

Girl Scouts Heart of the Hudson



Girl Scouts®

Summary Notes  
Annual Giving Teleconference Call  
Wednesday, April 22, 2009

**10:00 AM Call –23 people attended the call.**

**7:00 PM Call – another 23 people attended the call.**

**Agenda**

.The Annual Giving Campaign (as of April 22, 2009) is currently **\$154,529** which is the half-way point from where we were last year. We are slightly lower, by about **18%, from last year's numbers** but we are heartened by the support we have seen so far in light of the economic climate.

**Shared Best Practices:**

- 1) Most volunteers would like **Council to provide a fall “Kick-off” event** with monthly follow-up teleconferences and/or meetings through out the year.
- 2) Have a **community level “Kick-off**, suggestions include:
  - A) At a local restaurant
  - B) A super Bowl meeting/party
  - C) A Happy Birthday party for Juliette Low (Oct. 31)
- 3) **On-line Donations** have been helpful to Communities
- 4) Being an **Annual Giving Cheerleader** – following up on all donations
- 5) **Write personal notes** and put **stamps on the return envelope** saving a step for the donor.
- 6) **Thanking local businesses** for supporting Girl Scouts.
  - ie; Girls carry a sign in a local parade thanking the businesses that support them.
- 7) **Keep a copy** of who donated
- 8) Each leader submits the name of one alumna and one small business to send letters to for the campaign.
- 9) **Early Bird registration** has proven to be a good time to request Annual Giving Donations.

**Best Practices for Annual Giving Special Events**

- 1) Baskets and Bingo

- 2) Movie Night
- 3) Special events with local restaurants such as Applebees, McDonald's and Pizza Hut, etc.
- 4) Loose change collection ideas:
  - a) Pass a bucket at meetings
  - b) Put out jars or a coin roll project at an event.

### **What staff can do to support volunteers?**

- 1) **Provide address labels** to communities where the VCC does not have access to E-Council.
- 2) Volunteers would like detailed reports of who has given to their community during the campaign and they would like **to view the Annual Giving report** on E-Council or on our website.
- 3) **A re-design for both campaign pieces**, the family envelope and the Troop envelope would be helpful.
- 4) Periodic email **correspondence from Fund Development** staff with ideas, suggestions and general information about the campaign.
- 5) Volunteers would like comprehensive **lists of Alumnae** for their communities.
- 6) Volunteers would like an additional webpage or **“Tool Box”- on the GSHH site** designated for Annual Giving volunteers.

### **How should we acknowledge or celebrate our achievements?**

The consensus among volunteers was that additional monies should **not be spent** on pins or patches but that a simple thank you in Currents or on the website is sufficient. **“Less is best”** was the motto.

Submitted by Katy Coppinger