

Adopt a Troop

Letter to Troop & Service Unit Leaders

Dear Troop and Service Unit Leaders,

We know that starting and sustaining a Girl Scout troop takes incredible dedication—and often, more than just time and heart. That's why the Community Investment team at Girl Scouts of the Missouri Heartland is excited to offer new tools and support to help you connect with community champions who want to invest in girls right from their own neighborhoods.

Through our **Adopt a Troop and Local Partnership Program**, our team is here to help secure support for newly forming and underserved troops by engaging local businesses, civic clubs, and individuals who believe in the power of girls and want to see them thrive.

This initiative is designed to lift some of the financial burden off our volunteer leaders and families and ensure every troop can start strong—with supplies, uniforms, membership, insurance, and more—while remaining fully compliant with **Girl Scouts of the USA (GSUSA) and GSMH council policies**.

Here's how it works:

Our team can work alongside you—or on your behalf—to reach out to local businesses and individuals to invite them to "adopt" a troop by sponsoring memberships, uniforms, handbooks, badges, and more.

We've also created ready-to-use **toolkits and partnership materials** that you can share within your own network, making it easy to raise awareness and inspire support from your community. (**Check out the attached FAQ for full details!**)

We're here to be your partner in this work. If you'd like help connecting with a potential troop sponsor or want to talk through how we can support your troop's needs, please don't hesitate to reach out.

Together, we can give every girl the opportunity to shine.

Sara Crane
Senior Manager of Community Investment and Mission Funding
Girl Scouts of the Missouri Heartland
info@girlscoutsmoheartland.org
877-312-4764

Adopt a Troop & Local Partnerships

1. What is the Adopt a Troop & Local Partnership Program?

This initiative allows community members, businesses, civic groups, and individuals to support local Girl Scout troops by funding memberships, uniforms, program supplies, and more. The Community Investment team at GSMH works with volunteers to connect interested sponsors with newly forming or underserved troops.

2. What if I know a business that wants to help?

Great! You can use the provided toolkit to share information, or connect them with the Fund Development team. Our team can work with them directly or alongside you to structure a compliant donation—including options like hosting a Fundraiser Night.

3. What are Give-Back Nights?

Troops and service units can partner with local businesses that host a give-back events, donating a percentage of sales to GSMH's Adopt a Troop Program. Volunteers help connect with the business, and GSMH handles promotion, agreements, and donation processing to keep everything compliant. More details can be found in the Give-Back Night toolkit.

4. How does the donation process work?

All financial donations go directly through GSMH. Donors select a giving level (such as sponsoring a troop or funding a uniform), and GSMH purchases those items and allocates them to the designated troop. This ensures:

- Troops stay within the \$250/year monetary donation cap.
- Donations are processed by the council and tax receipts are issued properly.
- Troops receive tangible support in the form of memberships, uniforms, supplies, etc.

5. Can troops or volunteers ask for or accept monetary donations?

Troops may not directly solicit monetary donations. Unsolicited gifts up to \$250 per year are allowed but must be submitted to GSMH with a Money-Earning Application and donor info. Larger gifts, or any business or individual sponsorships, must go through GSMH's Adopt a Troop Program to ensure compliance and proper donor recognition.

6. What about in-kind donations (goods or services)?

Yes! Girls and adults may request in-kind donations (non-cash goods such as paint, flowers, meeting supplies, etc.). If a donation is valued at \$250 or more and a receipt is needed, the donor's info and itemized list must be submitted to GSMH.

