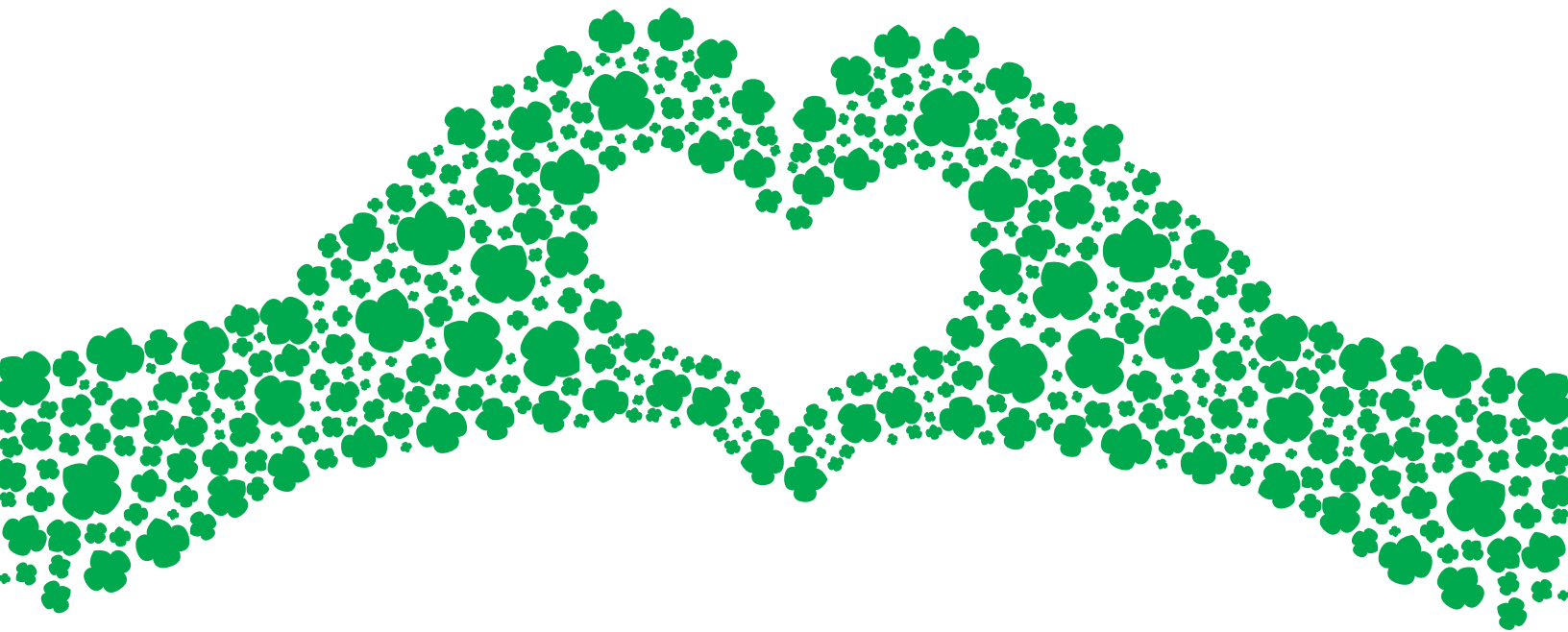




# *Making a Difference*



## **Program Vendor Guide**

# Welcome to the Program Vendor Guide!

We are excited to provide your organization with an incredible opportunity to partner with the Girl Scouts of Black Diamond Council. As a program vendor, you will be integral in providing girls with community programs centered on the Girl Scout Leadership Experience. There are three different opportunities for partnering with the Black Diamond Council- on a Preferred Vendor, Community Vendor, or Service Vendor level.

Girl Scouts is the world's foremost organization dedicated to developing confidence and leadership in girls. In Girl Scouts, girls take the lead, with adult supervision, to design fun and challenging activities that empower them to discover, connect, and take action around issues that concern them. This program vendor packet is a means for you to develop a partnership with the Girl Scouts of Black Diamond Council. With this guide, you can learn more about the Girl Scout organization and mission, and the different ways in which you can partner with us. By becoming a partner of the Girl Scouts of Black Diamond Council, you will have a tremendously positive impact on the lives of Girl Scouts members, as well as bring your organization to over 8,000 girls and their families in 61 counties across West Virginia, Virginia, Maryland, and Ohio.

