

girlscouts  
of greater new york

# Girl HQ Troop Fundraising Guide

2023-2024





# A Letter from GSGNY CEO, Meridith Maskara

Dear Girl Scouts of Greater New York,

Happy August! I am so excited to share the news of an extraordinary opportunity in front of us. As many of you know, we are in the midst of a transformative construction project at Camp Kaufmann named “Girl HQ.”

Girl HQ will be a beautiful building in the center of the camp property, available year-round for troops and campers. It will house a modern dining hall, five classrooms, a commercial kitchen, a Camp Trading Post, and space for activities and gatherings. Think of all we can do for Girl Scouts in a modern, four-season facility like Girl HQ!

We have heard from so many volunteers, parents, and lifetime members about a desire to help fundraise for the building. Some troops held fundraisers last year, and we hope you will plan one for your troop this fall, as you put together your schedule.

To make it more fun, we have many giving levels available to commemorate your troop’s work within the new building. And our Advancement Team is excited to support your efforts! They have created this guide to help you plan your fundraiser(s) and are available to answer any questions or support your troops by emailing [girlhq@girlscoutsnyc.org](mailto:girlhq@girlscoutsnyc.org).

Thank you for your participation and support for Girl HQ, and the next generation of Girl Scouts!

Yours in Girl Scouting,



Meridith Maskara



# Girl HQ Troop Fundraising Goals

The last time Girl Scouts of Greater New York embarked on a capital campaign, troops across all five boroughs collectively raised a total of \$200,000! Together, we achieved something incredible, and we hope to do it again.

**And, thanks to a generous donor, for every \$3 we raise, we will receive an additional \$1!**

Our hope for troop fundraising for Girl HQ is to meet or exceed our previous campaign achievement. Together, we are capable of amazing things. Let's go!

## Girl HQ Troop Fundraising Steps

| Steps         | Task/Activity  |
|---------------|--|
| <b>Step 1</b> | <b>Get to Know Girl HQ</b> <ul style="list-style-type: none"><li>• Visit <a href="http://girlscoutsnyc.org/GirlHQ">girlscoutsnyc.org/GirlHQ</a> to learn about Girl HQ plans and why it's important for your troop to get involved.</li></ul>  |
| <b>Step 2</b> | <b>Prepare Your Troop for Fundraising</b> <ul style="list-style-type: none"><li>• Introduce Girl HQ and the campaign to your troop. Watching this campaign video together is a great way to start the discussion.</li><li>• Recruit interested adult volunteers to lead fundraising efforts.</li><li>• With input from the troop, choose your fundraising activities and schedule them.</li></ul>  |
| <b>Step 3</b> | <b>Register Your Troop Fundraiser(s)</b> <ul style="list-style-type: none"><li>• Register your fundraiser(s) with the council by contacting Patrick Tekula at <a href="mailto:GirlHQ@girlscoutsnyc.org">GirlHQ@girlscoutsnyc.org</a> and providing the following information:<ul style="list-style-type: none"><li>○ Troop #</li><li>○ Troop Leader(s) Name and Contact (phone and email)</li><li>○ # of Girls Scouts in your troop</li><li>○ Fundraiser type and a brief description of your plan</li><li>○ Fundraiser date, time, and location</li><li>○ Fundraiser goal (\$)</li></ul></li></ul>  |
| <b>Step 4</b> | <b>Promote Your Fundraiser</b> <ul style="list-style-type: none"><li>• Promote your fundraiser by word of mouth, email, social media, etc.</li></ul>   |
| <b>Step 5</b> | <b>Conduct Your Fundraiser(s)</b> <ul style="list-style-type: none"><li>• Encourage all members of the troop to participate in the fundraiser and take ownership of its success.</li><li>• Conduct your troop fundraiser.</li><li>• Share fundraising results with the troop.</li><li>• Report your fundraising results to Council by contacting Patrick Tekula at <a href="mailto:GirlHQ@girlscoutsnyc.org">GirlHQ@girlscoutsnyc.org</a>. Please include the following information:<ul style="list-style-type: none"><li>○ Troop #</li><li>○ Troop Leader(s) Name and Contact (phone and email)</li><li>○ # of Girls Scouts in your troop</li><li>○ Fundraiser date</li><li>○ Fundraiser goal (\$) and results (\$)</li><li>○ Any photos or videos of your fundraiser</li></ul></li></ul> |
| <b>Step 6</b> | <ul style="list-style-type: none"><li>• Celebrate your success and acknowledge your Girls Scouts and adult volunteers for their efforts!</li></ul>   |

# Troop Fundraising Recognition

By holding a troop fundraiser for Girl HQ, you can make your mark on the new building in more ways than one! Here are the levels of recognition your troop can earn.

