

“The work of today is the history of tomorrow, and **we are its makers.**”

Juliette Gordon Low
Founder of Girl Scouts of the USA



Girl Scouts has done more than any other organization to provide leadership opportunities for girls.

In 1912, there was no path to leadership for women. Girl Scout founder Juliette Gordon Low knew that it would take an organization of all girls to change the world that she saw. Since then, there's been only one qualification to be a Girl Scout. Any girl can join.

Our families see first-hand the positive impact Girl Scouts has on a girl's life. The Family Campaign is the annual opportunity for Girl Scout families to support our Girl Scout council – the organization that makes the Girl Scout Leadership Experience possible for nearly 16,500 girls in our area. Our goal is 100 percent family participation from those who receive the direct benefits of this premier leadership organization.

Girls and volunteers throughout the council benefit from donations to the Family Campaign and further inspire the community to support our organization and its powerful mission of building girls of courage, confidence, and character, who make the world a better place.

While the \$12 membership dues are sent to Girl Scouts of the USA to provide national standards, policies, programs, training and advocacy – **a gift to Family Campaign stays right here in our council.**

“Girl Scouting is an amazing program that has built me up to be the person I am today. It has taught me confidence, leadership, morality, the value of community service, and how to be successful. Throughout my years in Girl Scouting, I have accumulated indelible memories, lifelong friends, and a network of wonderful, exemplary women in whom I know I can always trust. It has taught me that nothing is out of my reach and with determination and hard work, I can do anything I aspire. One day I hope to become a leader, so that I can give back to the organization that gave so much to me.”



Kate Induni, Des Allemands
2011 Girl Scout Gold Award recipient



Your donation **shows you care and believe in the Girl Scout program.**
Your gift **impacts the Girl Scout experience of** your daughter...
your neighbor... **and girls** who live in your community!

2012 Campaign Details

The Annual Family Giving Campaign is an opportunity for families and friends of Girl Scouts to make a financial contribution directly benefiting girls. As a member of our Girl Scout family, you know Girl Scouting provides girls with the skills to face daily challenges and make sound decisions that affect them today and in the future.

Service units have set campaign goals and incentives. Money received should be turned into the council the exact way it was received, and should not be deposited into the troop checking accounts. The money should be turned into the council, **as soon as it is received** and no later than **December 16, 2011 in order to receive the S.U. Recognition.**

Service Unit Incentives

If your service unit makes its goal, the service unit will be:

- Recognized!**At the annual Adult Recognition event, in the *Connections* newsletter, and listed on the council website. Your service unit will also meet the criteria for the fund development portion of the President's Award.
- Rewarded...**Service units will receive **EITHER** a free service unit encampment at Camp Whispering Pines or Camp Covington (expires December 2012). Camp Fees will be waived. All other fees apply, i.e. activity and facilitator fees, food, etc.
- OR** 10 percent of the amount donated, back in *Donor Dollars* that can be used in the Council Shops (must be used in full)

Individual Recognitions

Individuals who donate a minimum of \$100 will receive this commemorative lapel pin, which was designed specifically for Girl Scouts Louisiana East \$100+ donors, and will only be available during the 2012 membership year.



Individuals who donate a minimum of \$25 will receive a car window decal.

Girl Scout Promise

On my honor, I will try:
To serve God and my country,
To help people at all times,
And to live by the Girl Scout Law.

Girl Scout Law

I will do my best to be
honest and fair,
friendly and helpful,
considerate and caring,
courageous and strong, and
responsible for what I say and do,
and to
respect myself and others,
respect authority,
use resources wisely,
make the world a better place, and
be a sister to every Girl Scout.

**Celebrating
100 Years
of Girl Scouting**



**2012 Annual
Family Giving Campaign**



Annual Family Giving Campaign

Most Frequently Asked Questions

Make a Commitment

What is the Family Campaign?

The Annual Family Giving Campaign is an opportunity for families and friends of Girl Scouts to make a financial contribution directly benefiting girls. This organized, council-wide request for financial contributions helps to underwrite the cost of providing the Girl Scout Program to every girl member in our council. It is a way parents and adult Girl Scouts can tangibly express their belief in the value of Girl Scouting and make a difference in the lives of young women.



No one believes in the potential of a girl more than her family. It is her family who invests in her every day, through guidance, sharing of values, and the moral, physical, and financial support necessary to ensure she grows into a confident, courageous woman.

Girl Scouts Louisiana East shares this vision with you, and offers the Girl Scout Leadership Experience to girls, helping them **discover** their full potential, using their knowledge and skills to explore the world, **connect** and team with others, and **take action** in their lives on issues they care about.

