



## **Girl Scouts *Thanks-A-Lot™ Denim Days***

### **Getting Started!**

- Volunteer or recruit a staff coordinator at your company to implement the Girl Scout *Thanks-A-Lot™ Denim Day*
- Choose a Friday and tell the staff about the campaign (see Sample Email)
- Collect donations from staff who sign-up to participate (see Sample Sign-up Sheet)
- Return the collected donations to:

Girl Scouts of Eastern Massachusetts  
ATTN: *Thanks-A-Lot™ Denim Days* Campaign  
95 Berkeley Street  
Boston, MA 02116

Here are some handy to **tools** to help you implement the Girl Scouts *Thanks-A-Lot™ Denim Days* promotion (all are attached):

- **Sample Email** - Use this email about the campaign to be distribute to your staff encourage their participation
- **Sample Press Release** - Use this press release to inform the local media that your company is participating in Girl Scouts *Thanks-A-Lot™ Denim Days* promotion to help to raise funds to send deserving girls to Girl Scout camp this summer
- **Sample Sign-up sheet** – To track/record participants and their donations
- **Tax receipts** - If employees need proof of a donation for tax purposes, print these receipts and distribute to the employees.

“Our daughter made great new friends at camp. Now she is singing camp songs and can’t wait to teach them to her troop! She would love for everyone to share in the great experience camp provides” – *Parent of Brownie Girl Scout*

For more information on Girl Scouts of Eastern Massachusetts, please contact Kim Sebastiao, Special Projects Coordinator, at 857-453-5325 or [ksebastiao@girlscoutseasternmass.org](mailto:ksebastiao@girlscoutseasternmass.org) or visit [www.girlscoutseasternmass.org/donate/dress-down-days.html](http://www.girlscoutseasternmass.org/donate/dress-down-days.html).

Thank you for your consideration!



## **Girl Scout *Thanks-A-Lot*<sup>TM</sup> Denim Days SAMPLE EMAIL to Colleagues**

Dear Colleague,

I am excited to share with you a wonderful opportunity to support an important organization doing great work in our community, Girl Scouts! By donating a minimum of \$5 you can participate in the Girl Scout *Thanks-A-Lot*<sup>TM</sup> *Denim Days* promotion, which helps to fund their camp programs. We have elected Friday, INSERT DATE as the official Girl Scout *Thanks-A-Lot*<sup>TM</sup> *Denim Day* at our office, which allows you to wear jeans or a Girl Scout green top or both if you donate!

Girl Scouting builds girls of courage, confidence, and character who make the world a better place. This year, Girl Scouts of Eastern Massachusetts has seen an increased need in financial support for their camp program. Your contribution will help send a deserving girl to Girl Scout camp this summer!

I am the office coordinator for this *Thanks-A-Lot*<sup>TM</sup> *Denim Days* promotion so please deliver your donation to me by INSERT DATE and Friday the XXX enjoy casual day! I will post the sign-up sheet XXXX. Our goal is to raise \$ XXXX. Hope you can join us!

Thank you,



For Immediate Release

Contact:  
Stacy Wilbur  
Girl Scouts of Eastern Massachusetts  
857-453-5314

**Wear Jeans to Work to Send a  
Girl to Camp This Summer!**

Girl Scouts of Eastern Massachusetts launches  
*Thanks-A-Lot™ Denim Days* fundraising effort!

(Boston, MA) **Girl Scouts of Eastern Massachusetts** is excited to launch our new summer *Thanks-A-Lot™ Denim Days* promotion supporting Girl Scouts of Eastern Massachusetts' Campership Campaign!

The "Thanks-A-Lot Denim Day" promotion kicks-off X and runs through X. Girl Scouts of Eastern Massachusetts' invite companies, organizations and schools in eastern Massachusetts to "Go Green" and participate in this fun team-building activity while also supporting a great cause. Employees are encouraged to make \$5 donation to wear jeans to work on the Friday the company designates as their *Thanks-A-Lot™ Denim Day*. All proceeds go directly to the *Girl Scouts' Campership Campaign*, which provides financial aid assistance to girls wanting to attend Girl Scout Camp this summer.

"Every child should have the chance to experience summer camp at least once—and no one knows camping like Girl Scouts. Requests for financial aid for camp this summer are at an all time high," said GSEM CEO Ruth N. Bramson. "We don't want to turn any girl away from camp, so we thought this campaign would be a great way to get local business involved in supporting our girls."

Girl Scouts of Eastern Massachusetts serves more than 45,000 girls ages 5-17 and 17,000 adult volunteers in 178 communities across Eastern Massachusetts with the mission to build girls of courage, confidence and character, who make the world a better place. The Girl Scouts provide girls with the opportunity to DISCOVER their world, CONNECT with and build an understanding for others and TAKE ACTION to make the world a better place. Girls are guided by committed and caring adults who make learning fun. Girl Scouting helps each girl achieve her personal leadership pathway to the future. The Girl Scouts organization has a rich history and has been the nation's leading expert on girls for nearly 100 years.

###



**TAX RECEIPT/LETTER**

DATE

NAME

ADDRESS

ADDRESS

Dear SALUTATION:

On behalf of the Girl Scouts of Eastern Massachusetts (GSEM) Board of Directors, I thank you for your generous contribution of \$AMOUNT to the Girl Scouts *Thanks-A-Lot™ Denim Days* Campaign. Your gift directly impacts the programs and experiences we are able to offer 45,000 diverse girls and 17,000 adult volunteers from all 178 cities and towns within our region.

Your support gives us additional resources to sponsor hundreds of affordable and fun programs and events that allow girls the freedom to discover their own passions and strengths. Girl Scouts gives girls a chance to explore and learn new skills, from dancing to rock climbing; from orienteering to web design. Our girl members learn and grow alongside nurturing adults as they work toward becoming leaders of courage, confidence, and character who make the world a better place.

Once again, we thank you for your generous donation and continued support of Girl Scouts of Eastern Massachusetts.

Sincerely,

A handwritten signature in black ink that reads "Ruth N. Bramson".

Ruth N. Bramson  
Chief Executive Officer

*No goods or services were received in exchange for this gift. Therefore, this contribution is fully tax-deductible. Please retain this receipt for your tax records.*

