

# 100<sup>th</sup> Anniversary Campaign

## Campaign Partnership Agreement

The 100<sup>th</sup> Anniversary of Girl Scouts of the USA (GSUSA) is an exciting milestone and a cause for celebration. It marks a transformational opportunity for the entire Movement. It also represents an opportunity for the future—to ensure that girls of tomorrow will be able to participate in another century of Girl Scouting. Building girls with courage, confidence and character for the next century is the true goal of our efforts. In order to do this, philanthropic support will be critical. The goal of the 100<sup>th</sup> Anniversary Campaign is to transform the Movement for the next century.

To be compelling, the Campaign must be truly transformative. This transformation should be for every Council and ultimately, every girl. The 100<sup>th</sup> Anniversary Campaign is an opportunity for the Movement to unite and leverage the strength of a nationwide initiative.

The Campaign provides us with an opportunity to transform ourselves by creating capacity to fulfill our mission. By transforming and strengthening the Movement, we position ourselves for our second century of building girls of courage, confidence and character. While events and activities are a wonderful way to share our 100<sup>th</sup> Anniversary with Girl Scouts of every age and with our communities at large, building our capacity to build girl leadership is essential in a world struggling to fill the current leadership void.

### Guiding Principles

There are several basic ideas to keep in mind as guiding principles as we take on this incredible and exciting opportunity:

- **We are one Movement focused on building girls as leaders.**
  - Whether at council or GSUSA our primary function is to build the next generation of girl leaders. By strengthening our partnership we build girls of courage, confidence and character who make the world a better place.
  - Our behavior must reflect that reality and strengthen the partnership between us. We need to act as one Movement. Revitalizing the partnership between GSUSA and Councils is critical to our shared future. Our ability as individual Councils and as a Movement to reenergize our mission and create strategic partners in the building of girls' voices and leadership is paramount. Every dollar raised will benefit girls, whether the gifts go straight to the local Council or support the efforts at a Movement-wide level that impacts all Councils.
- **We inspire *Ourselves* and *Others* by serving as a *Sister to every Girl Scout*.** Working together makes more resources available, not less. We, together, transform the Movement into the next century—moving from a position of scarcity and fear to one of abundance and collaboration. By sharing leadership, information, knowledge and resources, we build a stronger Movement for girls and a greater resource base for the mission. We benefit by strategically using our national presence to ensure the greatest capacity and advantage for girls in our communities. By working together and sharing our diverse expertise, we bring even more opportunities for our growth.

- **We are Donor-centered and Transparent.** We focus on being donor-centered so that donors' wishes regarding their funds are honored. By listening, we create deeper relationships and often, we may be able to achieve larger gifts. We are transparent and collaborative in creating opportunities for engagement and in building relationships with prospects while ensuring donor-centricity.
- **We are good stewards.** To ensure our fundraising merits the trust of the community, we conduct ethical fundraising in adherence with the Donor Bill of Rights. Donor and prospect information is collected carefully and managed effectively to ensure confidentiality.
- **We are bold in our approach!** The Anniversary Campaign is a transformative opportunity for the Movement to unite together and leverage the strength of a nationwide initiative. It will position the Movement for the next 100 years—connecting new partners, deepening existing relationships, building excitement and awareness, and improving the capacity of Girl Scouts at all levels of our organization. The 100<sup>th</sup> Anniversary Campaign will capitalize on our size and diversity, leveraging the national presence to share the story of girl leadership with the world.

### Objectives of the 100<sup>th</sup> Anniversary Campaign

- Position the Girl Scouts as the key leadership development organization for girls
- Build and grow a strong and sustainable culture of philanthropy across the Movement
- Transform the philanthropic landscape for women and girls
- Create and enable the reconnection of former Girl Scouts, members and volunteers
- Strengthen the brand, visibility and impact of Girl Scouts
- Celebrate 100 years of Girl Scouting achievement and impact
- Raise a significant amount of money

### What is the Benefit for Councils?

- **Expanded opportunities in the future for girls**—The 100<sup>th</sup> Anniversary is an opportunity to position the Girl Scouts as the key leadership development organization for girls while also building and growing a strong and sustainable culture of philanthropy.
- **Mission and brand awareness**—GSUSA will provide communication materials related to the Campaign and the brand that Councils can utilize and customize. These materials will be delivered through a nationwide communication plan across the country. This will bring awareness and excitement to the Girl Scout mission, translating into additional resources. These resources will help to expand and strengthen programs.
- **Capacity-building resources**—Councils will have access to the training, tools and consultative support needed to build a strong fund development program and establish the competencies and infrastructure to support and sustain increased fundraising.

