



Giving Day – June 1, 2023 Tips and Tools

What is Girl Scouts of Connecticut's Giving Day?

A giving day is a type of peer-to-peer (P2P) fundraiser—a fundraising strategy where individuals reach out to their network and share a unique fundraising link to raise money on behalf of Girl Scouts of Connecticut.

As an Advocate, we want you to share your Girl Scout story with your network! People give to people, and people give to **people they know**. Sharing your Girl Scout story and your unique fundraising link with your family, friends, and colleagues helps ensure that all who want to be a Girl Scout have the opportunity.

Who can be a Fundraising Advocate?

Anyone! Girl Scouts and Girl Scout Alum, parents and caregivers, grandparents, aunts and uncles, volunteers, foundations, and even businesses can participate!

Key Dates:

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| May 25 | One Week Before – send out email and/or text to your network. |
| May 30 | Two Days Before – Go into your Advocate Dashboard and make your own personal video plea. |
| June 1 | Girl Scouts of Connecticut Giving Day! – send out email and/or text to your network. |
| June 2 | Thank everyone who supported your efforts. |

Tips and Tools:

- Utilize the templates included in this tool kit including: emails, texts, social media posts, and hashtags.

Send out your unique fundraising link

It's so easy!

1. Share this link by email or text and Share your own Girl Scout stories and pictures.
2. Tell your friends and family your “*why*”!
 - a. “I am supporting Girl Scouts of Connecticut because...”
 - b. “Girl Scouts of Connecticut has had an impact in my life (or my ____’s life)...”
3. Consider setting a minimum fundraising goal of \$500, \$1,000, \$2,500, or more!

Email Templates:

Use the email/text and social media templates before, during, and after the campaign—or create your own! Don't forget to include your unique fundraising link.

Social Media Posts

Post your social media messages, (that includes your fundraising link) to Facebook and LinkedIn. Challenge your followers to share your post—consider making a donation for every share!

Hashtags

Hashtags are a great way to engage with your network! Use the hashtag below to promote the positive impact GSOFCT has had on you, and share reasons why being a fundraising advocate is important to you.

#GSOFCTGivingDay

Graphics

Giving Day Logo



Getting Ready for GSOFCT's Giving Day

One Week Before on May 25:

Go into your Advocate Dashboard and make your own personal video plea or a slideshow! You can also make a challenge or match gift. Share your video or use the message template below then share, send, and text to your network!

Email or Text:

Send out an email or text to your network

Subject: *Join me/us in supporting Girl Scouts of Connecticut!*

Hi (First Name),

*I am/We are excited to announce that I am supporting **Girl Scouts of Connecticut's Giving Day** by taking on the role of a Fundraising Advocate. My fundraising will help Girl Scouts of Connecticut by supporting their mission to **build girls of courage, confidence and character who make the world a better place**. Funds raised during their giving day will allow more youth the opportunity to become Girl Scout members and participate in the Girl Scout leadership experience—learning about STEM careers, life skills, outdoors, and entrepreneurship!*

Your “why”: “I am supporting Girl Scouts of Connecticut...” or “Girl Scouts of Connecticut has had an impact in my life (my ____’s life)...”

*Girl Scouts of Connecticut's giving day is a 24-hour giving challenge to ensure that everyone has the opportunity to become a Girl Scout. I hope you will join me by contributing to their Giving Day on June 1. Click on my fundraising link here: **(add your unique fundraising link)***

Thank you for supporting me and Girl Scouts of Connecticut.

Yours in Girl Scouting,

(Your Name)

Social Posts:

Use social media to interact with your network and promote your fundraising efforts.

*Please join me/us for Girl Scouts of Connecticut's Giving Day on June 1. Please support Girl Scouts of Connecticut's Giving Day TODAY! **(Tell them WHY you are supporting Girl Scouts! “I am supporting Girl Scouts of Connecticut because...”)***

*(Consider adding a challenge) For everyone that shares this post, I will make a \$XX donation to Girl Scouts of Connecticut! #GSOFCTGivingDay **(Add your unique fundraising link)***

Two Days Before - May 30:

If you haven't done so yet, go into your Advocate Dashboard and make your own personal video plea or a slideshow! You can also make a challenge or match gift. Share your video or use the message template below then share, send, and text to your network!

Email or Text:

Send out a second email or text to your network

Subject: *Let's Support Girl Scouts Together!*

Hi (First Name),

Girl Scouts of Connecticut's Giving Day starts on June 1, and I need your help to make a difference!

Your contribution will have an impact on the lives of youth who may not have the ability to join Girl Scouts, participate in programs and events, and attend a summer camp.

When you make a gift, it will truly change the life of a girl:

A \$25 gift will provide the gift of a Girl Scout membership and watch her soar!

A \$50 gift will send 2 Girl Scouts to a coding workshop and spark their love for STEM!

A \$100 gift will provide first aid training to 3 Girl Scouts so they can care for others!

*Together we can ensure that everyone has the opportunity to become a Girl Scout. Visit **(add your unique fundraising link)** to support me and **Girl Scouts of Connecticut**.*

Thank you for supporting me and Girl Scouts of Connecticut.

Yours in Girl Scouting,

(Your Name)

Morning of Giving Day – June 1:

Email or Text:

Send out a third email or text to your network

Subject: *Girl Scouts of Connecticut's Giving Day is Here!*

Hi (First Name),

*The time to give is now! My goal is to raise \$XXX in support of Girl Scouts of Connecticut, but I can't reach my goal alone! AND, I just found out there is over \$12,000 in matches and challenges TODAY! **So your donation will be doubled!***

*Please join me in helping Girl Scouts of Connecticut to ensure that everyone has the opportunity to become a Girl Scout by Visiting **(add your unique fundraising link)**.*

Thank you if you have already donated! I hope you will consider sharing my unique fundraising link with your friends and family on social media—getting the word out about Girl Scouts of Connecticut and the difference they make in the lives of girls. In fact, I'd like to challenge you to share my social media post and fundraising page! For every person that shares, I will personally donate \$X.

Thank you for supporting me and Girl Scouts of Connecticut.

*Yours in Girl Scouting,
(Your Name)*

Social Posts:

Post to your social media channels first thing in the morning:

TODAY'S THE DAY! Please support Girl Scouts of Connecticut's Giving Day TODAY!

(Tell them WHY you are supporting Girl Scouts! "I am supporting Girl Scouts of Connecticut because...")

*AND... there is over \$12,000 in matches and challenges TODAY! **So your donation will be doubled!***

(Consider adding a challenge)

For everyone that shares this post, I will make a \$XX donation to Girl Scouts of Connecticut! #GSOFCTGivingDay (Add your unique fundraising link)

Day After – June 2:

Final Email or Text:

Send out a Thank you email or text to your network

Subject: *Thank you for Supporting Girl Scouts of Connecticut with me/us!*

Hi (First Name),

Thank you for supporting the Girl Scouts of Connecticut's mission to build girls of courage, confidence and character who make the world a better place.

With YOUR support I/we raised \$XXX! The funds raised will benefit Girl Scouts of Connecticut, ensuring that everyone has the opportunity to become a Girl Scout.

Thank you again—I appreciate your support!

Yours in Girl Scouting,

(Your Name)

P.s. It's not too late if you want to contribute! Click here to make a gift to support Girl Scouts of Connecticut (add your unique fundraising link)

Questions?

Contact Colleen Corriveau at 800-922-2770 ext. 3238 ccorriveau@gsofct.org