



Instilling the spirit of giving from  
**Girl Scout to Girl Scout**



# Sister to Sister 2021 TOOLKIT

FOR SERVICE UNITS

# What is Sister to Sister?

We're glad you asked! Sister to Sister is a fundraising campaign that encourages Girl Scouts and their families to participate in philanthropy while providing the Girl Scout Experience to all girls.

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## Sister to Sister Checklist

- **PARTICIPATE.** All troops must participate in the Fall Product and Cookie sales before initiating Sister to Sister fundraisers.
- **DISCUSS.** Explain the importance of giving to others to your troop.
- **SHARE.** Share your campaign website with friends, family, and on social media.
- **TAKE ACTION.** Encourage your troop to participate in Sister to Sister.
- **EARN A PATCH.** Participate in Sister to Sister activities to earn a Sister to Sister patch. More information can be found at [S2S Believe In Her](#).
- **DONATE.** Explain the importance of giving to others to your troop.
- **SHARE.** Send your funds to Hornets' Nest Council and 50% will be applied to your troop account and 50% to your Service Unit's goal. If your troop or Service Unit wants to donate 100% of your funds, just indicate in the check's memo line or with a quick note!
- **SEND.** Let us know about your Sister to Sister project or event, and don't forget to send us pictures of your troop actively participating!

## Have Questions?

Reach out to the GSHNC Advancement Department with any questions or concerns. (704) 731-6500 | [development@hngirlscouts.org](mailto:development@hngirlscouts.org)

# Service Unit Managers

## FUNDRAISING PAGE SET UP

Let's get started! Follow the instructions below to set up your fundraising page. If you have any questions along the way, reach out to GSHNC's Advancement Department at (704) 731-6500 or [development@hngirlscouts.org](mailto:development@hngirlscouts.org).

1

### **CHOOSE A GOAL AND SIGN YOUR PLEDGE AGREEMENT FORM.**

Suggested goals based on number of members and last year earnings are on your form. Decide what number works for your area. Scan or take a picture of the form and send it to [development@hngirlscouts.org](mailto:development@hngirlscouts.org).

2

### **LOG INTO THE SISTER TO SISTER CAMPAIGN.**

Go to [gshnc-sister-to-sister.causevox.com](http://gshnc-sister-to-sister.causevox.com). Click "Join the Campaign" in the lower right corner.

3

### **CREATE AN ACCOUNT AND PASSWORD, THEN CLICK "CREATE MY ACCOUNT".**

Add your first and last name, then click "Continue".

4

### **ADD YOUR DISPLAY NAME OR SERVICE UNIT NAME (I.E. MECK 19) AND YOUR GOAL AMOUNT.**

Move through each of the pages by clicking "Continue". Default text and graphics have already been created for you.

5

### **GO TO YOUR DASHBOARD AND SEND THE SHAREABLE URL TO TROOP LEADERS IN YOUR AREA.**

6

### **ENCOURAGE AREA TROOPS TO SHARE WITH FRIENDS ON SOCIAL MEDIA.**

Simply click "Share" in the lower right corner of the fundraising page.

# Sister to Sister

## FREQUENTLY ASKED QUESTIONS

### 1. What is Sister to Sister?

Sister to Sister is a campaign that encourages Girl Scouts and their families to participate in philanthropy while providing the Girl Scout Experience to all girls. Funds raised through Sister to Sister offset the cost of Girl Scouting by supporting programming, events and financial assistance.

### 2. As Troop Leaders, we ask parents to pay registration fees, and sell products/cookies. How do I explain the Sister to Sister campaign to them?

The best way to explain to parents the need for Sister to Sister is to break down where support is needed and how the funds they have already given are used:

#### Registration Fees

100% of your daughter's membership fee supports our national organization, Girl Scouts of the United States, headquartered in New York City.

#### Fall Product and Cookie Sales

Support about 74% of our annual budget offset the cost of Girl Scouting by supporting programming, events and financial assistance.

### 3. What do the donations to Sister to Sister support?

Through Sister to Sister, you can help provide another Girl Scout with the same Girl Scout Experience that you may have had as a child and your daughter is experiencing now. Funds raised through Sister to Sister support programming, events, and financial assistance.

#### Financial Assistance

100% of the funds from Sister to Sister directly supports:

- **Girl Assistance (95%):** Uniform basics, books, event fees, and Troop fees for Girl Scouts
- **Adult Assistance (5%):** CPR and First Aid reimbursements for Troop leaders

### 4. What is our Service Unit goal and how is it determined?

The goal for your Service Unit is decided by your Service Unit Manager.

### 5. Why does the donor make donations payable to GSHNC?

GSHNC is a federally recognized nonprofit with a 501(c)3 exemption; which allows GSHNC to provide tax deductible receipts to donors. Tax receipts will be provided for donations of more than \$250. Receipts for donations less than \$250 are available upon request.

### 6. How much does my troop or Service Unit receive?

100% of funds raised for Sister to Sister by your troop will be automatically applied to S2S. In all cases, there is always the option to split the funds with 50% to the Sister to Sister campaign and 50% to the troop. The portion of your donation that remains with the Council will be applied to your Service Unit's Sister to Sister goals. Send a check for the entire amount of money raised to GSHNC.

