

# Higher Awards Fundraising and Media Guidelines

## How do I earn money for my project?

Have general higher awards questions? Contact the higher awards staff liaison by email at [mygoldaward@girlscoutsindiana.org](mailto:mygoldaward@girlscoutsindiana.org)

## Reminders on financing a Highest Awards project...

While many higher awards projects may not cost a lot of money to implement, these projects do provide the opportunity for you to develop leadership skills such as budgeting. As you implement your project, it will be important to keep track of your project expenses, along with how you raised funds for those expenses. Documentation may be requested to earn your award. Participation in the Fall Product and Girl Scout Cookie Program are great ways to fund your project. However, if you need additional funds, you will need to make sure to follow Girl Scout of Central Indiana guidelines.

## General Guidelines

- You can certainly seek in-kind donations (i.e. supplies) for your project, just make sure they are reflected in your final report. Report in-kind donations using the In-Kind Donation Reporting form.
- As a Girl Scout, you may ask for monetary donations to support your project. However, you cannot directly raise money for another organization.
  - Examples: animal shelters, homeless facilities, other not for profits, etc.
- You MAY NOT use crowd sourcing funding websites such as GoFundMe or Facebook fundraisers as their use has not been approved by GSUSA at this time. Any funds received by Girl Scouts of Central Indiana via a Facebook Fundraiser will not be forwarded due to GSUSA guidelines. If needed, you may participate in additional money-earning projects as approved by Girl Scouts of Central Indiana. Each fundraiser held for higher awards projects must first receive approval through Girl Scouts of Central Indiana by using this [JotForm](#). Failure to gain approval may result in this portion of your award initiatives not being recognized by the council.
- For Girl Scouts to be eligible to participate in additional money earning activities, Girl Scouts are required to participate in the Girl Scout Cookie Program. Girls may not participate in other money earning activities during the Girl Scout Cookie Program (January-March) or Fall Product Program (mid-September-October). The

only money earning activity that can take place during these times is returnable bottle/can drives.

**Check these resources below for additional information:**

- [Money-Earning Basics for Troops](#)
- [Money-Earning Activity Request Form](#)

## **Higher awards specifics guidelines**

When making a monetary donation request for a higher awards project, please keep the following in mind:

- A single request cannot exceed more than \$5,000.
- You may make requests from local businesses or companies; however, they must have fewer than 100 employees. Examples of businesses not to approach: Wal-Mart, Lowe's, Meijer, etc.
- For tax purposes, monetary donations greater than \$250 must be sent directly to the council. We will then forward you the money via a check.
  - Checks should be payable to: Girl Scouts of Central Indiana, 7201 Girl Scout Lane, Indianapolis IN, 46214. If possible, include your troop number in the memo line.
- When a troop or service unit is **requesting a donation for a Take Action project** and the donor needs the Tax-Exempt Number, troops must complete the [Sales Tax Exemption Request for Service Projects Form](#). After ensuring that the troop is in good standing, the council will mail the Tax ID # directly to the company donating the goods or materials.
- When a troop or service unit is **requesting a tax form to buy materials for a Take Action project** where the single purchase is over \$250 and needs the Tax-Exempt Number, troops must complete the [Sales Tax Exemption Request for Service Projects Form](#) for review by the council.
- Due to legal issues, individual Girl Scouts may not use Girl Scouts of Central Indiana's 501c3 number. They also may not use other nonprofits' number.
- Submit the [Troop/Service Unit Donation Form](#) for each fundraiser.

## Examples of Approved Money-Earning Activities –

*Approved Money-earning activities include but are not limited to the following:*

- **Collections/Drives**
  - Cell phones for reimbursement
  - Used ink cartridges or pop can or tabs returned for money
  - Christmas Tree Recycling
  - Host a Yard Sale
- **Community Events:**
  - Lunch box auction, spaghetti dinner, or pancake breakfast (must have appropriate food license)
  - Organize a Fall or international festival (accept donations or charge a small admission fee)
  - Offer face painting at a school event
  - Host a birdfeeder painting class (accept donations or charge a small admission fee)
- **Services:**
  - Tutoring Sessions
  - Gift-wrapping services
  - Bagging groceries
  - Host a car wash
  - Washing windows, raking leaves, shoveling snow
  - Working the concession stand
  - Dog walking services
- **Other Ideas:**
  - Homemade bookmarks and cards
  - Take holiday photos for family
  - Facilitate badge workshop for younger troops
  - Decorate a wreath, flower, plant, or tree sale (items must be wholesale/non-branded)

## Can I use social media to share my project?

Social media is a great way to get the word out about your Gold Award Project, but it is important you keep several things in mind before posting information for everyone to see. Follow the below guidelines before creating that post:

**Protect your privacy:** Do not use your full name, disclose where you live or go to school (this includes by accident—is your street name visible in a photo?) or provide any other information that could be used to contact you. Do not provide personal phone numbers,

email addresses, or home addresses to anyone. If you need people to contact you, create an email address that is specific to your project and use only that address.

**Get written consent:** You'll need to get written consent from anyone (adult or minor) you capture in a video or photo you plan to make public. If you're working with people under 18, you'll need a parent signature on the consent form too.

## Can I use media to share my project?

**Avoid confusion:** Be clear your media is for your Girl Scout Bronze or Silver Award Project, not created by Girl Scouts of Central Indiana or GSUSA. We must be careful to avoid confusion among members – we do not want them to think that an event is one thing when it is actually another. You also deserve the credit for your hard work!

- **Example:** do not write something like "Girl Scouts of Central Indiana Presents: Movie Night!" on a flyer or social media post. You could write something like: "Presenting: Movie Night Benefitting Alex's Girl Scout Bronze Award Project!"

**Media you develop must be a unique creation:** Any pictures you use or language you write down must be original. It cannot be directly copied from another source and added to yours. Cite your sources.

**Copyright:** Permission is required to use any copyrighted materials. This may apply if you want to screen a movie, play a song, display a photo, or use written materials like scripts or worksheets. Copyright permission must be obtained from the copyright holder to use these materials. If you cannot get copyright permission for the materials you want, you should investigate works that are now in the public domain or are exempt from copyright under Fair Use. Please review the [Copyrights and Trademarks FAQ published by GSUSA](#) Copyrights and Trademarks FAQ published by GSUSA for further information.