

# Service Unit Annual Giving Chair

**Summary:** The Service Unit Annual Giving Chair (SUAGC) is a volunteer position in each Girl Scout Service Unit in which the individual is responsible for the promotion and assistance with implementing within the service unit any Council-led Annual Giving/fundraising campaigns. The primary role is to be an ambassador, role model, and cheerleader with your fellow Service Unit Leadership Team, the Troop Leaders, parents, and other potential donors in your community.

Annual Giving is the ongoing activity of Girl Scouts Heart of the Hudson (GSHH) in which all adults connected to GSHH are asked to assist with fundraising efforts through a personal financial contribution and/or assistance with introducing potential funders (e.g. employers, friends, family) to support the efforts of GSHH to fulfill and advance the mission of Girl Scouts for all girls in all communities served by GSHH.

Annual Giving provides critical financial support vital to Girl Scouts Heart of the Hudson and enables GSHH to provide girls with premier programming, events and activities; ensures that any girl who wants to be a Girl Scout has that opportunity; maintains our camps and Girl Centers (houses); supports troop leaders and other volunteers with training and educational materials; and much more.

**Term of appointment:** Three-year term with a yearly review for reappointment. A new volunteer should shadow in the third year of the term. A volunteer may serve up to two terms (6 years).

**Supervision:** The Service Unit Annual Giving Chair is a member of the Service Unit leadership team, reports to the Service Unit Manager, and works closely with the GSHH Philanthropy staff to implement GSHH fundraising campaigns and ensure successful fundraising within the Service Unit community.

**Support:** The Service Unit Annual Giving Chair receives support, guidance, and encouragement from the Service Unit Manager, Community Engagement Team, and Philanthropy Team. She or he has access to relevant learning opportunities and materials that prepare for and support success in this role.

## Responsibilities:

- Participate in at least two Annual Giving trainings provided by GSHH:
  - Live and recorded webinars.
  - Teleconferences.
  - One-on-one phone appointments with a Philanthropy team member.
  - Meet & Greets with Philanthropy team member in each county.
  - Other training opportunities as announced.
- Promote a “culture of philanthropy” in the service unit community.
  - Discuss the importance of charitable support for Council-led projects at Leader Meetings throughout the year.
  - Be a partner with the Philanthropy team by communicating community concerns, questions, and other thoughts so appropriate information can be shared with everyone.
  - Share materials and information regarding campaigns and opportunities to give, especially the *Annual Friends & Family Giving Campaign*.

- Lead the *Annual Friends & Family Giving Campaign* by doing the following:
  - Lead by example and be a role model by making your own gift(s) to the campaign.
  - Distribute campaign information to each Troop Leader/Troop Annual Giving Chair in your Service Unit for distribution to every registered household in the troop either via printed materials or emails.
  - Follow up with troop leaders and caregivers to ensure every family is aware of the Campaign and encouraged to support.
  - Encourage and support troops to make a troop gift to support Council-led campaigns.
  - Help troop leaders, if needed, by sending email reminders/letters directly to caregivers.
  - Work with the Philanthropy team to ensure any service unit/troop community outreach and MEA (Money Earning Activity) applications are approved prior to contact/activity.
  - Promote matching gifts, planned giving, and volunteer service grants. Every dollar counts and these options often double the donation.

#### **Qualifications and core competencies:**

- Outgoing personality, excellent communication skills, and willingness to ask others to make contributions.
  - Comfortable speaking in front of people and willing to promote the importance of charitable giving to their Service Unit leadership, troop leaders and parents.
  - Ability to persuasively convey the *Annual Giving Friends & Family Campaign* is a vital source of revenue for GSHH and the primary way for all parents, alumnae, and friends to financially support the programs and leadership opportunities that Girl Scouting provides.
  - Ability to handle objections/criticisms of Annual Giving and focus caregivers/volunteers on the importance of how charitable donations help GSHH fulfill the mission to provide girls with outstanding programs and opportunities, train and support volunteers, and maintain the properties where our programs, trainings, shops and offices operate.
  - Excellent follow-through and organizational skills; can maintain lines of communication with required GSHH Philanthropy staff throughout the year, especially during campaigns.
- Understanding of the Girl Scout mission and the purpose of Annual Giving to support the Girl Scout mission.
  - Understands the need for Annual Giving (in addition to volunteering and other acts of giving that people engage in).
  - Passionate about Girl Scouting, what it stands for, and the impact it has on girls' development.
  - Can understand, respect, and accept differences.
- **Additional Requirements:**
  - Be a currently registered Girl Scout member of GSUSA with a GSHH active membership.
  - Behave in a manner consistent with the Girl Scout Mission, Promise, and Law.
  - Have a council-approved volunteer application (may include application, background check, non-disclosure agreement and references) on file.
  - Maintain required screenings/trainings.
  - Complete required adult learning course provided by GSHH.
  - Experience as a Girl Scout adult volunteer is a plus.
  - Prior fundraising experience is a plus.