Inside this guide you will find:

- Information on the Girl Scout program
- Safety and insurance requirements
- Partnership level information
- Opportunities to promote your organization/business

My favorite parts about being a Girl Scout is “helping others in the community, working on my bronze award and that my mom is our leader.” *Paige, 5th Grade*

## IT'S ALL IN THE NUMBERS

**97 percent** of parents say Girl Scouts has been a positive activity for their daughter.



**96 percent** of girls have tried at least one new thing in Girl Scouts.



**90 percent** of parents say that because of Girl Scouts, their daughter is more confident.



**74 percent** of parents say that because of Girl Scouts, their daughter has gained entrepreneurial business skills.

# Why Partner with the Girl Scouts?

GSBDC serves over 8,000 girls and their families in 61 counties across West Virginia, Virginia, Maryland, and Ohio. When you partner with the Girl Scouts, you are gaining over 8,000 new potential customers who might enthusiastically recommend your organization to their friends and family. Troop leaders regularly consult our partner listings when planning activities for their girls, because they know that an approved program vendor offers quality programming at a reasonable rate. By creating a partnership with you, GSBDC is recommending that our members conduct business with you.

Whether you choose to offer Girl Scouts a discount from your organization or tailor your program specifically towards Girl Scouts, we offer marketing options for every type of organization- from a free listing on our website, to being featured in our Program Guide, to one exclusive spot in a high-impact, highly visible area of our website. We can help your organization choose what level of marketing is right for you. GSUSA is the #2 non-profit brand in the nation; our seal of approval and positive association will have a meaningful, beneficial impact on your organization.

Don't forget the positive influence your organization will be having on the lives of thousands of girls when you partner with GDBSC! According to the Girl Scout Research Institute, Girl Scouts have more leadership experiences than other girls and boys, 78% compared to 55% nationally. This uniquely prepares Girl Scouts for leadership roles and helps them succeed in school and their career. 58% of women in the 114th Congress are Girl Scout alumnae, along with 75% of current female senators. Girl Scout alumnae are more likely to have a business degree.

Girl Scouting encourages girls to be resourceful problem solvers, and to seek out challenge rather than avoiding it. This helps them excel in all aspects of life. Scouting has a positive impact on girls' exercise habits and health, and girls report that their first outdoor experience was with the Girl Scouts, and that this experience would not have been possible for them had they not been Girl Scouts. By partnering with GSBDC, you are in the good company of other organizations that are changing girls' lives around the world.

**By partnering with Girl Scouts,** your organization reaches 8,000 girls and their families.



**One out of every two adult** women is a Girl Scout alumna.



**Girl Scout alumnae are more likely to:**

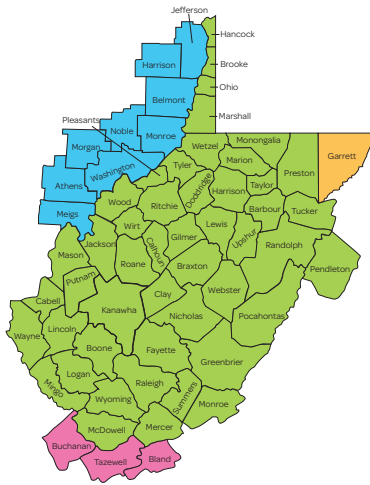
- Consider themselves confident and capable
- Are more likely to volunteer in their children's youth organization
- Are more likely to vote regularly
- Are more likely to get a college degree
- Report a significantly higher household income daughter is more confident.

# Our Council

The Girl Scout Leadership Experience engages girls in discovering themselves, connecting with others, and taking action to make the world a better place.

*In Girl Scouting, Discover + Connect + Take Action = Leadership.*

All Girl Scout experiences are intentionally designed to tie to one or more of the national leadership outcomes, or benefits, categorized under the three keys to leadership.



## 5 Ways Girl Scouts Builds Girl Leaders

Girl Scouts' mission is to build girls of courage, confidence, and character, who make the world a better place. Since 1912, girls have explored new fields of knowledge, learned valuable skills, and developed strong core values through Girl Scouts. Today Girl Scouts is, as it always has been, the organization best positioned to help girls develop important leadership skills they need to become successful adults.