7. What is the Volunteer Match Program?

If a volunteer's employer offers a volunteer hour match program, they may apply for a financial contribution to GSMH based on their volunteer hours. These funds may be designated for a specific troop (within the \$250 limit). Volunteers must:

- Submit a Money-Earning Activity Application
- List the designated troop
- Allow 4–6 weeks for processing

Adopt a Troop & Local Partnerships

8. What are the benefits of going through GSMH's Adopt a Troop process?

- Keeps all troops and volunteers compliant with GSUSA and council fundraising policies
- Ensures donors receive appropriate tax documentation
- Distributes funding equitably and transparently
- Removes pressure from volunteers to collect and manage funds
- Builds long-term relationships between GSMH and community partners
- Helps expand our reach and visibility in the community

9. Who can I contact for support or questions?

GSMH Community Investment Department
info@girlscoutsmoheartland.org
877-312-4764

10. Where can I find more information on GSMH and GSUSA Financial Policies?

For full details on Girl Scout financial policies, including fundraising, troop banking, donor procedures, and fiscal accountability, please refer to the following official resources:



GSUSA - Direct Solicitation of Funds

GSUSA 2025 Blue Book of Basic Documents, Page 20



GSMH - Troop Finances

2025 Volunteer Essentials: Troop Finances



GSMH - Monetary Donations, Volunteer Hour Match & In-Kind Donations

2025 Volunteer Essentials: Troop Finances - Working with Sponsors & Other Organizations



GSMH - Troop Banking & Financial Management

GSMH New Troop Start-Up Guide, Pages 40-49



GSMH - Membership Policies on Misappropriation of Funds

GSMH Volunteer Policies, Pages 6-8



GSMH - Troop & Group Money Earning Activity Approval

GSMH Money-Earning Activity Application



Adopt a Girl Scout Troop

+ Other Partnership Opportunities

Giving girls in your community a chance to shine.

**When you support Girl Scouts in your community,
you're not just giving—you're growing.**

Whether you choose to Adopt a Troop, sponsor a badge activity, offer a meeting space, or simply share our mission, your partnership helps girls build courage, confidence, and character right where they live.

This guide outlines easy and impactful ways to get involved and make a lasting difference—one troop, one girl, one community at a time.



Serving 67 counties in Missouri, Oklahoma, & Kansas



Adopt a Troop

+ *Other Partnership Opportunities*

Dear Community Champion,

For over a century, Girl Scouts has shaped generations of girls into leaders, changemakers, and community builders. Today, right here in our Girl Scout council, nearly 4,000 Girl Scouts are growing strong—learning by doing, serving their communities, and preparing for a lifetime of leadership.

Across our 67 counties, troops gather in classrooms, churches, libraries, and community rooms. They tie knots and build fires, launch rockets and plan service projects. But many new troops can't get started without the help of local champions like you.

The Adopt a Troop initiative invites individuals, businesses, and civic organizations to sponsor new and underserved Girl Scout troops in their own communities. Whether it's helping cover uniforms and membership fees or providing a safe space for meetings, your partnership ensures every girl has access to the life-changing experience of Girl Scouting.

The impact is real. Girl Scouts are more confident, more civically engaged, and better prepared for the future. They develop courage, character, and compassion—and they give back to their communities in meaningful ways.

Your investment stays local. Your gift supports girls growing right where you live and work. And your generosity will be recognized with appreciation from the girls, families, and volunteers you empower.

Enclosed you'll find a partnership menu and giving packages that outline how you can join us in building the next generation of leaders. We'd love to meet with you and explore the best fit for your business or organization—whether that's adopting a troop, sponsoring a membership, or hosting a Girl Scout night.

Together, let's make sure every girl in our region has the opportunity to grow with Girl Scouts.

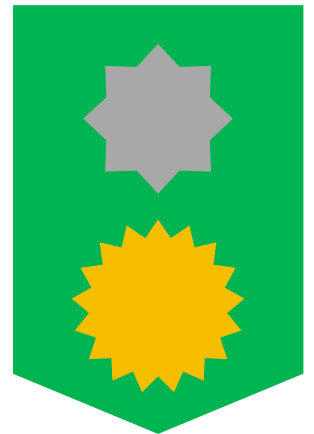
Thank you for your consideration and commitment to your community.