| Total Raised     | Troop Recognition           | Description  |
|------------------|-----------------------------|--|
| <b>\$100-499</b> | Commemorative Girl HQ Patch | All Girl Scout troops and volunteers that raise \$100-499 will receive a commemorative Campaign for Girl HQ Patch.   |
| <b>\$500</b>     | Paver Stones                | Carve your name, your troop name, tribute, or memory into paver stones and they will become part of the Girl HQ landscape.   |
| <b>\$1,000</b>   | Trees                       | Troops and/or individuals will be acknowledged with the planting of a tree. Each tree will be distinguished with a personalized tree plaque.   |
| <b>\$2,500</b>   | Classroom Tables            | Troops and/or individuals will be recognized in a Girl HQ classroom for providing classroom tables. Each table will be distinguished with a personalized table plaque.   |
| <b>\$3,000</b>   | Benches                     | A bench is a wonderful way to create a lifetime memory for your troop, or to commemorate a meaningful Girl Scout Camp experience. Troops and/or individuals will be recognized for providing for the installation and maintenance of a bench at Camp Kaufmann. |
| <b>\$5,000</b>   | Dining Hall Tables          | Troops and/or individuals will be recognized in the Girl HQ dining hall for providing dining tables. Each table will be distinguished with a personalized table plaque.  |

Other recognition opportunities are available for staff, volunteers, families, and friends who would like to name a space or element of the new Girl HQ at Camp Kaufmann. Please contact the Campaign for Girl HQ team at [GirlHQ@girlscoutsnyc.org](mailto:GirlHQ@girlscoutsnyc.org) for more information.

## Roles and Responsibilities

| Girl Scouts of Greater New York   | Troop Leaders   |
|---|---|
| <ul style="list-style-type: none"> <li>Communicate campaign purpose and objectives.</li> <li>Provide ongoing support throughout fundraising period.</li> <li>Share ideas for fundraising.</li> <li>Provide fundraising resources and event registration procedures.</li> <li>Provide reporting procedure and track progress.</li> <li>Advise on troop fundraising plans as needed.</li> </ul> | <ul style="list-style-type: none"> <li>Serve as your troop representative for the Girl HQ campaign.</li> <li>Be an Ambassador for GSGNY and Girl HQ during this effort.</li> <li>Be present at planned troop fundraising events and ensure safety guidelines have been followed.</li> <li>Provide support to Girl Scouts and volunteers in your troop.</li> <li>Ensure adult volunteers and Girl Scouts are knowledgeable about Girl HQ.</li> <li>Collaborate with Council to track fundraising goals, progress, and total funds raised.</li> </ul> |

## Girl Scout Troop Fundraising Activity Ideas

Keep the FUN in FUNdraising! Plan fundraisers that the whole troop can get excited about and take part in. The best fundraisers will be the ones that work best for your troop and community. Don't be afraid to get creative and think outside the box. Here are some ideas to inspire your creativity:

- Invite friends and family to make a donation.
- Host a bake sale or pancake breakfast.
- Organize a yard, garage, or stoop sale.
- Have a car wash or pet wash.
- Offer holiday gift wrapping services.
- Facilitate a badge workshop for younger Girl Scouts.
- Host a talent show or fashion show.
- Open a craft fair.
- Offer yard work or neighborhood clean-up.
- Host a Fun Run/Walk and offer sponsorships.
- Have a Dance-a-thon.
- Set up a fundraising booth at a local establishment.
- Set up a lemonade stand at the park.
- Have a Read-a-thon.

## How to Give

Please note, that all are welcome to contribute to the Campaign for Girl HQ by supporting a troop fundraiser or simply pledging a gift. Parents, volunteers, friends, and family, who wish to donate on behalf of their Girl Scout may do so online at [girlscoutsnyc.org/girlhq](https://www.girlscoutsnyc.org/girlhq) or by mailing a check to:

Girl Scouts of Greater New York  
Attn: GSGNY Campaign for Girl HQ.  
40 Wall Street, Suite 708  
New York, NY 10005

## Cultivate Your Fundraising Mindset

- Be prepared.
- Expect success.
- Be enthusiastic about Girl Scouts and its mission!
- Be confident about why you are fundraising for Girl HQ.
- Gratitude is the best attitude — Thank every person who supports your troop fundraiser.

## Cookie Sales and Girl HQ

Please don't let your fundraising for Girl HQ interfere with your participation in the Girl Scout Cookie Program: it is an essential part of Girl Scouting and is not to be missed! However, if you would like to donate your Cookie proceeds to Girl HQ that is a great way for your troop to make a donation.



**Please contact Patrick Tekula at [GirlHQ@girlscoutsnyc.org](mailto:GirlHQ@girlscoutsnyc.org) with any questions!**