All checks received by GSHNC should have four items in the memo line:

- Sister to Sister Campaign
- Troop Number
- Service Unit Name
- 50% or 100% to support Sister to Sister

TROOP #	0000
Address	
City, State Zip Code	
Telephone #	DATE: August 5, 2016
PAY TO THE ORDER OF: Girl Scouts, Hornets' Nest Council	\$200.00
Two hundred and 00/100 dollars	
FOR: Sister to Sister, Service Unit Name	Signature
00000000 00000000 000 000	

\*\*\* Note: Checks from Troops or Service Units without "50%" or "100%" indicated will automatically have 50% sent to their account. See example above.

### 7. What if I can't afford to give?

We understand and want Girl Scouts to be there for every girl. That's why we have financial assistance, and it's also why we ask families who can afford to give to join us in our Sister to Sister Campaign efforts. Our families provide support with their time, talent, and treasure.

### 8. May I spread my payment over time?

Yes, you may sign up for recurring credit card payments by filling out a pledge card or contacting us at [development@hngirlscouts.org](mailto:development@hngirlscouts.org).

### 9. In what other ways can I participate in Sister to Sister?

We have many ways you can help!

#### Online

Click [here](#) to donate online.

#### Matching Gifts + Volunteer Hours

Ask your employer if they will match your Sister to Sister donation or volunteered time.

\*\*\*Note: 100% of Matching Gift and Volunteer Hours are applied to Sister to Sister and Service Unit goals unless otherwise indicated.

# Sister to Sister

## FUNDRAISING IDEAS

### **VOLUNTEER GRANTS + MATCHING GIFTS**

Some companies match the hours you volunteer and/or your charitable contributions! Simply submit your hours and/or donations to your company's volunteer and/or matching gift program program and notify GSHNC's Advancement Department by [email](#). Ask your company today!

### **COMMUNITY SPIRIT NIGHTS**

Have a relationship with a local restaurant or business? Have them host a community night with a percentage donated back to your Troop or Service Unit!  
\*Note: Please fill out a [Money Earning Form](#).

### **CELEBRATE WITH A CAUSE**

On your birthday or other special occasion share the campaign URL via email or social media and ask relatives to donate to Sister to Sister.

### **DIME DRIVE**

Did you know that one 20oz bottle filled with dimes can amount to \$100? Fill up an empty sports drink bottle (they have bigger openings for the coins to come out later) with your dimes over a year and easily raise \$100! Have your change turned to cash or check and turn it into the GSHNC for your Sister to Sister Goal!

### **HOLIDAY GIFT WRAP**

Contact stores such as Barnes and Noble. They often allow troops to set up a table and wrap gifts for donations.

### **THANKS A LATTE**

Give up your coffee from Starbucks (or your ice cream cone from the creamery) once this year and donate the funds to the Sister to Sister campaign instead.

## **Fundraising Guidelines**

- A troop **MUST** participate in Fall Product and Cookie sales in order to initiate and participate in Sister to Sister fundraising initiatives.
- All gifts **MUST** be paid directly to "Girl Scouts, Hornets' Nest Council" and are tax-deductible to the fullest extent of the law. Individuals who contribute \$250 or more to Sister to Sister will receive a tax receipt. Tax receipts for contributions less than \$250 are available by request.
- GSHNC prohibits fundraising activities that are game of chance (raffles or Bingo).
- GSHNC prohibits the sale or endorsement of commercial retail products (coupon books, Autobell tickets, Krispy Kreme Doughnut sales, in-home product parties, etc.).
- Troop Money Earning Application must be completed if an event or sale is being held to benefit the Sister to Sister campaign. The form is available [here](#).
- If the troop number is indicated in the memo line of a check, 100% of Matching Gifts and Matching Volunteer Grant Monies will be paid back to the Troop or Service Unit unless designated not to do so.





**Sister to Sister**  
 Girl Scouts, Hornets' Nest Council

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# Support Sisters in Need

When troops, family, friends and neighbors give to the Sister to Sister campaign, they help make sure that every girl who wants to be a Girl Scout has that chance and is supported by our Girl Scouts, Hornet's Nest Council ... Sister to Sister.

**DID YOU KNOW...**

- GSHNC supports more than 8,000 girls in eight counties
- The cost to support one girl for a year of Girl Scouts is about \$295



**GIRL SCOUTS IS FOR EVERY GIRL**  
 Each year, the Hornets' Nest Council helps girls who want to attend camp, programs and events. The Sister to Sister campaign helps lower programming costs and assists adult volunteers with training fees (First Aid and CPR for troop leaders).



**BELIEVE IN HER**  
 Believing in yourself and others is part of what makes Girl Scouts amazing. All girls should be supported and included while making lifelong friendships. Girl Scouts are passionate about helping others and making a difference in their communities!



**YOUR DONATION CREATES IMPACT**  
 Your contribution to the Sister to Sister campaign allows our Council to provide financial assistance to girls in need. Through your support, you can help us to make the difference in another girl's future by including her in Girl Scouts.