- **Increased fundraising and relationship-building opportunities**—The 100<sup>th</sup> Anniversary is an opportunity to communicate the importance of girls and women as leaders and establish them as a philanthropic priority. Messaging and materials will be provided to build buy-in for prospects, donors, staff and volunteers. *Money raised in a local community stays in the community, unless otherwise designated by a donor.*
- **Stronger, louder voice for girls**—Leveraging the brand nationwide expands our opportunities to serve girls by providing additional resources, communicating mission awareness and building sustainability to ensure the next century of girl leaders.
- **Collective celebration of 100 years of girls and women as leaders**—The centennial anniversary is a cause for celebration and a wonderful start to a new century of leadership and service to girls. It is an opportunity to honor Girl Scouts and the achievements of the 50 million women across the nation whose lives have been influenced by Girl Scouting.

## Working Together

In addition to transforming the philanthropic landscape for women and girls, this Campaign will transform the ways of work between GSUSA and Girl Scout Councils. GSUSA will work collaboratively with Councils in many phases of campaign planning and execution. National volunteer leadership will be asked to give and secure lead gifts and assist with Council major gift fundraising. GSUSA is committed to transparency in all aspects of the Campaign.

GSUSA will also provide resources, tools and consultative support to help Councils build sound, productive fund development programs and a robust culture of philanthropy across the Movement. The deliverables for Councils are divided into five areas (outlined below) and include support and resources addressing major gifts, broad-based (annual giving) and corporate partnerships.

- Case for Support (e.g., customizable templates, sample campaign materials, etc.)
- Brand/Marketing (e.g., branding, communication plan, PSAs, etc.)
- Campaign Plan (e.g., goal setting counsel, prospect development and management, etc.)
- Resources, Education, Training and Support (e.g., diagnostic tool, prospect screening, etc.)
- Consulting and Coaching (e.g., educational opportunities, webinars, etc.)

The scope of the deliverables in each area is fully outlined in the ***Major Deliverables*** document. In addition to the deliverables outlined above, GSUSA will also facilitate peer mentoring for Councils. Mentoring will be designed to best serve Councils through knowledge sharing and support.

For more information on preparing your Council to participate in the 100<sup>th</sup> Anniversary Campaign and next steps, please reference the ***100<sup>th</sup> Anniversary Campaign FAQs***. The process for goal setting is outlined in the ***Goal Setting Process***. GSUSA is thrilled to partner with local Councils and the Fund Development Team is always available to talk with you.

***Call To Action***

In the spirit of our guiding principles, we join our voice with the voices of Girl Scout Councils all over the country as we create generations of girl leaders who are making the world a better place. As the Council CEO and Board Chair, we are committed to supporting the Girl Scout Movement in building our capacity for the next century of girl leadership. We agree to participate in the 100<sup>th</sup> Anniversary Campaign and pledge our commitment to leverage resources to build our Council’s capacity and enrich the leadership opportunities offered to girls. We will do that by creating a culture of philanthropy at our Council and engaging our members and the community in transforming our Council through a 100<sup>th</sup> Anniversary Campaign.

We agree to develop our transformative Council campaign goal that will be collectively joined with other councils and GSUSA to establish a comprehensive Movement-wide 100<sup>th</sup> Anniversary Campaign goal. We will work together with GSUSA and other Girl Scout Councils while honoring our guiding principles, aspiring to fundraising best practice and adhering to the Donor Bill of Rights. In signing this partnership agreement, we embrace the concepts of abundance and working collaboratively to build girls with courage, confidence and character.

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(Name), <i>Board Chair</i> <i>Girl Scout Council Name</i>	(Name), <i>CEO</i> <i>Girl Scout Council Name</i>	Date
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We affirm our commitment to partner with your Council, while honoring our guiding principles, aspiring to fundraising best practice and adhering to the Donor Bill of Rights. We pledge our support in developing and sustaining a mutually-beneficial, dynamic philanthropic partnership with councils that ultimately best serves girls.

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Connie L. Lindsey, <i>National President</i> <i>Girl Scouts of the USA</i>	Kathy Cloninger, <i>CEO</i> <i>Girl Scouts of the USA</i>	Date
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Submitted By: \_\_\_\_\_

Date: \_\_\_\_\_