At Girl Scouts, guided by supportive adults and peers, girls develop their leadership potential through age-appropriate activities that enable them to discover their values, skills, and the world around them; connect with others in a multicultural environment; and take action to make a difference in their world. These activities are designed to be girl led, cooperative, and hands-on—processes that create high-quality experiences conducive to learning.

*When girls participate in Girl Scouts, they benefit in 5 important ways:*

- Strong sense of self
- Postive values
- Challenge seeking
- Healthy relations
- Community problem solving

**d**

Daisy  
Grades K-1

**b**

Brownie  
Grades 2-3

**j**

Junior  
Grades 4-5

**c**

Cadette  
Grades 6-8

**s**

Senior  
Grades 9-10

**a**

Ambassador  
Grades 11-12

# The Promise & Law

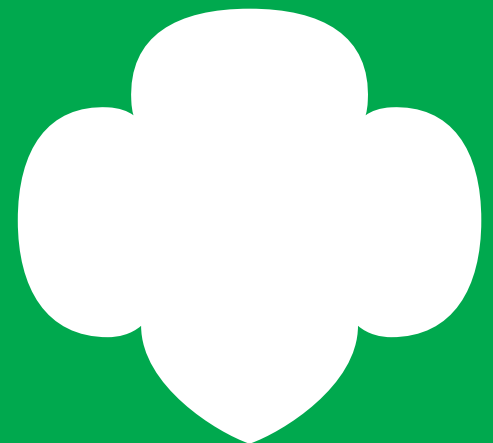
## The Girl Scout Promise

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.

## 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.*



# Steps to Becoming a Program Vendor

- 1. Schedule a meeting.** At a meeting (virtual or in-person) we will discuss vendor opportunities and what level of partnership best suits the needs of your organization and the Girl Scouts of Black Diamond. Contact Michelle Parsons, Director of Programs, Michelle.Parsons@bdgsc.org, 800.756.7616 x1019.
- 2. Submit Program Vendor Agreement.** Program Vendor agreements are renewed every six months. All events are reviewed and evaluated by Girl Scout program staff to ensure quality activities, service and compliance with GSUSA's Safety Activity Checkpoints and Safety Guidelines. All activities are expected to meet or exceed these guidelines.
- 3. If needed, provide a Certificate of Insurance.** We will help you determine if insurance is necessary for your activity. Generally it is needed for physical or outdoors activities that carry a higher amount of risk of injury. We usually require a certificate of insurance for \$1,000,000 in general liability coverage.
- 4. Start planning your Girl Scout program.** Brainstorm and develop program events, workshops, or activities to offer Girl Scouts. We'll be there to help you every step of the way!

## Scheduling

Vendors can offer events to girls in many different ways, from once a year, to multiple times per year, to an ongoing basis. Some programs are for girls of any age, or you may tailor a program that you feel is more suitable for a certain age range. The frequency with which you offer programming is up to you! For example, you can offer an activity once, or if you are finding that an activity is well-attended and successful, you can offer it more often and become known as the destination of choice for Girl Scouts seeking to participate in a certain type of activity. You can also offer activities on an arrangement basis, meaning Girl Scouts troops would contact you when they are looking to visit, and you would arrange a time with them.

## Patches/Badges

You have the option of creating your event around the concept of earning badges. Girls love receiving recognition for the activities they do in Girl Scouts, so incorporating a badge might help you attract even more attendees. We can help you determine what badges might be possible to earn during your activity. You will have the option of purchasing those badges yourself and handing them out after the event, or the girl's leaders can purchase the badges themselves. If there is not a badge related to your activity, you can even design your own badge, with the approval of the Black Diamond Council.

## Photography

Parents or guardians of each Girl Scout indicate on a membership document whether or not they grant permission for their daughter to be photographed or videoed for purpose of promoting Girl Scouts by GSBDC. Photographs taken at your event during a Girl Scout activity are the sole property of the GSBDC, and any photography or recording taken for the purpose of promoting a Girl Scout event you are offering must be approved by GSBDC.



