



PROPOSAL FOR 2011 NATIONAL COUNCIL AGENDA

Girl Scouts of the USA
420 Fifth Avenue
New York, NY 10018-2798

Legal Name of Girl Scout Council

Girl Scouts of Central & Southern NJ

City

Cherry Hill

State

NJ

Write the following information exactly as the council wishes it to appear in the *Workbook* if accepted for the agenda.

TITLE OF PROPOSAL

Council Registration Fee

STATEMENT OF PROPOSAL (in the form of a motion)

THAT the Blue Book Policy entitled "Family Solicitation" be revised as follows:

- Delete the word "voluntary" in the first sentence and
- Delete the entire last sentence that reads "Any such family contribution shall be voluntary, not a prerequisite for membership, and not considered a fee for council services".

The amended section entitled Family Solicitation would then read:

"Financial support for Girl Scout councils is derived from the broader community. Local councils are encouraged to solicit the families of girl members for financial support as one part of an overall fundraising campaign. This may be done at the time of membership registration."

(over)

REASONS

We propose that Councils should be permitted to determine a registration fee for services that includes the \$12 GSUSA membership fee and would:

- Be based on individual Council budgetary considerations, as we do now with setting the price of a package of cookies.
- Make a statement to our families about the value of the program that councils provide
- Decrease our dependence on product program revenue.
- Provide Councils with a significant, long-term and renewable revenue stream.
- Give Councils much more funding for Assistance to Girls/Council Cares support.

The \$12 membership registration fee gives families a false idea of what the Girl Scout experience costs. Many families think that the \$12 stays with the Council. The GSCSNJ cost per girl is \$270 for one year of the Leadership Experience program.

By not incorporating a fee-for-value, we continue to do nothing other than talk about how our program is undervalued.

Other organizations charge fees above and beyond membership registration – sports, dance, etc.

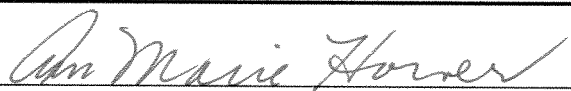
FINANCIAL IMPACT STATEMENT

Indicate the projected expenditures and impact on resources for councils and the national organization, for a five (5) year period.

If Councils could set their own registration fees, as we set our own cookie prices based on individual budget needs, in a medium sized Council of 24,000 girls and 11,000 adults (35,000 total) the following scenarios would apply: **(FOR ILLUSTRATIVE PURPOSES ONLY)**

- If we set the registration fee for Girl Scouting at the \$30 level = \$12 GSUSA membership + \$18 support = \$630,000 annually for Council operations.
- If we set the registration for Girl Scouting at the \$40 level = \$12 GSUSA membership + \$28 support = \$980,000 annually for Council operations.
- If we set the registration for Girl Scouting at the \$50 level = \$12 GSUSA membership + \$38 support = \$1,330,000 annually for Council operations.

There would be no cost to GSUSA to implement this program. The cost for Councils would be minimal as current materials could readily be augmented to integrate the fee discussion into them



Name of chair, or secretary, council board of directors



Date of council board meeting

On or before October 29, 2010, email to: NCagenda@girlscouts.org

Or mail form to: Office of the National Board of Directors, Girl Scouts of the USA, 420 Fifth Avenue, New York, NY 10018-2798.

Submission Deadline: October 29, 2010

If additional space is needed, please attach a separate page.