

Money Earning Activity Guidelines

Helping girls earn and manage money is an integral part of the Girl Scout Leadership Experience. When girls participate in money earning activities, they learn important skills such as goal setting, decision making, money management, people skills, and business ethics.

Your Girl Scout group (troop, service unit, etc.) is responsible for planning and financing its own activities. This puts girls in charge (with support from troop leaders and GSMW registered volunteers), giving them the opportunity to cooperatively set goals, manage a budget, spend responsibly, and maintain records, as well as develop social, marketing, and entrepreneurial skills.

The Girl Scout Financial Literacy Program, including the Cookie Program and Fall Product Program are the two best opportunities for girls to earn troop funds. Troops must participate in the Girl Scout Cookie Program and Fall Product Program in order to participate in additional money earning activities. Consideration will be given to troops that formed after these opportunities have passed. Troops who participate in the Girl Scout Cookie Program and Fall Product Program usually do not need to participate in additional money earning unless they are planning trips or other travel.

Prior to soliciting, receiving donations, or participating in a money earning activity, the Money Earning Request Form must be submitted to GSMW.

Collaborating with Supporters

Troops, groups, Juliettes, and service units are encouraged to focus their money earning efforts through the Girl Scout Financial Literacy Program. We understand however that there may be opportunities for funds to be raised outside of these programs. Please adhere to the following guidelines/best practices for additional money earning opportunities

- **Girls are not permitted to directly ask for donations.** Girls must work with a parent, leader, or advisor to request gifts, including but not limited to, in-kind donations, cash donations, grant opportunities, or sponsorships. Exceptions apply for girls working towards their Gold Award.
- **Girl Scouts cannot endorse products or businesses.** The Girl Scout logo may not be used in any way by a product or business.
- **Do not raise funds on behalf of other businesses or organizations.**

Please contact GSMW at customercare@gsmw.org or 800-736-5243 if you have questions or need clarification.

Money Earning Activities and Troop/Group Sponsorship

Additional Money Earning Activities

Prior to all troops, groups, Juliettes, and service units participating in any additional money earning activities, written approval must be obtained from GSMW by completing the **Money Earning Request Form and must be received two-weeks prior to event.**

The maximum number of additional money-earning projects per year, not including Fall Product Program and Cookie Program is based on grade/age.

- Daisy and Brownie Girl Scouts (1 per Girl Scout year)
- Junior Girl Scouts (2 per Girl Scout year)
- Cadette/Senior/Ambassador Girl Scouts (3+ per Girl Scout year upon Council approval)

Examples of Appropriate Money Earning Activities:

- Gift wrapping
- Garage sale
- Lunch box auction (prepared lunch or meal auctioned off)
- Bake sale
- Babysitting for holidays (such as New Year's Eve) or council events
- Raking leaves, weeding, cutting grass, shoveling snow, walking pets
- Selling a handmade bird feeder or bird house
- Facilitating a badge/patch workshop for younger troop
- Car wash
- Craft sale (handmade jewelry, artwork, scarves, cards, bookmarks, candles, etc.)

Please contact GSMW if you need assistance in planning your activity.

Troop/Group Sponsorships

If a troop, group, or service unit plan to ask for a cash donation, grant opportunity, or sponsorship, written approval must be obtained from GSMW's Fund Development department by completing the **Money Earning Request Form**. Gifts include, but are not limited to, cash donations, grant opportunities, and sponsorships.

A troop, group, or service unit may ask for a donation/sponsorship if the donation is intended for the benefit of the entire troop, group, or service unit and not an individual member.

NOTE: Troops, groups, service units do not need council approval to request gift in-kind donations. However, GSMW must be notified if the in-kind donation is valued at \$250 or more. In-kind donations are not permitted for the intent of selling the items for all or a portion of the profits. If the donor would like a tax acknowledgement letter, please notify GSMW by completing the **Money Earning Request Form**. **All in-kind donations must be reported on troop and service unit end-of-year financials.**

Gold Award Project Money Earning

If a Senior or Ambassador Girl Scout is working towards earning a Gold Award, then additional funds may be solicited by the girl for her project. The [Money Earning Request Form](#) must be completed for each activity, which can include:

- In-Kind Donation
- Sponsorship/Donation
- Additional Money Earning Activities (see examples of appropriate additional money earning activities above)

Asking for Donations for Troops, Groups, and Service Units

Donation Pass-Through

A donation pass-through occurs when a gift is received and processed by GSMW headquarters and then distributed to a specific troop, group, Juliette, or service unit. **Gift amounts greater than the assigned gift limit will remain with GSMW as a general contribution for the use of financial assistance.****

A donation pass-through is required when:

- A donor is making a contribution of \$250 or more
- A donor is making a contribution of less than \$250 and would like an official tax acknowledgement letter

If you plan to receive a donation/sponsorship, complete the [Money Earning Request Form](#) and ensure the donor indicates that the gift is intended for your troop or service unit. Funds will not be released until the Money Earning Request Form has been approved. Please allow 2-3 weeks for gift processing and distribution.

NOTE: Troops, groups, service units, and Juliettes are not permitted to send tax acknowledgement letters on behalf of GSMW. For a donor to receive a tax acknowledgement letter, GSMW must have a record of the gift.

**** Troop, Group, Service Unit Gift Amount Limits**

Daisies and Brownies, including Juliettes:

May receive a total of \$250 during a Girl Scout year

Junior, Cadette, Senior, and Ambassadors, including Juliettes:

May receive a total of \$1000 during a Girl Scout year

Juliette Support Process

Money earned or raised by Juliettes (individually registered Girl Scouts) must go into an account held by GSMW. To use funds, Juliettes must complete the [Juliette Fund Request Form](#). Juliettes are encouraged to reach out to their GSMW support staff liaison with questions.

Important Do's and Don'ts

Familiarizing yourself with GSMW's Money Earning Activity guidelines ensure that money earning activities are conducted with legal and financial integrity. For any questions, please email customercare@gsmw.org or call us at 800-736-5243.

DO:

- Complete the [Money Earning Request Form](#) prior to seeking funding opportunities.
- Select money earning activities that are **suited to the ages and abilities** of the girls and are consistent with the principles of the Girl Scout Leadership Experience.
- **Feel free to volunteer for another organization through a Take Action project.**
- **Report funds earned through money earning activities** on your annual Troop or Service Unit Finance Report (due June 30 each year).
- Report in-kind donations on your annual Troop or Service Unit Finance Report.
- Be sure at least two registered adults will be in attendance at all times during an approved troop money earning activity.

DO NOT:

- Schedule your money earning activity during the Girl Scout Cookie Program or Fall Product Program.
- Participate in games of chance including raffles and bingo.
- Conduct product demonstration parties where the use of the Girl Scout trademark increases revenue for another business, such as in-home product parties (i.e., kitchenware, handbags, or jewelry). Any business using the Girl Scout trademark or other Girl Scout intellectual property must seek authorization from GSUSA.
- Sell or endorse commercial products. A commercial product is any product sold at a retail location.
- Participate in third-party fundraisers such as restaurant nights, selling coupon books, etc.

Questions?

Contact us at customercare@gsmw.org or call 800-736-5243.