

## GSCCC FUNDRAISING GUIDELINES FOR ADULT VOLUNTEERS

Girl Scouts of California's Central Coast is proactive with its approach to solicitations. Soliciting can be done in a variety of ways including personal presentations/asks, direct mail/written letters and/or conversations over the telephone. Solicitation methods and materials will vary by audience and are customized to meet the individual needs of our donors. For existing donors, strategies to encourage donor retention and increased giving should be developed with the Fund Development department to move constituencies along the gift-giving process.

**IMPORTANT:** Girl Scout adult volunteers who plan to solicit \$250 or more (either cash, a matching gift or a grant/foundation gift), need to contact the Fund Development Department in advance. Because many businesses and corporations only give once per year, we want to ensure that we are making the most strategic "ask" as an organization. For more information or to discuss a potential funding opportunity, please contact Meghan Lopez, Chief Operating Officer: [mlopez@girlscoutsgccc.org](mailto:mlopez@girlscoutsgccc.org)

### FUNDRAISING EFFORTS MAY INCLUDE:

**IN-KIND GIFTS**- In-Kind Gifts are received frequently and can range from facility usage to equipment to food/drinks for events, etc. Donations should be recorded by Fund Development staff to track the relationship; therefore, all In-Kind donations need to be reported to Council via the GSCCC Donation Form.

- Without indication of value, Fund Development staff will send an acknowledgment letter to the donor, thanking them for their in-kind gift.
- If the donor has included a value, it will be noted in the thank you letter.

**CASH DONATIONS**- Cash donations should be recorded by Fund Development staff to track the relationship of the donor; therefore, all Cash Donations should be reported to Council via the GSCCC Donation Form.

- Fund Development staff will send an acknowledgment letter to donor, thanking them for their donation.

**RESTRICTED DONATIONS**- Some donors like to make a gift to the Council and wish to have the funds used for a specific activity, program or purpose such as Camp Arnaz, camp or travel scholarships, or Brownilympics. ***These are considered restricted donations, and must be appropriately recorded and tracked on the Council's financial records.***

- When restricted donations are received, the Council will process the gift and ensure the full amount is used according to the donor's restrictions.
- Fund Development staff will send an acknowledgment letter to donor, thanking them for their donation.

## GSCCC FUNDRAISING GUIDELINES FOR ADULT VOLUNTEERS - Continued

**PASS THROUGH DONATIONS**- Some donations are received from an organization resulting from volunteer hours, corporate campaigns or a sponsored fundraising event. If Council has received information from the volunteer to allocate the funds to a specific troop, group or SU, GSCCC will pass through up to \$250 per donor, per year to the troop/group/SU.

- Fund Development staff will send an acknowledgment letter to donor, thanking them for their donation.
- Fund Development staff will process a check request for Finance to issue payment to the troop.

**OTHER FUNDRAISING ACTIVITIES**- Adult volunteers provide play an important part in fundraising activities that the girls are not allowed to do. Fundraising or fund development to support the Girl Scout Council is the responsibility of adults, and should not be placed with girls.

- Retail chain endorsements are opportunities for the for-profit sector to support Girl Scouting and are therefore appropriate on a limited basis for Service Unit or Council fundraising only. (Ex. McDonald's offers to sponsor a "Girl Scout Day" where 10% of all food sold is donated to GSCCC).
- Discount cards and coupon booklets may be sold by adults only, to benefit a Service Unit or the Council as a whole.
- Tupperware, Pampered Chef or Avon parties to benefit their SU or GSCCC Council are allowed, as long as the girls do not participate as the fund solicitors or as the vehicle to distribute product or information. Adults may invite parents of Girl Scouts to attend the party, but may not send home sales booklets with girls.
- Raffles, drawings, and other games of chance fall under the jurisdiction of the Department of Justice and require special permits and fees. These types of activities must be coordinated with Council and be conducted by adults only to benefit the Service Unit or Council as a whole. **These may not be held at the troop level.**
- Fund Development staff will send an acknowledgment letter to donor, thanking them for their donation.

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