Sara Crane
Senior Manager of Community Investment and Mission Funding
Girl Scouts of the Missouri Heartland
donate@girlscoutsmoheartland.org
877-312-4764

Girl Scouts make communities better.



gsmh



255 Troops

67 Counties

3,639 Youth Served

1,427 Adult Mentors

8,136 Badges Earned

4,556 Households Served

560 Communities & Growing

Community Partnerships

*Every girl you lift up,
lifts her community with her.*

☐ Simple Acts with Big Impact

- Display a Girl Scout flyer or brochure to help girls connect with a local troop.
- Share local Girl Scout events or troop news on your social media, website, or community board.
- Encourage employee volunteerism by offering volunteer hours for staff to support local troops or council events.
- Invite a troop to visit your location and learn something new.
- Offer internships or job shadowing to high school Girl Scouts.
- Host a Girl Scout Cookie Booth at your business during cookie season.
- Partner with a troop to collect donations to distribute Girl Scout Cookies—perfect for long-term care facilities, hospitals, and schools.

☐ Engagement & Experience Partnerships

- Provide a free meeting space for a local troop.
- Co-host a badge program, service project, or troop workshop.
- Host a “Girl Scout Career Day,” workplace tour, or interactive behind-the-scenes experience.
- Offer free or discounted tickets to Girl Scouts for a local event.
- Donate goods or services that support troop programming or events.
- Celebrate your employees who are proud Girl Scout alum—share their stories!
- Align your company’s annual holiday drive with your local troop or council.

☐ Legacy-Level Supporters

- Adopt a local Girl Scout troop.
- Sponsor a girl's membership, uniform, or activity fees.
- Host a give-back night or event that supports the Adopt a Troop program.
- Fund a day at camp for girls who might not otherwise get to go.
- Align your company’s annual giving to support the Adopt a Troop program.

**Let’s build a custom partnership that fits your
goals and your community!**

Adopt a Troop

Opportunities

☐ **\$1,500 Golden Troop Sponsor**

Help a local troop of 10 girls get started in your town. Includes memberships, uniforms, badges, background checks, leader onboarding, troop starter bag with supplies.

☐ **\$1,000 Troop Core Starter**

Cover the essential costs for 10 local girls to begin their Girl Scout journey. This includes 10 girl memberships and 10 Uniform Kits.

☐ **\$750 Troop Launch Champion**

Help a small troop of up to 6 girls get started in your community. This includes memberships, uniforms, badges, background checks, leader onboarding, troop starter bag w/ supplies.

☐ **\$400 Troop Builder Champion**

Help 3 girls and 2 leaders get fully started including memberships, girl uniforms, leader book, and badge sets.

☐ **\$100 Uniform Hero**

Help one girl receive a full uniform, handbook, and badge starter.

☐ **\$60 Volunteer Starter**

Support a Troop Leader's membership, safety screening, and onboarding.

☐ **\$45 Join Her Journey**

Support a year of Girl Scouting for a girl who can't afford it.

☐ **\$25 Badge Booster**

Provide a badge/ petal set to a girl in your community.

Honorary Gift - Give an amount of your choice in honor of a leader, alum, or loved one.

Monthly Giving - Sustain a local girl's year of girl scouting with a monthly donation.

**Other
Local
Giving
Ideas**

Benefits

Adopt a Troop

GOLDEN TROOP SPONSOR

- Framed Certificate
- Troop Thank-You
- Featured on GSMH
 - Website
 - Newsletter
 - Impact Report
 - Social Media
 - Press Release
 - Member Email
- Call & Card from CEO
- Name inclusion on Troop Launch Digital Wall

TROOP CORE STARTER

- Framed Certificate
- Troop Thank-You
- Featured on GSMH
 - Website
 - Newsletter
 - Impact Report
 - Social Media
 - Press Release
- Card from CEO
- Name inclusion on Troop Starter Digital Wall

TROOP LAUNCH CHAMPION

- Certificate
- Troop Thank-You
- Featured on GSMH
 - Website
 - Newsletter
 - Impact Report
 - Social Media
 - Press Release
- Name inclusion on Digital Wall

