

Money Earning Activity (MEA) Guidelines, Rules & Policies

Application Requirements and Process

1. Fully completed applications must be submitted to Council via the online application no less than six weeks before the event.
2. All questions within the application must be answered thoroughly.
 - You will need to know the date you submitted your Finance Report to complete the application.
 - Troops will need to know fall product revenue and cookie revenue to complete the application.
 - Incomplete applications will be declined.
 - Information in the application may be verified.
3. Following the MEA, a Final Report must be filed with Council within three (3) weeks of completing the MEA. If the report is not received by the Council within the three (3) weeks, future MEA applications may be declined. The report can be submitted online.

Your Service Unit Manager, Troop and Membership Support Manager or Community Engagement Specialist can answer questions regarding Money-Earning Activities or you can contact the GSHH Philanthropy team at Philanthropy@girlscoutshh.org.

About Money Earning Activities

A Money Earning Activity (MEA) is an optional money-earning activity that may be done by troops, Service Units or to raise funds for gold award projects. GSUSA, GSHH and the IRS have rules and policies related to Girl Scouts earning money.

Girl Scouts may not ask directly for charitable donations of money, therefore no direct 'fundraising' such as coin drops, social media fundraisers, etc. may be done by troops or Service Units. Money Earning Activities must be something to **earn** additional money by providing customers with a product or service in exchange for the money received.

MEAs should be chosen that are age-appropriate, have program value for girls and that are consistent with GSHH Program Standards and policies. **All Safety Activity Checkpoints and Council policies and guidelines must be followed.**

(Note: There are different policies for funding gold award projects. Please reach out to your gold award project mentor or Philanthropy@girlscoutshh.org for assistance with gold award project funding guidelines.)

QUICK SUMMARY

Council approval is required for all Money Earning Activities. Troops require Service Unit approval as well. Fully completed applications must be submitted to Council no less than six weeks before the proposed event/activity.

- **There are blackout windows when MEAs will not be permitted. MEAs are not allowed during the initial order taking windows for both fall product sales and Cookie sales. At the CEO's discretion, there may be some limitations on MEAs during the balance of the product sale times as well.**
- Girl Scout Daisies are not permitted to do Money Earning Activities.
- Troops must have participated in both Girl Scout branded product sales – fall products and cookies to be considered for approval for additional money earning.
- Troops/Service Units must be in good standing with the Council – meaning annual Financial Reports have been provided and they have participated in the *Annual Friends & Family Partnership Giving Campaign*.
- MEAs must comply with local ordinances (including, but not limited to, local health department rules), must be free from any association with gambling (no bingo or raffles), and must protect the name and goodwill of Girl Scouts of the USA and Girl Scouts Heart of the Hudson, Inc. (GSHH).
- Girl Scouts cannot solicit money for any other organization or solicit over the Internet.
- Girl Scouts may not promote/participate in 3rd party product sales, e.g. Tupperware, discount cards, etc.
- All troop members must be registered GSUSA members and have the Consent Form signed by a parent/guardian.
- Troops/Service Units may hold a maximum of 4 MEAs annually.

Criteria – MEAs must meet the following criteria:

1. Be a valuable program activity for girls that will generate additional funds for a planned activity or event
2. Be suited to ages/abilities of the girls and consistent with goals/principles of the Girl Scout Program
3. Be a girl activity – planned, generated, produced, and performed by girls – with supervision from leaders
4. Cannot promote a 3rd party or be an appeal for charitable contributions without providing a product/service in return
5. Troops must have a purpose and financial need for the MEA.

Troop/Service Unit Eligibility

1. Troops must have participated in both Girl Scout branded product sales – fall products and cookies to be eligible for approval for additional money earning.

2. Troops & Service Units must have completed and submitted their *Annual Troop Financial Report*.
3. Troops & Service Units must demonstrate their support of the Council's philanthropy efforts including support of the *Annual Friends & Family Partnership Giving Campaign and other campaigns*. Support includes these action steps:
 - Inform** – ensure every family in the troop/Service Unit has been provided all GSSH information related to Council fundraising efforts.
 - Encourage** – every family to consider making a gift. Even small gifts help make a big difference.
 - Share & Strive** – toward reaching troop/Service Unit goals for Council support.
 - Consider Leading** – by example with troop leaders & Service Unit leadership donating to campaigns.
4. All troop/Service Unit members must be registered GSUSA members.
5. Every troop must follow GSSH policies regarding Troop Activity Notification Forms and other regulations as outlined in the *Safety Activity Checkpoints*.
6. Generally, troops and Service Units should conduct the MEA within their Service Unit area. If the MEA is outside a troop's Service Unit area, Service Unit Managers from both Service Units may be consulted before an MEA is approved. Service Units should remain within their Service Unit.
7. All MEAs must take place within the Council's jurisdiction.

Other Items to Note

1. GSSH will not approve any MEA that is in conflict with GSUSA or IRS regulations, may put girls at risk, involves any potential violation of local ordinances/laws, is not consistent with GSUSA branding requirements, is deemed inappropriate by GSSH leadership or within a troop, is not 'girl run'.
2. The Council is not responsible for any loss incurred by a troop/Service Unit MEA.
3. The income from the MEA never becomes the property of individual girls, but is part of the troop or Service Unit treasury.
4. As troops/Service Units operate under the GSSH non-profit legal entity, only the GSSH CEO's designee, Hada Reed, COO may sign and enter into contracts. Forward all contracts to her attention at Member care.
5. Promotional materials for approved MEAs must follow GSUSA branding guidelines.
6. Girls and adults should be dressed appropriately and should wear the Girl Scout pin, sash/vest, or uniform (if the activity permits) during the MEA.
7. Approval of a MEA in one year does not automatically ensure/provide approval in a subsequent year.

8. Girl Scouts Heart of the Hudson, Inc. reserves the right to deny any MEA if it is deemed not in compliance with *Safety Activity Checkpoints* and Council policies and guidelines.

Last reviewed and updated: February 2025