providing the Program Department, information for the girls and adults, including directions to the facility, preparation instructions (such as how to dress and what to bring), cancellation policies, and payment instructions, if applicable. One month prior to the event.
- Provide information to GSCCC, sharing your successes.

Provided for you:

- Opportunity information listed online on [the GSCCC website's Program Partner page](#)
- Visibility within the Girl Scout population throughout GSCCC jurisdiction.
- Updates and information from GSCCC Program Department
- Registration from GSCCC for the Member Perk may be provided upon request.
- For Member Perk Events with GSCCC-hosted registration:
 - Event registration process handled by GSCCC
 - Listing of your event in seasonal program resources and promoted through social media sites
 - Event listing in the GSCCC e-newsletter to adult members (if not already full to capacity)

Member Perk Checklist

- Review the information in this packet.
- Offering will enhance the Girl Scout Leadership experience.
- Submit the following:
 - Program Partnership Agreement
 - Certificate of Insurance
 - Invest with a Lifetime Membership
- Complete an annual reporting survey on how many girls were served, ages served, and opportunities offered. Survey link will be emailed.

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Troop Opportunities

A Troop Opportunity is an ongoing partnership that allows troops to contact the partner to organize programmatic enrichment or community service opportunities for girls. These events must enhance the Girl Scout experience and support the Girl Scout mission.

How it works:

- Provide GSCCC with information about your troop opportunities.
- Girls/troops will contact you directly to register or RSVP.
- You are responsible for providing information for the girls and adults, including directions to the facility, preparation instructions (such as how to dress and what to bring), cancellation policies, and payment instructions, if applicable. One month prior to the event.
- Provide information to GSCCC, sharing your successes.
- As a Troop Opportunity, your investment must include an annual administration fee.
 - Annual Administration Fee: Non-Profit organizations will be assessed a \$50 annual fee. For-Profit organizations will be assessed a \$100 annual fee. The administration fee covers costs related to staff time, and any council-wide marketing efforts. Annual fees are due with your signed partner agreement and are valid for one year from the date of signing.

Provided for you:

- Opportunity information listed online on [the GSCCC website's Program Partner page](#)
- Visibility within the Girl Scout population throughout GSCCC jurisdiction.

Troop Opportunity Checklist

- Review the information in this packet.
- Consider how your programs or resources connect to Journeys or Badges.
- Consider whether your offering will enhance the Girl Scout experience.
- Submit the following:
 - Program Partnership Agreement
 - Certificate of Insurance
 - Invest with an Annual Administration Fee
- Complete an annual reporting survey on how many girls were served, ages served, and opportunities offered. Survey link will be emailed.

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Speakers, Experts, and Safety Consultants

Speakers, Experts, and Safety Consultants are individuals that are willing to attend a troop meeting to share their skills. Speakers and experts may have knowledge on any topic, and we encourage them to find hands-on ways to share their topic with girls. Safety Consultants must have an active certification in their area of expertise.

Safety Consultants are individuals with active certifications in at least one area, that are willing to oversee potentially dangerous troop activities to ensure girls are safe.

Safety Consultants & Certifications

- General Activities, First Aid/CPR/AED
- Downhill Skiing and Snowboarding, Professional Ski Instructors of America and/or American Association of Snowboard Instructors
- Water Activities, American Red Cross Basic Water Rescue
- Boating Activities, American Red Cross Basic Water Rescue with Waterfront Module, American Canoe Association, and/or American Red Cross Small Craft Safety Certification
- Archery, National Field Archery Association, USA Archery, and/or Easton Foundation
- Fire Safety & Outdoor Cooking, GSCCC training

How it works:

- Complete a Program Partnership Agreement, including a description of your certifications, professional associations, and skills you would like to share.
- Give GSCCC up to date proof of certification if applicable.
- Troops will contact you directly to request your services.
- You may charge a fee for your services.
- You are responsible for completing an annual survey from GSCCC that will gather information about your experiences with Girl Scout troops throughout the year.
- Troop Leaders must be present while you work with the troop.
- As a program partner, your investment must include an annual administration fee.
 - o Annual Administration Fee: Non-Profit organizations will be assessed a \$50 annual fee. For-Profit organizations will be assessed a \$100 annual fee. The administration fee covers costs related to staff time, and any council-wide marketing efforts. Annual fees are due with your signed partner agreement and are valid for one year from the date of signing.

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Final Program Wrap up

As you work with the girls at your program please help us to tell our story of how girls are impacting our local communities through local programming. Please complete the below information and return it to your local Program/Community Development contact person within 2 weeks of program completion. We will use this information to share our story with local agencies.

Final Report

Event/Program Name:	
Event County, City/State:	Event/Program Date:
Event Contact Person, email and phone:	
After your event/program, please provide us with a description of what happened and any great success stories. *If you took any pictures, please email those as well.	

We do ask for participant information, please complete the sections below.

Adults

First Name	Last Name	Troop Number	Phone Number

