

# Troop Sponsorship

## **What is it?**

Troop Sponsorship is a voluntary partnership between a Girl Scout Troop and an organization such as a business firm, school, PTA, community group or professional organization for the purpose of supporting Girl Scouting for girls. The opportunity to be a sponsor is open to every organization whose aims and objectives are compatible with those of Girl Scouting.

## **What can sponsorship do for your troop?**

Think about what your troop needs:

- \* a meeting place
- \* troop supplies (flags, camp equipment, reference books)
- \* program resources
- \* photo copying
- \* leadership and resource people

## **Why should a person or group sponsor your troop?**

- \* A church may look at Girl Scouting as a way of helping extend positive values in the community.
- \* A school may see Girl Scouting as an extension of education.
- \* A service club might view the program as a vehicle to bring more service into the community.
- \* A business could see Girl Scouting as a means of developing a healthier community in which to conduct their work.
- \* An individual may understand the importance of Girl Scouting in developing tomorrow's leaders.

## **What is the troop's responsibility to their sponsor?**

- \* Keep the sponsor informed of troop activities.
- \* Include the sponsor in appropriate activities such as ceremonies, celebrations and other special events.
- \* Recognize and actively publicize the sponsor's contribution to the troop.
- \* Actively seek opportunities to provide services to the sponsor.

Ideas:

- \* Provide homemade snacks for coffee breaks.
- \* Plant flowers around the place of business.
- \* Provide decorations for holidays.
- \* Plan a special cleaning project for your meeting place.
- \* Make something useful for your meeting room.

### **How do you recruit a sponsor?**

1. Call and set up a convenient time to meet with the potential sponsor.
2. Prepare for the meeting. Gather facts and statistics about Girl Scouting. Be prepared to talk about programs done at the National, Council, community and troop levels.
3. During the meeting, outline the sponsorship program as concisely as possible. Include reasons why your troop is seeking assistance from a willing sponsor.
4. If the response is favorable, work out an agreement with the sponsor for approval.
5. If the potential sponsor needs more time to make a decision, set up another meeting or call within a designated time to make another appointment. Leave your name, address and telephone number with additional literature.
6. Once the sponsorship agreement is signed, forward it to the council office. We will complete a Sponsorship Certificate and return two copies of the Sponsorship Agreement to you. The troop keeps one and gives one to the Sponsor, along with the Sponsorship Certificate.

### **Can a troop have more than one sponsor?**

Yes! Co-sponsorship is the answer when the troop has several needs that can't be met by just one sponsor. One group may supply a meeting place, another troop flags, and a third photocopying. Remember, sponsors are particularly valuable for program, as well as a possible resource for service projects. Remember, sponsorship is reciprocal!

### **What guidelines must be followed when establishing sponsorship?**

1. Sponsors must adhere to National and Council policies.
2. A religious sponsor cannot require Girl Scouts to take part in religious observances of the sponsor's faith.
3. A political sponsor cannot require Girl Scouts to participate or intervene directly in any political campaign on behalf or in opposition to any candidate for public office.
4. Acceptance of sponsorship does not imply endorsement of any kind!

If you are using a room in a school or Church for meetings, or if you state on the dues summary that you have a sponsor, remember to formalize the agreement with a sponsorship agreement so that your sponsor can be recognized.