TROOP BUILDER

- Girl Thank-You
- Featured on GSMH
 - Newsletter
 - Impact Report
 - Social Media
- Name inclusion on Digital Wall

UNIFORM HERO

- Thank-You
- Featured on GSMH
 - Newsletter
 - Impact Report
 - Service Unit Page

VOLUNTEER START

- Thank-You
- Featured on GSMH
 - Impact Report
 - Service Unit Page

Her Journey & Badge Booster

- Thank-You
- Featured on GSMH Impact Report

**All
Sponsorship
Levels**

**Girl Scout Supporter Decal
Digital Sponsor Badge**

Ready to Partner?

to support girls & troops in your community

Company / Organization _____

Contact Name _____ Date _____

Address _____

Email Address _____ Phone _____

Please check all partnership opportunities you are interested in:

- ☐ Simple Acts w/ Big Impact - *See Community Partnerships list*
- ☐ Engagement & Experience Partnerships - *See Community Partnerships list*
- ☐ Fully sponsor a New Girl Scout Troop in your town! (12 girls + 2 leaders) - \$1500
- ☐ Cover 10 Local Girls' Membership & Uniforms - \$1,000
- ☐ Fully sponsor a Small Troop in your community (6 girls + 2 leaders) - \$750
- ☐ Help a troop get started in your community (3 girls + 2 leaders) - \$400
- ☐ Help one girl receive a uniform, book, & badge starter kit - \$100
- ☐ Cover a troop leader's membership, safety screening, & onboarding - \$60
- ☐ Support a year of Girl Scouting for one girl who can't afford it - \$45
- ☐ Provide a badge/ petal set to a girl in your community - \$25
- ☐ Other Legacy Level Support
- ☐ Give-Back Night - offer a % of proceeds to support the local adopt a troop program

Ready to Adopt a Local Girl or Girl Scout Troop?

1. Choose your level of generous donation. *All gifts made to GSMH are tax-deductible.*
2. Fill out this form in full & return it with a check payable to Girl Scouts of the Missouri Heartland
3. Email your company logo to info@girlscoutsmoheartland.org

Donation Designation Information

I will support Girl Scouts in this CITY _____ &/or this COUNTY _____

This gift is in honor of _____

Send Acknowledgement to _____

☐ ***I would like to sign up for monthly giving to support Girl Scouts in my community.***

Thank you! We will reach out to you upon receipt.

Send forms & checks payable to:

Girl Scouts of the Missouri Heartland
PO Box 10747
Springfield, MO 65808



Questions? Contact:
Community Investment at 877-312-4764

Scan the QR code to
[Make a Donation Online](#)



Give-Back Nights

***Donate a % of sales to support the
Adopt a Troop program in your community.***

How it Works

- **Pick a date & time** for your give-back night.
- **Choose a give-back amount** (*percentage of sales donated to GSMH*).
- **GSMH will promote the event** through our Girl Scout network & social channels.
- **You donate proceeds** to support the Adopt a Troop program in *your* community



Why Partner with Girl Scouts?

- **Support local girls** with memberships, uniforms, books, and more.
- **Positive community visibility** by aligning your brand with a trusted youth organization.
- **Increase foot traffic.** Fundraiser nights bring new customers and loyal Girl Scout families to your business.

Ready to Host?

Call or email the Community Investment Department today! We'll send you a quick agreement form, marketing materials, and all the details you need to make your fundraiser night a success.



Give-Back Nights

Toolkit & FAQ

PURPOSE AND OVERVIEW

Girl Scouts of the Missouri Heartland (GSMH) is excited to introduce Give-Back Nights—a simple, compliant way for local businesses to support Girl Scouts in their own communities through the Adopt a Troop Program.

These events allow restaurants, retailers, and community partners to “give back” by donating a portion of their sales to GSMH.