# Three Levels of Partnership

## Preferred Program Vendor

At this level, partner organizations tailor programs specifically to incorporate the Girl Scouts National Program Portfolio. This means that whatever program your organization offers might help a Girl Scout earn a badge, or a specific part of a Journey. We can help you identify what parts of the National Program Portfolio might be easy for you to incorporate into a program. This is the highest level of partnership with the GSBDC, and we will promote the opportunities you are offering to make Girl Scouts and their families aware of your organization.

## Community Program Vendor

This is the perfect opportunity for an organization that has an activity that it feels may be of interest to Girl Scouts and would like to offer individual girls and groups a discount in exchange for marketing by GSBDC. At this level, you may include aspects of the Girl Scout program in your activity, but do not have to. In return for offering a discounted rate to Girl Scouts, you will be listed as a recommended vendor on our online vendor list.

## Service Vendor

One of the key missions of Girls Scouts is to serve the community, and they are always looking for more opportunities to do so. If you are a non-profit, non-partisan organization that would like to partner with the GSBDC so girls can contact you about community service opportunities, this is the perfect way for you to get involved. Organizations that may be interested in being involved on this level include state parks, churches, homeless shelters, etc. Becoming a Service Vendor is free-of-charge to your organization, and helps Girl Scouts identify opportunities to take a positive role in their communities.

1. Organizations must be non-profits.
2. Activities must be free.
3. Girls may not participate in projects that involve health and safety risks.
4. Girls Scouts may not raise or solicit money for other organizations, but they can offer support be being support staff.
5. Girl Scouts cannot participate in events that are political in nature.

Whether you decide you'd like to offer special programming for Girl Scouts, or simply give Girl Scouts a great deal on activities you already offer, becoming an approved vendor is free of charge! As an approved vendor, you will be featured on our list of recommended vendors, and we will promote your special Girl Scout events to our members.

In addition to this free vendor list, we also have additional marketing opportunities available for purchase on a six-month basis. Please see the next page for even higher-impact opportunities to market your organization to our members.

## The Girl Scout program

is extremely well-regarded worldwide. By partnering with the Girl Scouts, your organization is part of that positive association.



## We share our statistics with you.

Use our participant evaluations to make your program more popular than ever.



By partnering with Girl Scouts, you are **making a real difference in the life of a girl.**



# Partnership Levels

<b>Partnership Packages, Costs &amp; Marketing Benefits</b>	<b>Basic</b>	<b>Silver</b> (Limit of 20 vendors per 6 months)	<b>Gold</b> (Limit of 10 vendors per 6 months)	<b>Platinum</b> (Limit of 1 vendor per 6 months)
<b>Option Cost</b> (not tax deductible)	\$25	\$50	\$100	\$500
Listing on our Program Vendors page at <a href="http://www.bdgsc.org">www.bdgsc.org</a>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>
Your events included in E-communications to our members	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>
Invitation to our annual program expo	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>
Listing in our bi-annual program guide		<b>X</b>	<b>X</b>	<b>X</b>
Listing with your company logo as a Featured Vendor in our bi-annual program guide			<b>X</b>	<b>X</b>
A featured position on the right rail of our website, viewed by over 38,000 people annually				<b>X</b>

Riley loved when her troop set up a lemonade stand and gave it out for free. She said "it was nice to give away drinks because not everyone can afford it, we were the only booth set up where everyone got something and didn't feel left out." *Riley, Age 8*

# Insurance

Organizations that partner with the Girl Scouts must submit a current certificate of insurance verifying that you have at least \$1,000,000 in general liability coverage.

- Insurance carrier rated “A” or better by an insurance rating firm.
- Scheduled event falls with policy period shown.

# Safety

As an organization offering events to Girl Scouts, it is your responsibility to:

- Read applicable Safety Activity Checkpoints found at <http://www.bdgsc.org/content/dam/girlscouts-bdgsc/documents/Troop%20Resources/Safety-Activity-Checkpoints.pdf>.
- Ensure that no alcohol or drugs are permitted at Girl Scout or vendor events.
- If using a hold-harmless or liability form, please note that a leader cannot sign for a troop. These forms must be given to the troops ahead of time so that each parent can individually sign a form.
- For overnight events, it is not appropriate for males to sleep in the same space with girl members. They may participate only if separate sleeping quarters and bathrooms are available for their use.
- GSBDC does not share member information lists with third parties.

