



girl scouts 
of nassau county

Girls Go the Distance

Sunday, April 22, 2012 • Old Bethpage Village Restoration

TEAM CAPTAIN HANDBOOK

*A Walkathon to benefit the
Girl Scouts of Nassau County's (GSNC's)
Healthy Living Initiatives*

Girls Go the Distance Walkathon and Activity Fair is a fun and interactive 2-mile walk and activity fair centered around the theme of Healthy Living. Everyone will be able to participate in exciting games, activities and projects on Walk Day. Registered Girl Scout Troops will have the opportunity to earn a "give back" for their own Healthy Living projects.

- Registration Begins **9:30am**
- Activities, Fun and Games, Food **9:30am - 1:00pm**
- Walk Begins **11:30am**

Girl Scouts of Nassau County
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Tel 516.741.2550 • Fax 516.741.2207
walk@gsnc.org





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Girls Go the Distance participants will enjoy an event jam-packed with food, giveaways, and exciting program activities for everyone. Meet with the wider Girl Scout community, current and past Girl Scouts, friends and corporate supporters and share your enthusiasm and dedication to Girl Scouting by “Going the Distance!”

Thank You! Your commitment to be a Team Captain will help make *Girls Go the Distance* a success! Your Team's contribution will enhance GSNC's ability to continue providing meaningful and engaging experiences for girls of all ages, to inspire them to learn and grow. This Team Captain Handbook has all the information you need to prepare for this event, along with helpful ideas. It is your initiative and enthusiasm as Team Captain that will lead to a successful walk, and we at GSNC are here to support you in your efforts.

Sunday, April 22, 2012

Old Bethpage Village Restoration
Old Bethpage, NY 11804

Congratulations Ally, Troop #624
of the Great Neck Association,
Winner, Create-A-Patch Contest



ABOUT GSNC'S GIRLS GO THE DISTANCE

Girls Go the Distance brings together families, Troops, community and local corporations to support GSNC's Healthy Living Initiatives. The Healthy Living Initiatives bring a unique perspective to keeping girls healthy. Girls today define health in their own terms, placing as much emphasis on emotional and social well-being as physical health, nutrition and physical fitness. In addition to healthy eating and physical fitness, the Healthy Living Initiatives also focuses on increasing girls' self-esteem and developing healthy relationships. These programs provide girls with the courage, confidence, and character to not only make the world a better place, but their own lives more healthful and balanced.

Funding is needed to help GSNC develop and provide engaging activities that inspire girls to learn how to integrate all aspects of healthy living into their daily lives. Examples of Healthy Living programming include the Seal Watch Walk, Get Moving! Journey, Critical Issues, "Girl Speak" and Girl Power. All Healthy Living Programs are marked with the Healthy Living Symbol on gsnc.org. In order for girls to live healthy, they first have to learn how, and have fun doing it. GSNC is making a commitment to our girls' health, but it is your help that makes it possible.

ABOUT GSNC

Girl Scouting builds girls of courage, confidence and character who make the world a better place. One of every 5 girls in Nassau County is a Girl Scout! Through innovative programming, Girl Scouts provides girls ages 5 to 17 with opportunities to discover themselves and their values as they explore the world; connect with others both globally and locally; and take action to make the world a better place. The Girl Scout Leadership Experience is woven throughout the program, emphasizing girl-led activities. This approach gives girls the ability to learn while doing and encourages girls to share skills, knowledge and experience.

Girls can participate in Girl Scouting via a variety of pathways including traditional Troops, sleepaway and day camp, travel opportunities, and lunchtime programs. GSNC also offers other special interest pathways including: the GSNC Chorus, Media Girls, Robotics League, the GSNC Ceremonial Unit and Theatri-gals theatre group.

For more information on GSNC, please visit us online at www.gsnc.org.





CORPORATE TEAMS AND FRIENDS OF GIRL SCOUTS— THE 411 ON BEING TEAM CAPTAIN

A Team Captain is the most powerful force in raising funds to support Girl Scouts of Nassau County. As a Team Captain your chief responsibility is to motivate and encourage others to join your team. The Team Captain's job is to help promote *Girls Go the Distance*; whether in your company, circle of friends, family or civic organization. Team Captains serve as the liaison between their teams and GSNC.

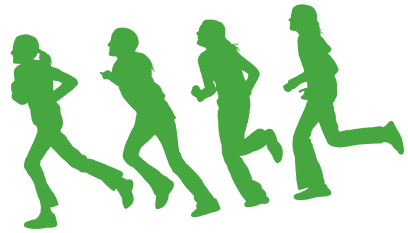
Why is a Team Captain important?