All proceeds directly support local Girl Scouts through the Adopt a Troop Program, which covers the costs of:

- Girl membership dues
- Uniform components
- Badge sets and starter kits
- Leader guides

Because of national Girl Scout fundraising guidelines, donations must go to the council (GSMH)—not directly to a troop.

This ensures all gifts are tax-deductible, compliant, and equitably distributed to benefit girls in the community where the give-back took place.

WHY GSMH INITIATES GIVE-BACK NIGHTS THIS WAY

GSMH follows GSUSA and IRS fundraising regulations to ensure all donations are handled ethically and transparently.

Troops cannot directly solicit or receive funds from businesses or individuals. However, they can collaborate with local organizations to host Give-Back Nights, where a portion of sales is donated to GSMH to support Girl Scouts in that community.

GSMH oversees donation processing, agreements, and distributions to maintain compliance while empowering volunteers to connect with their communities.

The Goal: Help new, bridging, and renewing troops cover their startup and renewal costs—such as memberships, uniforms, badges, and leader onboarding materials.

This program does not replace Product Programs (Cookies, Fall Product) or other approved money-earning activities used for travel, events, or extended troop experiences.

Give-Back Nights

Toolkit & FAQ

WHAT ARE GIVE-BACK NIGHTS?

Give-Back Nights are community fundraising events hosted by local businesses that donate a percentage of their sales to GSMH's Adopt a Troop Program.

Funds raised support Girl Scouts within the host business's community or county through in-kind support such as:

- Memberships
- Uniforms
- Badge sets and starter kits
- Leader guides and onboarding materials

Example:

A local restaurant hosts a Girl Scout Night and donates 15% of sales to GSMH. GSMH uses those funds to cover memberships and uniforms for troops in that community.

FREQUENTLY ASKED QUESTIONS

1. Can my troop or service unit host a Give-Back Night?

Yes. Troops and service units can partner with a local restaurant, shop, or business to host a give-back event. The key is that the donation goes to GSMH—not directly to a troop.

Funds must benefit Girl Scouts in your community or county, not an individual troop.

2. Why do donations go through GSMH instead of the troop?

To comply with GSUSA and IRS guidelines, only GSMH may solicit or receive charitable donations.

GSMH handles:

- Agreements and approvals
- Marketing and promotional support
- Donation processing and receipts
- In-kind allocation of materials to troops

This ensures that all contributions are processed correctly and distributed equitably.

Give-Back Nights

Toolkit & FAQ

3. What's my role as a volunteer?

Your role is to connect your community to GSMH. Identify interested businesses, introduce the program, and share the opportunity through the official request form.

GSMH will manage the partnership, donation, and recognition process. Once approved, you can help promote the event, encourage attendance, and thank the business.

4. What types of businesses can host a Give-Back Night?

- Restaurants
- Coffee or ice cream shops
- Retail stores or boutiques
- Local entertainment or recreation venues

Rule of thumb: If your troop can host a cookie booth there, you can likely host a Give-Back Night there too.

5. How Does the Process Work?

1. Identify a business that enjoys supporting local causes.
2. Submit the online [Give-Back Night Request Form](#).
3. GSMH reviews and approves the partnership, providing:
 - Agreement form and promotional guidelines
 - Marketing materials and compliance language
4. Reconnect with the business to finalize the event date, time, and give-back percentage.
5. GSMH processes the donation and provides in-kind support (uniforms, memberships, badge sets, etc.) for Girl Scouts in that community.

Scheduling Restrictions:

Give-Back Nights cannot take place during:

- The Cookie Program
- The Fall Product Program
- United Way blackout periods for:
 - United Way of Central Missouri
 - United Way of Pettis County
 - Kennett United Way

These blackout periods ensure GSMH remains compliant with council and partner funding policies.

Give-Back Nights

Toolkit & FAQ

6. How Are Funds Distributed?

Businesses can designate their donation to support Girl Scouts in their specific community or county—but not to a single troop.

All funds raised through Give-Back Nights are directed to the Adopt a Troop Program, ensuring donations help cover memberships, uniforms, badges, and leader resources for the girls and troops in that area.

