

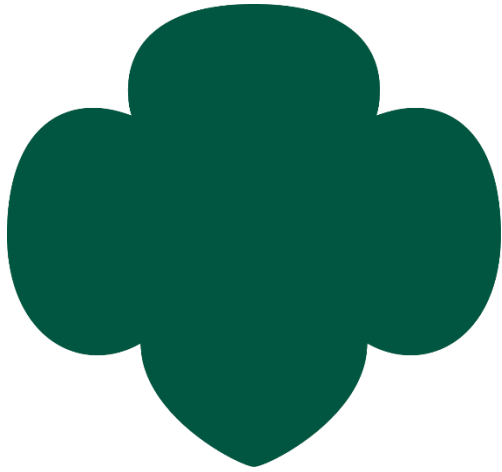


The Girl Campaign

The Girl Campaign is our peer-to-peer fundraising campaign. This evergreen campaign allows for maximum flexibility for you to fit this into your schedule and take advantage of unique dates and events that will help you reach your fundraising goal.

Our goal is to raise critical funds and gain new donors supporting our mission to build girls of courage, confidence, and character, who make the world a better place.

Girl Scouts is the largest girl-serving organization in the country, with over 12,000 youth members in Central Texas. We prepare girls to empower themselves by helping them discover their interests and passions, connect with others, and take action to make the world a better place. Girl Scout alums are unequivocally more ambitious, confident, and prepared to take on life's challenges.



Create Your Fundraising Page

JustGiving Peer-to-Peer Fundraising

Begin by visiting the [Girl Scouts of Central Texas \(GSCTX\) campaign landing page](#).

1. Click on 'Start Fundraising' at the top left corner of the page.
2. Input your information, including first name, last name, email, and create a password. Your email and password will become your login information.
3. Select 'Do your own thing' when prompted the question 'What are you doing?'
4. Select 'Appeal for charity' as the event type.
5. Name your page 'GSCTX Troop/Service Unit [number/name]'. You do not need to choose an event date.
6. If you would like to raise funds in memory of someone, choose that option and it will take you through the steps.
7. Confirm your fundraising page web address.
8. Opt in (recommended) or out of GSCTX JustGiving emails.

Customize your page.

1. Add your headline.
2. Tell your story.
3. Upload your profile and cover photos.
4. Set your donation goal.
5. Add a personalized thank you message to donors.

After editing your page, be sure to click the "Save Changes" button before you exit the page.

Create a service unit team.

Remember when you fundraise on Facebook, do not add the Facebook fundraise button. Adding that button sends the money to Facebook and it may or may not reach us. If we do get the money, we will not be able to trace it back to your fundraising page.

1. Create a fundraising page using the previous steps. This will be the page that your team members link to.
2. Right above the Story section, click 'Create a Team'.
3. Name your team.
4. Confirm your fundraising.
5. Add any story about your service unit fundraising this year.
6. Set your goal and finish creating the link. The link should be something easily identifiable like [justgiving.com/team/GirlScouts-\[ServiceUnitName\]](https://justgiving.com/team/GirlScouts-[ServiceUnitName]).
7. Click 'Create your team'.

Share your fundraising page with friends and family.

Now that your page is live, you can start posting the link on your social media or emailing it out to friends and family.

Remember when you fundraise on Facebook, do not add the Facebook fundraise button. Adding that button sends the money to Facebook and it may or may not reach us. If we do get the money, we will not be able to trace it back to your fundraising page.

Please remember to use your individual link when posting your fundraising page. Click the "Share" button that's found below the donate button on the right-hand side of the page.

Share your link through:

- Email
- Social media
- Text

Add offline donations to your fundraising page.

If someone sends you a check or gives you a cash donation and you want to acknowledge them on your fundraising page, click 'Edit your page' in the top left corner of your page.

On the right-hand column on your screen, look under the 'Donations made to your page' section.

Click 'Edit' beside the 'Raised offline' section.

In the third line, add the amount you've received offline and click 'Save'. If you receive several offline donations, you will need to add them together and then input the total amount received.

