

Family Partnership 2010/2011 Campaign Background

Campaign Timeframe:

April 2010 – March 2011

Ask Goal:

Make a personal Family Partnership ask of every parent in your Service Area.

Best Place to Start:

At girl registration

Your Gift:

Give your own personal gift first. It is much easier to ask someone to join you in supporting something you both believe in.

What do I Say?

“Please consider a gift of \$86 or an amount that is appropriate for your family (*point out breakout on the Parent Letter*). You can give when you register, or utilize an Electronic Fund Transfer (EFT) option if you prefer multiple payments. I also encourage you to check with your employer about any matching gift opportunities that might be available.”

Who is Available for Support?

The Family Partnership Ambassador is the primary person in charge of the campaign in their area.

- Volunteers that can help - Service Area Manager, Community Family Partnership Coordinator, Registrar, School/Community Organizer and other parents that give to Family Partnership
- GSNWGL Staff - Membership Manager & Annual Giving Director

How to Succeed:

1. Attend service area meetings to hear Family Partnership updates
2. Use the training kits/tools available to you through your Membership Manager or the GSNWGL website (Chloe items, pricing game, etc...)
3. Plan events and meeting designed to meet your Service Area goal—take this opportunity to build on your area’s strengths and involve new families that haven’t given before.

How Do I Know How Our Service Area Campaign is Going?

Membership Managers will report on progress towards Family Partnership goals at monthly service area meetings. Here is what they will know from their reports:

- \$ amount and % of goal reached as of end of previous month
- \$ per girl
- Number of families that have given gifts

**Note: Every Service Area was asked to actively participate in setting its own Family Partnership monetary goal for 2010/2011.*

Awards:

SUPER SERVICE AREA AWARD - Recognizes the efforts of Service Teams as they move their Service Areas toward the achievement of the Council’s goals during the membership year. Service Areas who meet all of the criteria will be awarded the Super Service Area Award. (*The Service Area has reached or surpassed the Family Partnership goal set forth by the Council.*)