Examples:

- If a business hosts a Give-Back Night in a community with one troop, proceeds will support that troop for the fiscal/membership year (October 1–September 30).
- If two or more troops are in the same community, they may co-host an event and share the proceeds equally.
- For countywide or regional events, the service unit will be included for broader impact.

All partnerships are approved and managed by GSMH. Funds are handled by GSMH and used only for troop needs (memberships, uniforms, badges, etc.).

Funds are **not** distributed directly to troops or managed by volunteers.

Fiscal Year Use:

All funds raised through Give-Back Nights are used during the **fiscal/membership year in which they are received (October 1–September 30)**.

This ensures all contributions make an immediate impact on active and newly forming troops.

7. What Can Give-Back Nights Support?

Give-Back Nights are intended to cover startup and renewal costs for:

- New troops
- Bridging troops
- Returning troops needing membership or uniform assistance

They do not fund travel, events, or troop activities. Those needs can be met through Product Programs or approved money-earning requests.

Give-Back Events

Toolkit & FAQ

8. What Happens After the Event?

The business donates proceeds directly to GSMH. GSMH will:

- Send the business a thank-you letter and tax receipt.
- Work with Girl Scouts in the designated area to provide materials based on the priorities identified in the Give-Back Night Request Form.
- Share updates and impact stories with donors, service units, and troops when possible.

9. Can Girls Participate?

Yes. Girls can:

- Create flyers and social media posts
- Promote the event at school, church, or community spaces
- Attend in uniform to thank customers

Girls cannot collect or handle money, but their participation highlights the value of Girl Scouting in the community.

CONVERSATION SCRIPT FOR VOLUNTEERS

“Hi [Business Name], I’m a volunteer with Girl Scouts of the Missouri Heartland. Our council’s Adopt a Troop program helps fund memberships, uniforms, and badges for girls right here in [community/county].

We’d love to partner with [your business] for a Give-Back Night, where you donate a small percentage of sales to GSMH to support Girl Scouts in this community. GSMH manages all paperwork, promotion, and donation processing, so it’s simple for you—and meaningful for local families!”

WHEN YOU HAVE A POTENTIAL BUSINESS INTERESTED

1. Do not make any donation arrangements directly.
2. Submit the [Give-Back Night Request Form](#).
3. GSMH will contact the business to finalize the agreement.
4. Once confirmed, you’ll receive:
 - A custom event flyer
 - Social media graphics
 - Event-day guidelines for girls and volunteers
5. GSMH will process the donation and share local impact updates.



Patch Partnership

Sponsor & support a Girl Scout Patch Program

What is a Patch Program?

A series of activities focused on a specific topic or theme, designed to help girls explore new interests and learn new skills. Completing the program earns a girl a patch to display on her uniform or other gear.

Investment

Starting at \$7,500

Support the costs associated with the development and distribution of materials, patch production, and outreach to girls in both rural and urban communities.



Benefits

Patch name, design, area(s) of focus, and curriculum can/will be created in collaboration with the business or organization sponsoring it.

Recognition as “Presented by” will be placed on patch, materials, & promotions along with the GSMH Logo.



Community Troops

Sponsor a School-Based or Community Troop.

GSMH Community Troops bring Girl Scouting to **where girls already are—schools, churches, community centers, and even virtual spaces—**ensuring access for all, regardless of circumstances. Led by trained staff or school facilitators, girls engage in the full Girl Scout Leadership Experience, from earning badges and exploring STEM to outdoor adventures, community service, and cookie sales.

Investment in Community Troops

By sponsoring a community troop, you directly help bring Girl Scouting to girls who may not otherwise have access. Your support can cover the cost of a school facilitator stipend, troop memberships and uniforms, field trips, or badges and awards—ensuring every girl has the opportunity to learn, lead, and shine.





**Help her shine bright.
Watch your community glow!**

girlscoutsmoheartland.org