As a Team Captain, your commitment to recruit fellow walkers, raise funds, and coordinate your team is the essential ingredient in making *Girls Go the Distance* a great success.

Responsibilities

- Create a team page on the *Girls Go the Distance* website <http://gsnc.kintera.org/walk>. Recruit friends, family and colleagues to join your team and ensure that each member registers online. We encourage each Team Captain to recruit at least 10 members.
- Set an overall team fundraising goal and encourage your team members to set individual goals. Record your team goal on the team page you set up to keep your members updated on the team's overall progress.
- Encourage team members to take advantage of their online personal fundraising pages. This is a great tool to help them meet and exceed their fundraising goals through online donations and to track personal and team progress. Once you register, you will receive a package in the mail with envelopes for your team to collect cash and check donations.





Recruitment

Tips for recruiting members:

- Send an email to everyone in your address book.
- Ask a company executive to send an internal email endorsing *Girls Go the Distance* and encouraging participation.
- Host a kickoff event just for your team! Provide refreshments, talk about various fundraising strategies and have each member identify their own personal goal. An internal kickoff is a great way to recruit and motivate team members to do their own fundraising.

Raise Funds

- Strive for \$100 per team member! As a Team Captain, your first step in fundraising should be to set a team goal and encourage each team member to set an individual goal. Walkers must raise a minimum of \$35 to participate in the event and receive a t-shirt and a Girl Scout patch. *See the Fundraising Section for ideas to get you started on page eight.*
- Collect your team members' Walker envelopes with cash and check donations and turn them in to GSNC starting Monday, April 16th. Cash and check donations can be entered on your team's webpage. *See FAQs on page 10 for more information on how to do it.*
- **HAVE FUN** at the event and remember to keep in touch with Girl Scouts of Nassau County.

Please contact Sherry McGrath at Tel 516.741.2550 ext. 240 or mcgraths@gsnc.org for any questions about the walkathon, or about holding a kickoff event.



Remember to:
ASK, ASK, ASK!

If you don't ask,
people won't join or give...



GIRL SCOUT TROOP TEAMS— THE 411 ON BEING TEAM CAPTAIN

The Event

Girls Go the Distance is a program fundraising event that allows girls and their families to share a fun filled day learning about Healthy Living and supporting GSNC. It is a celebration of what is great and special about Girl Scouts -- allowing our girls, in tangible ways, to Discover, Connect and Take Action -- all in the same day! You'll also have the opportunity to connect with Girl Scout alumnae and some of Long Island's leading businesswomen...all banding together to encourage girls to live healthy lifestyles: physically, emotionally and socially.

Fundraising

- *Girls Go the Distance Walkathon* is an opportunity for families, friends, colleagues and the public to support Girl Scouts of Nassau County and the Healthy Living Initiatives. The fundraising aspect of the event is focused on the parent/guardian reaching out to family, friends and colleagues and asking them to make a gift to support their daughter and/or her Troop as she participates in the Walkathon.
- If a Girl Scout Troop registers to walk as a team, the Troop will receive 10% of the funds raised by the team to fund their own healthy living activities. This

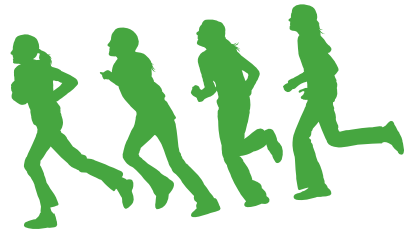
is a special incentive available only to registered Girl Scout Troops, and is designed to give families extra motivation to strive for and reach for a challenging fundraising goal. Troops must raise a minimum of \$100 to be included in the "give back." And, as a bonus incentive, if your team raises \$1,001 or more, the troop will receive 15% back. Incentives will be paid by check beginning in mid May, when all monies have been received. Please note that to be eligible for the rebate, teams must be registered with their Troop number in the team name and include at least two girl members who are registered with Girl Scouts of Nassau County.

- Participants must raise a minimum of \$35 in sponsorships to participate. All participants will receive an event T-shirt and patch.

Registering A Girl Scout Troop Team

As a Team Captain, you can register all your Troop members at one time, or simply start a team and have parents register their daughters. If you would like to register your team, enter the names, addresses and phone numbers of all Troop members who would like to participate in the Walk (names can also be added at a later date).

