

About Troop Money-Earners

A troop money-earner is an activity planned and carried out by Girl Scouts (in partnership with adults) with the goal of earning money for Girl Scout-related activities. Money-earning is an experience where Girl Scouts perform a service or deliver a product to a customer to earn money, and where they learn financial literacy skills.

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, Girl Scouts may not do this. Donations in the form of products or services are known as 'in-kind' donations and can be requested and accepted if some basic rules are followed (refer to the *In-Kind Donations and Grants* section below).

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

- Participate in both the Fall Product and Cookie programs during the past 12 months;
- Submit their Troop Finance Report for the prior membership year;
- Plan the event in accordance with the policies and standards outlined below;
- Submit the [Troop Money-Earner Application](#) at least ten business days prior to advertising or promoting the event. Troop money-earners must be approved by GSHNJ before you can promote and host the event.

Examples of Acceptable Troop Money-Earners

Girl Scouts CAN for example:

- Run a badge-earning or skills workshop for younger Girl Scouts.
- Provide gift-wrapping services for the holidays.
- Obtain an item at a low cost to resell.
- Host a spaghetti supper or pancake breakfast at which Girl Scouts prepare food and host guests.

What Girls Cannot Do

Host money-earners during Girl Scout Cookie booth sales.

Solicit cash donations: Girl Scouts may not ask for cash donations. This includes setting up crowdfunding sites.

NOTE: If a cash donation is offered – without being solicited by Girl Scouts – it may be accepted. If the donation is valued at \$250 or more, please contact FundDevelopment@gshnj.org prior to accepting the donation.

Endorse commercial products: GSUSA restricts the endorsement of commercial products by individuals. This includes promoting any company or business by distributing its product or coupons as a Girl Scout or volunteer. Here are some examples that are NOT allowed:

- Reselling a branded product – like buying in bulk and reselling items like candy bars or candles
- Promoting a special timeframe for discount at a business where troops receive a percent of the revenue

Participate in 'Shake-a-Can' or 'Canning': Standing in front of a store, or any other format where Girl Scouts are asking for money without performing a service. This includes collecting cash donations while hosting a Girl Scout Cookie booth. If donations are offered, they can be accepted, but Girl Scouts cannot solicit for them.

Run games of chance (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.

Directly raise money for other organizations: Girl Scouts 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 may elect to use a portion of their troop 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.

Money-Earners for High Awards Projects

Different guidelines apply for Girl Scouts hosting money-earners with the intent to raise funds to support their High Award projects. These money-earners need not be pre-approved by GSHNJ but Girl Scouts are expected to adhere to the money-earner guidelines for the [Bronze](#), [Silver](#), and [Gold](#) Awards. Questions related to High Award money-earners may be directed to awards@gshnj.org.

Hosting Troop Money-Earners During Council Product Programs

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

Requirements for Adults Who Manage Money-Earners

All adults responsible for the management of a money-earning activity must be registered, background checked members of GSHNJ.

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 troop 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 father/daughter dance), describe the event as a "Me and My Pal" 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 youth members of the troop 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*. Your troop may ask for and accept such donations. Girl Scouts 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.

Troops 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 the troop's 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.