# First Aid/CPR

- Please review all safety information at the start of the event with the girls.
- A basic first aid kit should be provided at the location.
- Troop leaders should bring parent permission slips with emergency contact information for events in which troops come together.
- Parent permission slips with emergency contact are to be collected as part of the registration for girls participating individually.
- Troops will generally provide a First Aid/CPR certified person for group events. However, if your event is being attended by an individual Girl Scout, you must have someone certified in First Aid/CPR on site.

# Weather

- The safety of the girls is most important both during the program and when traveling to and from it.
- If canceling, make an effort to contact leaders prior to the start of the event.
- If you are planning an outdoors event, consider making a contingency plan in the event of bad weather.

# Location Accessibility

- All activities must be held in buildings or locations that meet ADA standards.





# Program Vendor Application

Girl Scouts of Black Diamond Council serves over 8,000 girls and their families in our 61-county jurisdiction. With the support and guidance of more than 2,500 volunteers, girls develop leadership skills while learning the importance of personal responsibility, the value of goal setting, the spirit of teamwork, and the thrill of accomplishment. Black Diamond Council offers Girl Scouts fantastic program opportunities by partnering with local businesses and organizations. As a Program Vendor with Black Diamond Council, you will be a key part of delivering the Girl Scout Mission, while your organization is promoted to over 8,000 girls and their families across 61 counties.

## **What is a Program Vendor?**

- A Program Vendor is a business/organization that would like to partner with Black Diamond Council on the development and marketing of one or more Girl Scout program opportunities.
- Information regarding program vendor programs is marketed through various channels including: E-News, the Program Vendors webpage, and print advertising opportunities in our bi-annual Program Guide.
- Our program experts can help you shape the type of program you offer to incorporate the Girl Scout National Program. However, this is not required. You can also partner with our organization if you are offering opportunities/activities to which you would like to invite Black Diamond Girl Scouts.
- There are three different ways that your organization can partner with the Girl Scouts of Black Diamond Council, which are detailed in the Program Vendor Guide.

## **Become a Program Vendor! Schedule a conversation today.**

Katharina Fritzler  
Senior Program Manager  
Katharina.Fritzler@bdgsc.org  
800.756.7616 x1019

Organizations may partner with the Girl Scouts of Black Diamond Council in three different ways. Be sure to read through the Vendor Packet before filling out this application. Contact the Girl Scouts of Black Diamond Council's Director of Programs if you have any questions or need assistance with this form.

**All Vendors:** Complete Sections 1, 6, and 7, only once.

**Preferred Vendors:** Complete Section 2 if you are planning to offer events at certain scheduled times, or Section 3 if you are offering programs on an arrangement basis.

**Service Vendors:** Complete Section 4.

**Community Vendors:** Complete Section 5.

Name of Organization

Contact Person

Title

Address

City

State

Zip Code

( )

Business Phone

( )

Cell Phone

E-mail Address

Website

Describe your organization

What will girls who participate in your program do?

How will girls use at least one of the Girl Scout processes (girl-led, learning by doing, or cooperative learnings) during your program?

What topics or skills with the girls learn? With which Journey activities or Badge steps do they connect?

Event Name

Event Date

Start Time

End Time

Event Location

**Grade Levels Served:**  Daisy (K-1)  Brownie (2-3)  Junior (4-5)  Cadette (6-8)  Senior (9-10)  Ambassador (11-12)

**Event Capacity:** Minimum Number of Girls: \_\_\_\_\_ Maximum Number of Girls: \_\_\_\_\_ Minimum Number of Adults: \_\_\_\_\_ Maximum Number of Adults: \_\_\_\_\_

**Event Cost:** \_\_\_\_\_ Per Girl \_\_\_\_\_ Per Adult

**Check any that apply:**  Troops can attend together  Girls can attend individually  Each girl must be accompanied by an adult chaperone  
 A waiver or other agreement needs to be signed by parents/guardians

