

About Service Unit Money-Earners

A Girl Scout money-earner is an activity that earns money for Girl Scout-related activities. Service unit money-earning may be carried out by Girl Scouts (in partnership with adults) or by adults only.

Management of a service unit money-earner should remain at the volunteer level, including event promotion and managing funds. All adults responsible for the management of a money-earning activity must be registered, background checked members of GSHNJ.

Money-earning is NOT the same as fundraising or accepting a donation. When you fundraise, you are directly asking for money and according to IRS guidelines, minors may not do this. Adults may host a fundraiser that does not involve Girl Scouts planning or executing any portion of the fundraiser. Donations in the form of products or services are known as ‘in-kind’ donations and can be requested and accepted as long as some basic rules are followed (refer to the *In-Kind Donations and Grants* section below).

To be eligible to host a service unit money-earner, the service unit must first:

- Submit their Service Unit Finance Report for the prior membership year;
- Plan the event in accordance with the policies and standards outlined below;
- Submit the [Service Unit Money-Earner Application](#) no fewer than ten business days prior to advertising or promoting the event. Money-earners must be approved by GSHNJ before you can promote and host the event.

Examples of Acceptable Service Unit Money-Earners and Fundraisers

With Girl Scout involvement, you could:

- Host a badge-earning or skills workshop for younger Girl Scouts.
- Sponsor a community clean-up event.
- Hold a craft fair.
- Have a plant, holiday tree, or wreath sale.
- Host a spaghetti supper or pancake breakfast at which Girl Scouts prepare food and host guests.

What Girls Cannot Do

Solicit cash donations. This includes “shake-a-can” methods and the use of crowdfunding websites.

Endorse commercial products such as promoting any company or business by distributing its product or coupons.

Run games of chance (50/50s, auctions, cash raffles, tricky trays, cash/prize BINGO, etc.): IRS guidelines prohibit minors from participating in these kinds of activities. Small-scale carnival-type events would not fit the criteria requiring regulation, so you are permitted to host fun arcade-style games at a local event where attendees win prizes or tickets.

What Both Adults and Girl Scouts Cannot Do

Directly raise money for other organizations: Girl Scout members may not directly raise or solicit money for other organizations. This includes raising money for shelters, schools, or charities, or participating in walkathons, telethons, or similar activities where pledges are accepted. Note: Troops and service units *may* elect to use a portion of their treasury to donate to an organization or cause they care about; They may not explicitly host a money-earner with the sole purpose of raising funds for another organization.

The following fundraising examples are restricted to adults only.

While Girl Scouts are not allowed to participate, adults alone may host such events:

- *Retail or restaurant fundraiser* where the service unit receives a percentage of profits during a given period.
- *Solicit cash donations* as long as some basic rules are followed (refer to the *In-Kind Donations and Grants* section below).
- *Games of chance (50/50s, BINGO and raffles)* may be planned only if officially licensed by the state of New Jersey and approved by your local municipality. Please contact info@gshnj.org for more information.

Hosting Money-Earners During Council Product Programs

When Cookie booth sales are taking place for our council, service units or troops may not hold any money-earner activity. Money-earners may be held any other time of year, outside of the annual Cookie booth sale period.

Money-Earner Promotion Recommendations

You may create an advertisement or flyer to publicize the money-earner. These materials do not need to be approved by GSHNJ staff. When promoting your money-earner, stick to these guidelines:

- Stay on brand. Use the official Girl Scout service marks, trefoils, colors, and more that you'll find in [our Brand Center](#).
- Be clear about event specifics like day, time, costs, and what those costs include.
- Be inclusive in your messaging. For example, instead of gearing events towards parents/daughters (such as mother/daughter breakfast), describe the event as a "Muffins in the Morning" or "Donuts with Grownups" event instead.
- Girl Scouts cannot endorse other products or companies so do not include other logos on your advertisement or flyer.
- Do not share the full names or contact details for any Girl Scouts on your event materials.
- Wait until AFTER the money-earner has been approved by GSHNJ to share your advertisement or flyer.

In-Kind Donations and Grants

Donations in the form of products or services are known as 'in-kind' donations*. Troops and service units may ask for and accept such donations. You may also ask for gift cards to be used as prizes for events.

Girl Scouts may not ask for cash donations. If they are offered a cash donation without soliciting the donation, they may accept it.

*If a donation is valued at \$250 or more, you must contact Fund Development (FundDevelopment@gshnj.org) prior to accepting the donation.

Service units may also apply for grants to support Girl Scout activities and programs. Before applying for any grant, check-in with Fund Development (FundDevelopment@gshnj.org) to ensure that your application does not conflict with other council initiatives.

Do you have further questions not answered here? Contact us at info@gshnj.org or 908-518-4400 opt 0.