

FAMILY CHAMPION – A PARTNERSHIP BETWEEN GIRL SCOUT FAMILIES AND OUR COUNCIL

WHAT IS THIS CAMPAIGN ALL ABOUT?

The Family Champion Campaign raises money from Girl Scout families each year to help support Girl Scouting in West and Northern Michigan.

WHY DO WE NEED TO RAISE MONEY?

It costs about \$343 per year to support each Girl Scout in our council for a whole year of programs and services. This is used to:

- Create and support programs, events and series for the girls
- Provide financial assistance so all girls have the opportunity to participate in Girl Scouts regardless of circumstance.
- Create volunteer materials, train volunteers throughout the year and provide volunteer support.
- Ensure that we have great camp programs and that our camps and other properties are maintained.

BUT our United Way support and Girl Scout Product Sales programs cover only about \$311 of this cost. So, that leaves \$32 per girl that GSMISTS has to raise.

HOW ELSE DOES GSMISTS RAISE FUNDS?

- Foundation, Corporate and government grants
- Donations from individuals, businesses and organizations within our communities
- Fundraising events
- Contributions from our Girl Scout family.

SO...HOW DOES THE FAMILY CHAMPION CAMPAIGN WORK?

- Each service unit finds a volunteer to be the Family Champion Advocate to help the service unit reach its target.
- We set service unit targets just \$2/girl. X the number of girls in your service unit!
- We use a Family Champion web site to make fund raising easier and so each service unit can have its very own web page. It's a fun tool.
- Donors receive incentives—a cool Girl Scouts window cling for any sized gift, a patch for \$25 or more. And your service unit receives 10% of the total donated from that service unit area.

WHY SHOULD WE DONATE...WE ALREADY GIVE YOU AND OUR TROOP DUES?

That's a great question! Here is why.

- Your daughter's \$12 membership fee goes straight to GSUSA so they can continue to support our council and Girl Scouts nationwide with resources, training & advocacy.
- Your troop dues are used for weekly or monthly activities within your troop.
- Your Family Champion donation will be used to make sure that your Girl Scout has access to Girl Scout programs beyond your troop!

WHERE DO WE SIGN UP? Right here....online....or on your daughter's registration form!

Name	Daughter's Service Unit			
Address:	C	ity:		Zip:
Phone: Em	nail:			
My check is enclosed, payable to GSMI Please charge my: VISA MC	STS	D	onatio	n Amount\$
Card NoSignature				Please return to: 3275 Walker Ave. NW Grand Rapids, MI 49544