



**Girl Scouts**<sup>®</sup>  
Where Girls Grow Strong<sup>SM</sup>

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# Troop Group Sponsorship



## Girl Scouts of Nassau County

### Troop/Group Sponsorship Opportunities

A sponsor is a community organization or a business that forms a voluntary association with a Girl Scout council on behalf of girls and their adult leaders. Sponsorship is a shared partnership, and both the sponsor and the troop/group have different responsibilities.

A sponsor's aim and objectives should be compatible with the philosophy of Girl Scouting. Schools, religious groups, parent and teacher groups, men's and women's service groups, professional and fraternal societies, civic organizations, and labor groups are examples of community partners that provide sponsorship.

### **Responsibilities of the Sponsor and Troop/Group**

A sponsor might assume responsibility for:

Appointing a liaison person to serve on the troop committee

Publicizing Girl Scout activities

Supplying resources/services for the troop, such as books, flags, art supplies and other materials, transportation, adult training, refreshments, and Internet access

Providing a meeting place

Giving the troop appropriate financial assistance, such as underwriting activity costs (all donations over \$250 MUST be sent to the council for IRS subtraction requirements. The total amount of the gift will then be sent on to the troop/group) See *Safety-Wise* page 29.

In turn, the Girl Scout troop or group would:

Keep the sponsor informed of troop/group activities.

Invite the sponsor to appropriate activities.

Recognize and publicize the sponsor's contributions to the troop.

Actively seek opportunities to provide services to the sponsor.

Help the sponsor become a member of Girl Scouts.

### **Successful Sponsor Appreciation Ideas**

Make an annual scrapbook of the troop/group's activities for the sponsor.

Have girls send handmade cards to thank the sponsor or to acknowledge it on special Girl Scout days.

Give the sponsor a framed certificate of appreciation to hang in its place of business.

Clean up around the sponsor's place of business, assist with a mailing, or bring them Girl Scout cookies.

Visit the sponsor on Take Our Daughters to Work Day.

Invite the sponsor to send a representative to your investiture or awards ceremony to receive a token of your appreciation.

### **Girl Scout Program Standards That Apply to Sponsorship (See *Safety-Wise* pages 74-77)**

#### **Avoid**

- \* Activities that imply product endorsement by Girl Scouts
- Activities that imply political endorsements
- Meeting places that are not safe, clean, and secure
- Fund raising, as Girl Scouts, for other organizations
- Using a vehicle not properly registered, insured, and operated by an adult with a valid driver's license



## Girl Scouts of Nassau County Five Steps to Securing a Troop/Group Sponsorship

### 1. Plan

Think of someone you know who owns a small business or belongs to a service club or community organization. Perhaps you belong to a group who would be interested in supporting a Girl Scout troop/group. Some ideas include your local Kiwanians, Rotary Club, a women's professional business organization, your local deli, fabric store, beauty salon, the company where your spouse works, your house of worship or school PTA. Contact the council to see if your prospective sponsor has been approached recently and let the council know of your plans.

### 2. Make Contact

Call or visit your prospective sponsor. Tell them a little about your troop/group, the number of girls, how old they are and where they go to school. You may discuss some of plans you have for the upcoming year, or talk about how you would like each girl to start with a membership pin and handbook. Perhaps you would like a sponsor to support a special trip or activity you have planned. Explain the troop finances, is it before calendar and cookie sales? Are you just starting a troop/group? Does the troop/group have a special need that can't be met by the parents? Do you need a place to meet? Explain what your needs are and then ask your prospect for their support. Be specific. An ask may sound like this:

"I have a group of 22 Brownie Girl Scouts who are 7-9 years old. We plan to sell loads of cookies this year so that we can go on a camping trip in the summer, but we don't have the troop funds yet for each of the girls to have a Girl Scout membership pin, badge sash and handbook. It would be a great help to the girls if you could sponsor our troop. The girls will provide service to your shop and your name will be listed in the council newsletter. We sure would appreciate your support. Will you help us this year?"

### 3. Sign the Agreement

Share the troop/group sponsorship agreement form with your sponsor and ask them to fill in the information and sign it. Send a copy to Girl Scouts of Nassau County, Development Team, 110 Ring Road West, Garden City, NY 11530. Be sure to include the sponsor's support on your troop/groups financial information sheet. If a donation received is over \$250, you must send it along with the signed form to the council for an IRS substantiation requirement. The entire \$250 will be given back to the troop/group.

### 4. Show Your Appreciation

Thank your sponsor. Send a copy of the signed agreement form to the Girl Scout Council so that your sponsor may receive an official troop/group sponsorship certificate and their name listed in the newsletter. Fulfill your terms of the agreement by providing appropriate recognition and service to the sponsor. Keep your sponsor involved and informed throughout the year.

### 5. Ask Again

After completing the terms of the agreement and showing appropriate appreciation you may approach your troop/group sponsor and ask for their support again next year.



Girl Scouts of Nassau County
SPONSORSHIP AGREEMENT

\_\_\_\_\_ has agreed to sponsor Girl Scout troop/group # \_\_\_\_\_ for the year 200\_\_ to 200\_\_.

(Name of sponsor)

\_\_\_\_\_ Value of Sponsorship \$ \_\_\_\_\_

\_\_\_\_\_ Girl Scout Association \_\_\_\_\_

(Address of sponsor)

\_\_\_\_\_ will work with \_\_\_\_\_

(Name of sponsor's representative)

(Name of troop/group leader)

The Girl Scout Council will:

- Select and train adult volunteers working with the troop/group.
Provide and safeguard the Girl Scout program.
Keep the sponsor informed about current Girl Scout activities and trends.
Interpret national and council Girl Scout Policies, Standards and Guidelines.

Other (specify):

The sponsor may:

- Publicize the activities of the Girl Scout troop/group to its employees/members.
Appoint a liaison member to serve on the troop committee.
\* Offer meeting rooms and provide goods and services.
Ask members to share hobbies and special interests with Girl Scout troop/group when requested by the leader.
Provide financial assistance or start up costs.
Other (specify)

The Girl Scout troop/group may:

- Keep the sponsor informed of activities and invite them to events.
Recognize and publicize the sponsor's contributions.
Actively seek opportunities to provide service to the sponsor.
Other (specify)

(date)

signature

(for the sponsoring organization)

(date)

signature

(for the Girl Scout Council)

(date)

signature

(for the troop/group)

Copies to: (white) Sponsoring Organization, (pink) Girl Scout Council, (yellow) Troop/Group