- Go to <http://gsnc.kintera.org/walk> and click on Register.
- Agree to the waiver. (Normal Troop Trip procedures should be followed).
- Click on "Start a Team"



- Enter your team name (which should include Troop Number), fundraising goal and team member goal.
- Enter your information as Team Captain.
- Pick your registration type. *See FAQs on page 10 for type descriptions.*
- Click “Continue” at the bottom of your confirmation page.
- The website will take you to your team’s “HQ” page. You can enter more team members by going to “Tools” and “Team Registration”

You will receive an email with a link to log into your HQ to personalize the team page, send emails to parents, friends and other potential fundraising sources. These emails have a link to your personal web page where supporters can make online donations to support you. Shortly after you register your Troop team online, you will receive a packet of information in the mail with collection envelopes for each member of your team, more information on how to encourage families to fundraise, and flyers to display.

Collecting Funds

- Distribute walker envelopes to each participating family. Families should reach out to other family members, friends, neighbors, colleagues, and other prospective supporters to raise money for the event. Each cash/check donation should be recorded on the Walker envelope.
- Checks should be made payable to: *Girl Scouts of Nassau County.*
- All donations are tax deductible. Online donations can be made through the Troop’s *Girls Go the Distance* webpage. Online donations should **not** be recorded on the envelopes.
- A week before the event, Team Captains should collect envelopes from their Troop parents and enter all cash and check donations online. (Log into website, go to HQ, Tools, Pledge Entry. This will enable GSNC to accurately count the number of incentives needed for Walk Day.
- You may bring all envelopes to the GSNC Service Center beginning Monday, April 16th. Additional donations can continue to be collected and brought to Walk Day.

BE PREPARED FOR A DAY OF FUN!

*In addition to the Walk,
there will be a variety of activities, games and giveaways!*

HOW TO RAISE \$500 IN JUST FIVE DAYS

Remember the golden rule of fundraising: you can't get donations if you do not ask!

Day 1 <ul style="list-style-type: none"> Sponsor yourself for \$25 or more \$25 Ask 3 family members to sponsor you for \$25 each \$75 	Day 3 <ul style="list-style-type: none"> Post an update on your social media sites asking your online community to make donations. \$100 Ask 10 friends to sponsor you for \$10 each
Day 2 <ul style="list-style-type: none"> Ask 5 friends to sponsor you for \$10 each \$50 Ask 5 co-workers/neighbors to sponsor you for \$10 each \$50 	Day 4 and 5 <ul style="list-style-type: none"> Ask 4 businesses you frequent to sponsor you for \$50 each \$200
TOTAL	
\$500	

FUNDRAISING FUN

Letter Writing Campaigns

Bring back the art of letter writing. In addition to emails, sending personal letters is a great way to invite your friends, family, coworkers or business contacts to donate to *Girl Scouts of Nassau County*. Be sure to include the link to your personal fundraising page for anyone who would like to donate online with a credit card, and provide your mailing address for those who prefer to send a check. Checks can be made payable to Girl Scouts of Nassau County.

Matching Gifts

Remind your team members and donors to submit matching gift forms from their companies. This is a fast and easy way to double your fundraising dollars (and Troop givebacks)!

Competition And Incentives

Utilize the *Girls Go the Distance* website, which will display the top team and individual fundraisers to spark friendly competition. Have a contest among departments in your company or with other Girl Scout Troops at your level. Update progress frequently to foster a competitive environment, and offer prizes for the top achievers. Time off, lunch with the boss, or preferred parking are great incentives within a company.

Online Fundraising

When you registered for *Girls Go the Distance* a personalized webpage was created just for you. It's an easy and proven way to raise funds! You can customize your fundraising page with your own personal story, message and photos, or use the content we have provided. Use the tools to contact everyone you know and then watch as each donation brings you closer to your goal. Make sure to use your social networking sites like Facebook and Twitter to increase your online donations. A post saying "I am just \$25 short of my goal" can bring in hundreds of dollars more! If girls are creating a page, please refer to GSUSA for online safety protocols: www.girlscouts.org/help/internet_safety_pledge.asp

Checklist For Team Captains Getting Started

- Invite family, coworkers, civic clubs and friends to join your team or to support your fundraising efforts by sponsoring your team.
- Schedule an internal team kickoff and invite registered and prospective team members. What will encourage your team to "Go the Distance"?
- Choose a team name.
- Go to <http://gsnc.kintera.org/walk>. Register your team and customize your team webpage.



