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Introduction

There are two distinct ways troops/groups raise money to support troop/group activities:

- Council run Product Sales (Cookies and Fall Product)
- Troop/group organized and run money earning activities

This document focuses on the process, requirements, and key considerations for troops/groups to conduct their own money earning activities. Complete details regarding money earning and basic troop money management can be found in the [Troop Finances section](#) of Volunteer Essentials. For additional questions, please contact your Volunteer Support Manager.

Process

1. Troop discusses why they want to raise extra funds, what these funds will be used for and completes a [Group Agreement](#). Group agreement should be kept with troop records.
2. Troop submits a [Money-Earning Activity Application](#) to GSWW Staff **4 weeks in advance of advertising** for the activity. Include any promotional materials or text for social media postings for review and see [Branding Guidelines](#).
3. Determine if your Money-Earning Activity requires additional insurance or Certificates of Insurance by reviewing [Insurance 101](#). Forms are due **4 weeks in advance of your event/activity**.
4. Troop receives email from GSWW Staff.
 - Approved – Move forward with advertising your event, purchasing materials, and reserving spaces if needed.
 - Denied – Review reasons why, make necessary changes and re-submit.

Participation Requirements

- Girl Scouts participation in group money-earning is voluntary.
- Girl Scouts must be Brownie – Ambassador level to participate in troop/group money-earning. Daisies can only do Council sponsored Fall and Cookie product sales.
- Troops must have participated in either the Fall or Cookie sale within 12 months of the money-earning activity date.
- Written permission is needed from each Girl Scout's parent or guardian on a completed [Group Agreement](#).
- Girl Scouts must understand and be able to explain why the money is needed.
- Money earning should not exceed what the group needs to support its program activities.
- Vigilance in protecting the personal safety of each Girl Scout.
- Arrangements need to be in place for safeguarding the money raised. Funds acquired through group money-earning projects must be reported and accounted for by the group according to Girl Scouts of Western Washington procedures.
- When using an online payment platform (e.g. Venmo, Square), money exchanged online must be routed to the Girl Scout troop bank account connected to the Troop email address. (This cannot be a personal email address.)

Money Earning Guidelines

Keep these specific guidelines—some of which are required by the Internal Revenue Service—in mind to ensure that sales are conducted with legal and financial integrity.

Do's

- Group money-earning activities need to be suited to the ages and abilities of the Girl Scouts and consistent with the principles of the Girl Scout Leadership Experience.
- All funds earned by Girl Scouts must support Girl Scout program experiences (such as camp, travel, and program events, but not scholarships or financial credits toward outside organizations).
- Troops must observe local ordinances related to involvement of children in money-earning activities as well as health and safety laws.
- Food products: If food products are made by Girl Scouts and their families, food handling permits apply unless the county does not require them. (Generally, this will be for baked goods only.) In that case, a sign must be prominently displayed stating that the county does not require a food handler's permit for baked goods and food preparation has not been overseen by a permitted food handler.
- Money-earning events scheduled on a date during the Girl Scouts of Western Washington's annual Cookie Program, which usually takes place mid-January to mid-March, requires special approval and applications may take longer to review.
- While marketing/advertising a Girl Scout event at a residence - adults of girls participating must understand the additional risks in associating that address as a Girl Scout residence

Don'ts

- Funds raised cannot follow the Girl Scout outside of the council or if she chooses not to be a member of Girl Scouts.

