



Girl Scouts of Eastern Oklahoma

## **SPONSORSHIP: BUILDING COMMUNITY RELATIONSHIPS**

Girl Scouts, both girls and adults, are citizens of a community and, as such, they have certain rights and privileges. Along with these rights and privileges, go community responsibilities. As a movement, Girl Scouting has stepped forward in towns and cities around the country and said: “We care about the quality of life in our community.”

It is important to provide the diverse audiences in a community the story of who Girls Scouts are and why Girl Scouting is important to the community. The basic message about Girl Scouting that leaders may want to use in discussions with potential sponsors are:

- ◆ Girls are the only reason for Girl Scouting. Everything in Girl Scouting is designed for their particular needs and interests.
- ◆ Girl Scouting is based on a code of values, expressed in the Promise and Law that every girl can understand and apply in her everyday life.
- ◆ Girl Scouting is contemporary. Since 1912 it has kept changing with the lives of girls and women in a changing world.
- ◆ Girl Scouts of the USA is the world’s largest voluntary organization for girls, and one of the oldest.
- ◆ Girl Scouting is part of a worldwide youth movement for girls, with members in over 140 countries. The sisterhood builds awareness of kinship with people around the world.
- ◆ Girl Scouting is multicultural. The movement not only welcomes but also seeks members from all racial, ethnic, religious, and socio-economic groups.
- ◆ Girl Scouting appeals to girls through activities that are fun and personally fulfilling for them.
- ◆ Girl Scouting also offers personal satisfaction and growth to the adults who make it possible.
- ◆ Girl Scouting is supported by the community. This support is earned by enriching the lives of the community’s girls and of many adults as well.

**The Federal Tax Id is assigned to the Girls Scouts of Eastern Oklahoma. Donations (in-kind or monetary) made directly to individual troops and service units are not tax deductible per IRS 501(c)(3) guidelines and the Federal Tax Id may not be used accordingly. For additional questions or assistance regarding donation requests, please contact the Fund Development department.**

## **GUIDELINES FOR FINDING SPONSORS**

Leaders may approach potential sponsors, but they are not the only Girl Scout adults who are appropriate in this role. Troop committee members, service unit personnel, or employed staff are also excellent recruiters of sponsors.

1. Start by researching your geographic area. Data for this can be developed using the Community Profile, which is usually kept up to date by the service unit's service team. Any community group which has ideals for youth in keeping with those of Girl Scouting can sponsor a troop: churches and synagogues, community centers, civic clubs, men's and women's groups, educational groups, neighborhood businesses, etc.
2. Contact the Chief Development Officer of Girl Scouts of Eastern Oklahoma (GSEOK) for approval before contacting a business or organization to ask for financial assistance. If you do not have prior approval the gift will not be tax deductible and a 501c3 letter will not be issued.
3. Now, research those groups. Talk to people who work for them or belong to them. What could the business, industry, or community organization provide to support a Girl Scout troop – program equipment, people with hobbies to share, adult leadership, a troop committee member, a meeting place, financial help for girls?
4. Match these needs of current and potential troops with the resources of potential sponsors. A new troop needs a meeting place – how about the company cafeteria? And an existing group wants to learn carpentry – how about the lumberyard?
5. Build your case for each potential sponsor. List all the ways the sponsor could support the troop. More important, list all the ways the sponsor could benefit.
6. Make an appointment and call on the appropriate representative of the organization and set up a convenient time to meet.
7. Prepare for the interview. Gather facts and statistics about Girl Scouting, both nationally and in the community. Anticipate that the questions will be based on the potential sponsor's interests.
8. If the response is favorable, work out the agreement with the sponsor. Spell out in detail what both the sponsor and the Girl Scout troop will do.
9. Ask the sponsor to appoint an official representative to serve as liaison between troop and sponsor.

## **GUIDELINES FOR PROCESSING THE SPONSORSHIP AGREEMENT**

1. Negotiate agreement with the sponsor, outlining what each will do.
2. Sponsor signs the agreement.
3. Leader signs the agreement.
4. Leader sends the signed agreement to their council representative for their signature.
5. The leader is given a formal Council Recognition of Support Certificate to give to the sponsor.

Working with sponsors is a rewarding experience for girls and adults in Girl Scouting. It moves Girl Scouting into the community and emphasizes the community base of Girl Scouting. It is a proven method of increasing stability and membership continuity of Girl Scout troops.