- GSNC will send you a packet of materials including walker envelopes, flyers and other information.
- Distribute walker envelopes and flyers to each team member .
- Send email to friends, family and colleagues reminding them about the walk.
- Ensure all team members are registered online and encourage them to continue fundraising, using both online resources and walker envelopes.

Leading Up To The Walk

- Send out fundraising emails to ask for sponsorships.
- Make frequent posts on your social media sites asking for sponsorships.
- Update your team webpage with success stories and progress.
- Distribute brochures and hang posters in your community to generate interest.
- Make arrangements with your team to carpool to the event.
- Collect donations from your team and enter them on your team website utilizing your HQ.

Day Of The Walk

- Be sure to arrive early! Walkers must raise \$35 or more to participate and receive a T-shirt and Girl Scouts fun patch.
- All walkers should check in at the registration booth. All those who did not preregister can register at the booth.

- Turn in any last minute donations at the registration booth using the walker envelopes provided.
- Celebrate with your team and HAVE FUN!

Postwalk Suggestions

- Way to go! Enjoy your success!
- Send thank you notes and photos of your team in action to all sponsors who helped make the team a success.
- Send thank you notes to all team members with results of team fundraising, top fundraisers, etc.
- Send follow up emails to those who didn't sponsor you. Share your experience on the walk with them and offer them one more chance to donate. You can still continue fundraising for several weeks after the event.
- Collect and turn in all outstanding pledges.
- Remember, you are the role model for the team. As you do the above, encourage your team members to do the same!





FAQ's

Be a know-it-all! As Team Captain, your participants will turn to you first with their questions. Providing answers is easy – the following are answers to questions your team might ask:

Why have a team?

Teams account for approximately 80% of the monies raised in walks. Teams represent companies, organizations, families, schools, Troops and clubs and can range from as few as five walkers to hundreds! Forming a team is a great way to build company morale and camaraderie among co-workers. Families, Troops, and friends can also join together to walk for a common cause and increase community spirit.

How much does it cost to participate?

Walkers must raise a minimum of \$35 to participate and receive a T-shirt and Girl Scouts fun patch. Fee for Tagalongs is \$10 and they may participate in all activities. Tagalongs are defined as all children, 3 years and up, who are not registered Girl Scouts. Fee for adults is \$5. Adults are defined as men and women who attend the event to supervise their children. Team Captains may register as participants or as adults. *Only registered walkers will receive a T-shirt and Girl Scouts fun patch. Those registered as tagalongs and adults will not receive a T-shirt and Girl Scouts fun patch.*

How long is the walk?

The walk will be approximately two miles around the Old Bethpage Village Restoration .

What if it rains?

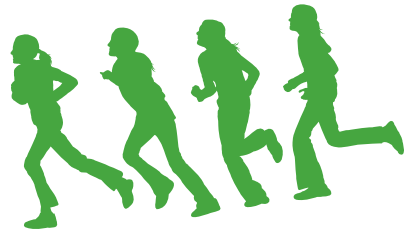
This is a rain or shine event. If it rains, the activity fair will be moved to an inside space.

How can my company match my donation?

Matching gifts are a great way to increase donations. Check to see if your company will match employee contributions and encourage your donors to do the same. To take part in a matching gifts program, request an application from the benefits manager or human resources department of your company. Send the completed form to the Fund Development department at GSNC. GSNC will verify receipt of your gift and complete the process.

How do I turn in donations?

Funds raised online are automatically directed to GSNC. For funds raised offline, please ask each team member to collect cash and checks in their Walker envelopes, listing the amounts and donors on the outside. Once all Walker envelopes are collected, place them in the Team Captain envelope and list each team member and their total amounts before turning the envelopes into GSNC. Teams can begin turning in envelopes on



Monday, April 16th. Please note that your offline donations can be counted online to keep your totals up to date. Once on your webpage, click Tools, Pledge Entry and then enter all offline donations. Donations received after the walk should also be turned into the GSNC Service Center.

How is the money used?

Seventy-eight cents of every dollar raised goes directly to girl programs and activities for the 22,000 girl members of the Girl Scouts of Nassau County. Monies raised from *Girls Go the Distance* will be directed to Healthy Living programming for girls.

Where can I get more information about GSNC and *Girls Go the Distance*?

Go online to www.gsnc.org for information on GSNC or email walk@gsnc.org.

We thank you, Team Captain.

We cannot make

Girls Go the Distance

a success without you!



GIRL SCOUTS OF NASSAU COUNTY

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