



GIRL SCOUTS SAN DIEGO

# POWER Her PROMISE

*A campaign to empower girls*

**Girl Scouts San Diego champions female ambition. We are all about empowering girls to become strong leaders for our community and our world.**

As of the last fiscal year, 45 percent of the 23,000 Girl Scouts in San Diego and Imperial counties lived in low- to moderate-income homes, with ever-present economic challenges. No doubt that percentage is even higher now, as a result of the pandemic.

Girl Scouts is here for them, regardless of their ability to pay. It takes the support of the community to make our incomparable programs, camps, and opportunities available to all girls.

Our **Power Her Promise** (PHP) campaign (September 1-25, 2020) will raise critical dollars to fund important programs for girls that pave the path to a stronger, brighter future for them.

This multifaceted campaign is Girl Scouts San Diego's opportunity for everyone to champion this important mission. During the month of September:

- Girl Scout supporters (individuals, businesses, and organizations) will share their individualized Power Her Promise Friends & Family websites via email and social media. Supporters will set their own goals and invite their contacts to help them meet the goals.
- Direct mail will engage our volunteers and donors.
- Tradition and social media coverage will provide visibility.
- And throughout, we will highlight you and our other sponsors!

The campaign will culminate with a fun virtual celebration on the evening of Friday, Sept. 25. We will highlight the power of Girl Scouting, award exciting prizes, give participants a final chance to contribute, shine the spotlight on our sponsors, and celebrate coming together to **Power Her Promise!**



For details, contact Corporate and Sponsorship Officer  
Veronica Worthington  
VWorthington@SDGirlScouts.org, 619-610-0801.

## The Girl Scout Promise

On my honor, I will try:

To serve God\* and my country,

To help people at all times,

And to live by the Girl Scout Law.

*\* Members may substitute for the word God in accordance with their own spiritual beliefs.*

## The Girl Scout Law

I will do my best to be

honest and fair,

friendly and helpful,

considerate and caring,

courageous and strong,

and

responsible for what I say and do,

and to respect myself and others,

respect authority,

use resources wisely,

make the world a better place, and

be a sister to every Girl Scout.

## Power Her Promise (PHP) Campaign and Celebration

### Platinum Sponsor—\$50,000

All Gold Sponsor benefits *plus*:

- ◆ Logo on garments earned by donors and supporters
- ◆ Lead sponsor designation for celebration

### Gold Sponsor—\$25,000

All Silver Sponsor benefits *plus*:

- ◆ Logo with hyperlink on all campaign e-mail promotions (27,700)
- ◆ Feature story in monthly Connections e-newsletter (27,700)
- ◆ Recognition during celebration (3 visual, 2 verbal acknowledgements)
- ◆ Upgrade to extra-large recognition piece in Virtual Swag Bag

### Silver Sponsor—\$10,000

All Bronze Sponsor benefits *plus*:

- ◆ Designation as Featured Sponsor for a day
- ◆ Logo with hyperlink on campaign website (70,000 visits/month)
- ◆ Logo on all PHP Friends & Family individual websites, viewed by thousands nationwide
- ◆ Acknowledgement in monthly *Connections* e-newsletter (27,700)

### Bronze Sponsor—\$5,000

All Journey Sponsor benefits *plus*:

- ◆ Logo on campaign website (70,000 visits/month)
- ◆ Recognition during celebration (3 visual, 1 verbal acknowledgement)
- ◆ Upgrade to large recognition piece in Virtual Swag Bag

### Journey Sponsor—\$2,500

All Promise Sponsor benefits *plus*:

- ◆ Girl Scouts San Diego Community Partner designation for a year (with social media promos)

### Promise Sponsor—\$1,000

All G.I.R.L. Sponsor benefits *plus*:

- ◆ Recognition during celebration (2 visual listings)
- ◆ Upgrade to medium-size recognition piece in Virtual Swag Bag
- ◆ Listing in annual report (5,000 distributed)

### G.I.R.L. (Go-getter, Innovator, Risk-taker, Leader) Sponsor—\$500

All Friendship Sponsor benefits *plus*:

- ◆ Listed as sponsor on celebration promos
- ◆ Listed as sponsor on campaign website (70,000 visits/month)

### Friendship Sponsor—\$250

- ◆ Recognition in Virtual Swag Bag
- ◆ Opportunity to provide giveaway item in Virtual Swag Bag
- ◆ Host PHP Friends & Family website to engage employees, customers, and contacts
- ◆ Power Her Promise Facebook frame
- ◆ Yard sign (for real!) and virtual badge

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