- Girl Scouts discourages the use of games of chance. Any activity which could be considered a game of chance (raffles, contests, bingo) must be approved by Girl Scouts of Western Washington and be conducted in compliance with all local and state laws.
 - Games of chance involving cash rewards should be avoided – including raffles, the direct solicitation of cash by girls and donation jars at a business’ cash register.
 - Bingo-type events may be approved if the reward is not monetary. Ex: selling bingo cards where the winner receives a stuffed animal.
- Girl Scouts’ [Blue Book](#) policy forbids Girl Scouts from the direct solicitation of cash, ex. Go Fund Me pages will not be approved.
- Girl Scouts forbids product demonstration parties where the use of the Girl Scout trademark increases revenue for another business, such as in-home product parties. Any business using the Girl Scout trademark or other Girl Scout intellectual property must seek authorization from GSUSA.
- Money-earning activities are not permitted at certain locations, including but not limited to: bars, marijuana dispensaries, liquor stores, gun shows and casinos.
- To keep camps accessible to all, encamporees may not be run as a money-earning activity for troops or groups.
- Things to Avoid (for more details see [Working with Sponsors and Other Organizations](#) in Volunteer Essentials).
 - **Avoid fundraising for other organizations** Girl Scouts may not be in uniform - *wearing a sash or vest, official pins, etc.* - soliciting money on behalf of another organization.
 - **OK:** Troop decides to walk in Relay for Life. They ask families and friends to support them in a walk to *fight cancer*. Troop decides to give the money earned to Relay for Life as their choice of an organization that fights cancer.
 - **NOT OK:** Girl Scout states ‘My Girl Scout troop is raising money to support Relay for Life.’
 - **Steer clear of political or religious fundraisers**
 - **Avoid selling or endorsing commercial products or businesses.**
 - **OK:** Bake sale where you’re selling baked goods that aren’t packaged. Example selling Krispy Kreme donuts that aren’t in Krispy Kreme boxes.
 - **Not OK:** Krispy Kreme, Party Lights, Pampered Chef, Brown Bear or any 3rd party fundraiser.
 - **OK:** Girl Scouts selling flower pots they decorated themselves at a plant nursery.
 - **NOT OK:** Girl Scouts advertising that they are selling pots at the nursery AND that people should buy plants from the nursery.

Journey Jumpstarts

A Journey Jumpstart is a single event focused on a specific Journey that may span anywhere from 6 hours to a weekend retreat. Typically, a Girl Scout Journey can take a troop over 2-4 months to complete, a Journey Jumpstart is intended to start the process but not fully complete it.

If your troop/group is interested in holding a Journey Jumpstart event as a Money Earning **you must include an event agenda with your Money Earning Application.** The agenda should have a summary of the flow of the event with a short explanation of the activities and the time allotted for

each activity. In creating your agenda key things to consider are:

- The amount of time and activities should be age-appropriate for the age level of the Girl Scouts who will attend the Journey.
- Built-in meal/snack breaks and a variety of activities to keep the participants engaged - lots of sitting makes it difficult to interact with the information to be learned, especially for younger Girl Scouts.
- The focus of the Take Action portion of the Journey Jumpstart should center on the participants in developing plans to Take Action; in most cases, Journey Take Action Projects can't be completed the same day as the other portions of the Journey.

Best Practices for Journey Jumpstart:

These best practices are provided to assist you in the building of your Journey Jumpstart program outline and are based on the program level with cognitive abilities of each age group in mind.

Program Level	Event Duration	Individual Activity Duration	What is completed?
Daisy	3 to 4 hours	15 to 20 minutes each	Everything except Take Action Project
Brownie	4 to 5 hours	20 to 30 minutes each	Everything except Take Action Project
Junior	5 to 6 hours	20 to 30 minutes each	Everything except Take Action Project
Cadette	6 to 7 hours	30 to 45 minutes each	Everything except Take Action Planning and Project
Senior	7 to 8 hours	45 minutes to 1 hour	Everything except the Take Action Planning and Project
Ambassador	7 to 8 hours	45 minutes to 1 hour	Everything except the Take Action Planning and Project

Sample Troop Money-Earning Activities

Events

- Badge workshop
- Journey Jumpstart
- Dance/Party/Swim/Skate

Collections/Drives

- Cell phones for refurbishment
- Used ink cartridges turned in for money
- Christmas tree recycling

Food/Meal Events (see guideline on food handling)

- Lunch box auction (prepared lunch or meal auctioned off)
- Themed meals, like a high tea or a build-your-own-taco bar, related to activities girls are planning (For instance, if girls are earning money for travel, they could tie the meal to their destination.)
- Selling concessions at GSWW volunteer learning conference or community event

Service(s)

- Service-a-thon (people sponsor a girl doing service and funds go to support a trip or other activity)
- Babysitting for holiday (New Year's Eve) or council events
- Raking leaves, weeding, cutting grass, shoveling snow, walking pets
- Cooking class or other specialty class
- Gift wrapping (with suggested donation)

Sales

- Items made for craft/holiday fair
- Wreaths/Soaps/Birdbaths
- Clothing/Patches

Distribution of Earned Proceeds

Per the IRS, "a section 501(c)(3) organization must not be organized or operated for the benefit of private interests. No part of the net earnings of a section of 501(c)(3) organization may inure to the benefit of any private shareholder or individual." This means that Troops or groups earning money cannot create reserve funds or earmark funds dollar for dollar for individual Girl Scouts.