If you'd like to make sure that your page reflects the origin of the gift, add an update to thank them. The page update section is underneath the QR code as you're scrolling down.

Need help?

Search Error: If one of your supporters is having trouble linking their page to your page, first make sure the supporter is searching for your fundraising using the correct the name. If they are still unable to link it, contact JustGiving technical support below.

- [Submit a ticket](#).
- Click the 'Help' button in the bottom right corner.

Facebook Donations: When posting to Facebook, do not include a 'Donate' button with your post. These donations will be processed by Facebook, not JustGiving.

If this does happen, contact development@gstx.org and let staff know what happened. The money will need to be added as an offline donation.



The Girl Campaign

Social Media Templates

Use social media to bolster your communication outreach. This is a great way to reach people who fall outside of your inner circle. To make this even easier, take advantage of the built-in social sharing options on your fundraising page!

This toolkit has a variety of social media sample post options for you to use throughout your fundraising efforts. We encourage you to incorporate your own personal narrative on your social media.

Every post should include a reason to donate, your fundraising page link, and media (video, photo, text graphic). Be sure to tag @gsctx or our LinkedIn company page in your posts!

[Download Graphics »](#)

For additional questions or branding assets, contact Marketing and Communications at communications@gsctx.org.

Sample Social Post 1



Facebook, LinkedIn: When a girl becomes a Girl Scout, they lead a happier, more successful life. It's that simple, and our data proves it. Support The Girl Campaign to provide more girls in our community the freedom to be joyful, creative, bold, and uncover their potential. I'm raising money for Girl Scouts of Central Texas because [Your Personal Story/Reason for Giving]. It would mean so much if you could help me reach my goal! Please visit my fundraising page at [Your Fundraising Page link] to give.

Instagram: When a girl becomes a Girl Scout, they lead a happier, more successful life. It's that simple, and our data proves it. Support The Girl Campaign to provide more girls in our community the freedom to be joyful, creative, bold, and uncover their potential. I'm raising money for Girl Scouts of Central Texas because [Your Personal Story/Reason for Giving]. It would mean so much if you could help me reach my goal! Please visit my fundraising page through the link in my bio.

Sample Social Post 2



Facebook, LinkedIn: DKY: 93% of Central Texas youth members say they learn new things in Girl Scouts. New experiences are essential to childhood development, and I'm fundraising to give that opportunity to more girls in Central Texas. Help us reach our goal by supporting girls in our community today: [Your Fundraising Page Link].

Instagram: DKY: 93% of Central Texas youth members say they learn new things in Girl Scouts. New experiences are essential to childhood development, and I'm fundraising to give that opportunity to more girls in Central Texas. Help us reach our goal by supporting girls in our community today. Visit the link in my bio to donate.

Sample Social Post 3



Facebook, LinkedIn: Girl Scouts is a place where girls thrive because it's a place where they feel belonged. In fact, 78% of Girl Scouts say because of Girl Scouts, they feel good about themselves. I'm supporting Girl Scouts of Central Texas to reach more youth in our area who will go on to become empowered and proud to be themselves—join me! My goal is to raise [\$ Fundraising Goal] by [Your Fundraising End Date]. Can you chip in [Suggested Amount Based on your Goal] today? Check out my fundraising page at [Your Fundraising Page Link].

Instagram: Girl Scouts is a place where girls thrive because it's a place where they feel belonged. In fact, 78% of Girl Scouts say because of Girl Scouts, they feel good about themselves. I'm supporting Girl Scouts of Central Texas to reach more youth in our area who will go on to become empowered and proud to be themselves—join me! My goal is to raise [\$ Fundraising Goal] by [Your Fundraising End Date]. Can you chip in [Suggested Amount Based on your Goal] today? Check out my fundraising page through the link in my bio.

Sample Social Post 4



Facebook, LinkedIn: Imagine a girl finding their voice.

Imagine a girl using their voice to create change.

Imagine a girl becoming a leader.