Your charitable gift to Girl Scouts Louisiana East will go a long way in helping us continue our mission of *building girls of courage, confidence, and character, who make the world a better place.*

What does my contribution to the Family Campaign support?

Your contribution helps to provide necessary services and programs for girls. These contributions help provide volunteer recruitment and support services, camp operation and maintenance, volunteer training and resources, development of exciting new activities for girls, financial assistance, and much more.



If you can answer "yes" to any of the questions below, you have benefited from the Family Campaign!

- Have you attended a service unit or troop campout at any of our council sites?
- Has your Girl Scout been to resident camp?
- Have you ever gone to a Girl Scout service center to pick up forms, a flag, or purchase a uniform?

- Has your Girl Scout troop attended any events listed in the *Program Pathways*, formerly *Program Power*?
- Do you benefit from the council publications (*Just for Girls*, *Program Pathways*, or *Connections*)?
- Have you visited our website to see what's happening or used the many resources offered there?

My daughter paid a \$12 registration fee this year. Why do you need the Annual Family Giving Campaign in addition to membership dues?

The \$12 Girl Scout membership fee is sent directly to the Girl Scout national headquarters in New York to cover the cost of insurance, program development, and other services of the national organization. This money is not retained by our council. No part of the registration fee helps pay for the direct service your Girl Scout receives.



Since Girl Scouts sell so many cookies, don't they already have a reliable funding source?

Although the Girl Scout cookie sale is one successful part of funding, we cannot rely on cookies alone to ensure that Girl Scouting continues to meet the needs of girls in southeast Louisiana. Our Family Campaign goal is to produce the support Girl Scouting needs through adult-generated means. By creating diverse ways of supporting the program, we ensure that girls today and tomorrow are guaranteed the best Girl Scouting has to offer.

My company has a Matching Gifts fund. Will that help?

Yes! A Matching Gift is an excellent way to double or even triple your contribution to the Family Campaign. Contact your employer's human resources department to see if Girl Scouting qualifies for a company match. If they do, return your completed matching gifts application form when you return your Family Campaign contribution.



I am unable to contribute at this time. May I make a pledge?

We gratefully accept pledges. You can choose how often you would like to be billed. You can pay your pledge by check, debit, credit card, or online at gsle.org, either in one lump sum payment or in installments. You have one year to pay it off completely, unless you make a multi-year pledge.



I buy Girl Scout Cookies. Isn't that enough?

About 70% of our annual budget is supported by the product sales' proceeds. However, the remaining portion of the cost of serving your Girl Scout and others in southeast Louisiana must come from the contributions of families and friends of Girl Scouting. We can't rely on one source to provide all of the financial support we need to fulfill our mission. Because we respond to community needs, we must also grow our base of community support.

My daughter is in a troop, and I give her money for what she needs. Why do you need more?

The money you give your daughter supports her specific troop activities. Troop money is not used for council services. It costs our council approximately \$204 per girl each year to provide such services as training and supporting troop leaders, providing camping opportunities, and offering council-wide events for all age levels. Many other organizations that offer activities to youth charge a sizable membership fee.

Do you ask the local community leaders and businesses for contributions?

Yes, every year our council reaches out to local corporations, foundations, United Ways, and civic groups to help defray the cost of the general operation of the council and for many special programs. Strong support from our families and friends influence these donors by demonstrating that our families have made a financial commitment to Girl Scouts.

girl scouts
1912-2012



Please cut or copy and return with contribution.

Donor's Name _____

Address _____

City _____

State _____ Zip _____

Girl Scout's Name _____

Troop Number _____ Service Unit _____

Girl Scout's Name _____

Troop Number _____ Service Unit _____

Phone Number _____

Email Address _____

Make check payable to: Girl Scouts Louisiana East, 841 S. Clearview Pkwy., New Orleans, LA 70121. (504) 733-8220 · (800) 644-7571

Total Gift: \$ _____ Cash Paid: \$ _____

Balance: \$ _____

Cash Check Visa
 MasterCard Discover American Express

Card #: _____

Exp. Date: _____

I prefer the Girl Scouts to bill me:

Monthly Quarterly Semi-Annually Annually

Begin Billing on _____

Donor's signature _____ Date _____

Matching Gifts: If your employer matches employee gifts, your contribution can be doubled.

Employer: _____

*Every gift counts!
Every gift, no matter the size, is important, needed,
used wisely, and very much appreciated!*