



Area Campaign Planning Worksheet

Thank you for raising money for financial assistance in our council by being a Girl Scouts Give Champion. This worksheet is designed to guide you as you plan your area campaign. These strategies are based on the area metrics. You don't have to tackle all of them; pick the ones that make the most sense for your area. Reach out to Lee O'Connell, Fund Development Manager, at GirlScoutsGive@nccoastalpines.org for help planning your campaign (and get another entry!).

Name: _____ Area: _____

- New monthly donor(s)**
 - Are there current monthly donors in your area?
 - Do you have Service Unit volunteers that aren't attached to a troop?
 - Would you be willing to talk about monthly donations at a Service Unit meeting?
- New Daisy Chain Member(s)**
 - Are there current Daisy Chain members in your area?
 - Are there women in your area who are passionate about investing in girls or Girl Scouting?
 - Would you be willing to connect these women with the Fund Development team or talk to them about leadership giving?
- New Juliette Gordon Low Member(s)**
 - Are there current JGL members in your area?
 - Are there people in your area who are passionate about investing in Girl Scouting?
 - Would you be willing to connect these people with the Fund Development team to talk to them about legacy giving?
- Matching Gift(s)**
 - Do you have Service Unit volunteers that aren't attached to a troop?
 - Would you be willing to talk about matching gifts at a Service Unit meeting?
- Local business partner(s)**
 - Are there local businesses or civic groups with strong ties to girls or Girl Scouting?
 - Do you have any connections to local businesses or civic groups you could leverage?
- Area fundraising event(s)**
 - Are events generally well-attended in your area?
 - Do you think you could hold an event that would raise at least \$250?
- Area patch-in-a-day event(s)**
 - Are events generally well-attended in your area?
 - Is there a volunteer in your area who would be willing to lead girls through the Girl Scouts Give Patch program?
- Area community service/fundraising event(s)**
 - Are events generally well-attended in your area?
 - Is there a community service project that benefit Girl Scouts in your area?
- Troop Campaign participation**
 - Are you willing to talk about Girl Scouts Give regularly at Service Unit Meetings and encourage participation?
 - Are you willing to be a cheerleader and resource for your troops?
 - Are you willing to email troop leaders directly to encourage participation?