- Money earned is for Girl Scout activities and is not to be retained by individuals.
- Ranges or bands for earned funds should be created to determine equitable disbursement amounts - May not account dollar-for-dollar for individual Girl Scouts.
- Funds raised through money-earning activities for any reason - including Gold Award - that are deposited into an account associated with Girl Scouts of Western Washington are subject to the banding requirements. Girl Scouts should pre-determine banding ranges based on appropriate effort, range of revenue earned or activity-relevant banding ideas.
- Girl Scouts raising funds for individual projects can also be banded under a Service Unit account so that no one girl receives a dollar-for-dollar benefit, with the Girl Scouts involved agreeing beforehand to their proportional share of the account.
- When allowing girls to use more or less of the troop proceeds a banding/tiered process should be established in advance.

Ex. 1. In situations when the troop is saving for a big trip, Girl Scouts should decide how they're going to fairly distribute money earned. Troops can set up a credit system so that everyone puts in the effort necessary to achieve their goal. Depending on the money earning activity, the troop could determine the number of hours a Girl Scout should participate in the activity to earn a certain amount of credits.

Ex. 2. With cookie sales each girl is going to sell according to the troop goals they come up. The troop sets a per-girl sales goal that they believe will financially support their decided upon goal. Perhaps, the troop wants to go to the Point Defiance Zoo Snooze and decides they need a budget of \$75 per Girl Scout. They set a goal of 135 packages each. For Girl Scouts who sell 135 packages there is no additional cost to attend this event. For Girl Scouts who sell 75-100 packages there is a \$10 additional cost and for those who sell 25-75 there is a \$20 additional cost.

Soliciting Donations for Money Earning

Girl Scouts cannot solicit cash donations, however, if offered a cash donation, it can be accepted and must be reported on the Annual Troop Finance Report. Troops can solicit in-kind donations from businesses and organizations. These donations are not tax deductible as troops are not considered tax-exempt independent non-profits. The donor cannot use the GSWW Tax ID Number in-order-to obtain a tax write off. Only donations to the Council at large can receive receipt for charitable donations.

Service Unit Money Earning

A Service Unit may host a Money Earning event to fund Service Unit scholarships or activities that may benefit Girl Scouts or volunteers. Service Units should follow the same money earning guidelines that a troop is required to follow. These events should be kept at a reasonable cost so that there is no financial barrier to attending. Service Unit Money Earning events differ from Service Unit events such as World Thinking Day, Founders Day, Cookie Rallies and bridging events. Please see our [Service Unit Event Guidelines](#) for more information on hosting these types of events.

Media and Brand Guidelines

If you would like to utilize language/imagery/branding of Girl Scouts in your Money Earning, additional approval may be needed for copyright reasons. Please submit a draft with application and allow additional time for approval.

Ex: Selling clothing with the Girl Scout Logo requires additional approval.

To promote your activity/event via social media or flyers, please follow the Branding Checklist on the [Media & Brand Guidelines](#) page. You will also find flyer templates, Girl Scouts of Western Washington Logo and illustrations.

Advertising Council Wide

To have your Money Earning Event advertised on the Girl Scouts of Western Washington Event page, please be sure your event is:

- Open to all Girl Scouts Council wide
- A registered volunteer has completed the Event Manager Module on gsLearn
- Money Earning Application has been approved by your Volunteer Support Manager
- Submit this [form](#), 6-8 weeks prior to your event

Individually Registered Members

For IRM's doing money earning projects for Highest Awards or Travel, please reach out to your Volunteer Support Manager or Customer Care Team for support. (CustomerCare@GirlScoutsWW.org, 1-800-541-9852)