Now stop imagining and make this a reality! When you donate to The Girl Campaign, you provide more girls with experiences that help them become leaders in their own lives. Support today's girls and tomorrow's leaders. Donate today: [Your Fundraising Page Link].

Instagram: Imagine a girl finding their voice.

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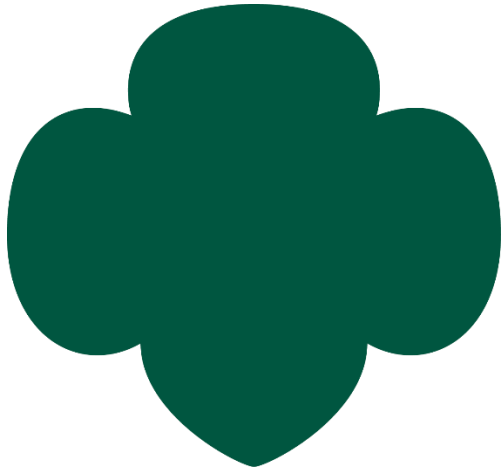
Now stop imagining and make this a reality! When you donate to The Girl Campaign, you provide more girls with experiences that help them become leaders in their own lives. Support today's girls and tomorrow's leaders. Donate today through the link my bio.

Sample Social Post 5



Facebook, LinkedIn: 70% of Girl Scouts said they first tried an outdoor activity in Girl Scouts, and half said they could not have experienced one if not for Girl Scouts. For over 100 years, Girl Scouts has created a safe space for girls to explore the outdoors. This year, we celebrated the 75th anniversary of Camp Texlake, our Spicewood property that's brought thousands of girls the opportunity to try their hand at the high ropes challenge, learn archery, horseback ride, experience watersports, and so much more. Help us bring these new experiences to more girls by donating today: [Your Fundraising Page Link].

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Personal Testimonials

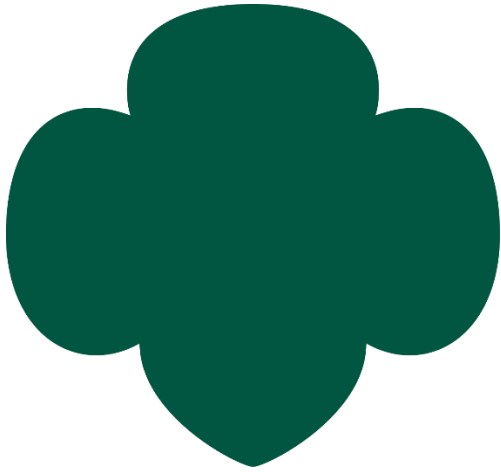
Make a video appeal for your fundraising page or social media post.

- Keep it short and simple!
- Sample Script:

“Hi everyone! I’m excited to share that I’m raising money for Girl Scouts of Central Texas, and I would love for you to join me! With our help, today’s girls can reach their full potential as leaders and become the engaged citizens our world needs. Will you help me reach my goal of raising [\$ Fundraising Goal] by [Your Fundraising End Date]? Check out my fundraising page at [Your Fundraising Page Link] to give today—and thank you!”

Include a photo of yourself:

- As a Girl Scout
- With a Girl Scout in your life
- Holding a sign or poster that says: “I’m Giving Like a Girl Scout because ... “ and finish the sentence with your personal reason for giving. Computer-generated or hand-drawn are both great options!



Thank You

It's critical to thank every one of your donors. Your success wouldn't have been possible without them! Send a personalized email or thank you note, acknowledge them directly on your fundraising page by leaving a comment, or give them a shout out on social media. All donors will receive a tax receipt acknowledgement letter from Girl Scouts of Central Texas.

Thank YOU, volunteer! Thank you for all that you are doing to build and personalize your peer-to-peer fundraiser benefiting Girl Scouts of Central Texas. Your efforts to connect with your network, friend-raise and fundraise for Girl Scouts will have a lasting impact on the lives of girls in our council. From the bottom of our Girl Scout green hearts, thank you!