Please describe the event as you would like it published: \_\_\_\_\_

List any Journeys of Badges to which this event would connect: \_\_\_\_\_

SECTION 3

Event/Program Name

Event Date	Start Time	End Time

Event Location

**Grade Levels Served:**  Daisy (K-1)  Brownie (2-3)  Junior (4-5)  Cadette (6-8)  Senior (9-10)  Ambassador (11-12)

**Event Capacity:** Minimum Number of Girls: \_\_\_\_\_ Maximum Number of Girls: \_\_\_\_\_ Minimum Number of Adults: \_\_\_\_\_ Maximum Number of Adults: \_\_\_\_\_

**Event Cost:** \_\_\_\_\_ Per Girl \_\_\_\_\_ Per Adult

Please describe the event as you would like it published: \_\_\_\_\_

How should troops/girls scheduled or register for this opportunity? \_\_\_\_\_

List any Journeys of Badges to which this event would connect: \_\_\_\_\_

SECTION 4

Service Opportunity Name

Service Location

**Grade Levels Served:**  Daisy (K-1)  Brownie (2-3)  Junior (4-5)  Cadette (6-8)  Senior (9-10)  Ambassador (11-12)

**Opportunity Capacity:** Minimum Number of Girls: \_\_\_\_\_ Maximum Number of Girls: \_\_\_\_\_ Minimum Number of Adults: \_\_\_\_\_ Maximum Number of Adults: \_\_\_\_\_

How long will it take to complete the community service? \_\_\_\_\_

Describe the community service opportunity as you'd like it published: \_\_\_\_\_

How should troops/girls scheduled or register for this opportunity? \_\_\_\_\_

Is this a one-time event, or do you have other opportunities for community service that Girl Scouts should know about? \_\_\_\_\_

List any Journeys of Badges to which this event would connect: \_\_\_\_\_

SECTION 5

Event/Program/Discount Name

Event Date	Start Time	End Time

Event Location

**Grade Levels Served:**  Daisy (K-1)  Brownie (2-3)  Junior (4-5)  Cadette (6-8)  Senior (9-10)  Ambassador (11-12)

**Opportunity Capacity:** Minimum Number of Girls: \_\_\_\_\_ Maximum Number of Girls: \_\_\_\_\_ Minimum Number of Adults: \_\_\_\_\_ Maximum Number of Adults: \_\_\_\_\_

**Check any that apply:**  Troops can attend together  Girls can attend individually  Each girl must be accompanied by an adult chaperone  
 A waiver or other agreement needs to be signed by parents/guardians

Is this event scheduled for a specific time or should troops contact you to arrange this event? \_\_\_\_\_

Describe the community service opportunity as you'd like it published: \_\_\_\_\_

**Please read, initial each item, and sign below to verify that your organization meets the following criteria:**

- \_\_\_\_\_ We have read and understand all Safety Activity Checkpoints that apply to these activities and agree to comply with these guidelines (Found at [www.bdgsc.org](http://www.bdgsc.org)).
- \_\_\_\_\_ We have included a certificate of insurance indicating that our organization has at least \$1,000,000 in general liability coverage.
- \_\_\_\_\_ All adults involved in the program's delivery have successfully passed a Criminal Background Check.
- \_\_\_\_\_ We have attached a copy of any waiver/agreement that will be distributed to parents/guardians of girls attending our events.

Signature \_\_\_\_\_

Date \_\_\_\_\_

Please circle the level of marketing desired and submit application along with payment made out to Girl Scouts of Black Diamond Council to: PO Box 507, Charleston, WV 25302. Free online listings are permanent, although you may be contacted periodically to ensure program and pricing information are accurate. Print features will be included on the next seasonal Program Guide from whenever payment is received, either the Spring/Summer or Fall/Winter guide. The Platinum Benefit runs for six months from the date that the Program Guide you are featured in is published.

- Basic - \$25  
 Silver - \$50  
 Gold - \$100  
 Platinum - \$500

**PAYMENT INFORMATION:**

Marketing Package Selected: \$ \_\_\_\_\_

Donation: \$ \_\_\_\_\_

**Total Attached: \$** \_\_\_\_\_

- Cash    Check\*  
 Amex    Discover  
 Visa    MasterCard

Name on Credit Card \_\_\_\_\_

Credit Card # \_\_\_\_\_

Expiration Date \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

*\*Make checks payable to Girl Scouts of Black Diamond Council or GSBDC*