

## **Juliette Low Leadership Society**

**Objective:** Through the **Juliette Low Leadership Society**, we are working to reach every girl in western Oklahoma and help them to become leaders of courage, confidence and character! This group shares the message of the positive influence that Girl Scouts makes in the life of a girl, while garnering financial support for enhanced opportunities for our girls.

**JLLS Metro** - What began as a small but dedicated group of women leaders in 2004 has turned into a growing membership of strong leaders who are making a difference in the lives of girls, now boasting over 260 members. To date, JLLS in Oklahoma City (through a yearly luncheon and membership dues) has raised over \$1,200,000 in just six years. Membership in JLLS for OKC is just \$250 a year which supports a girl for a year in Girl Scouting. Due to the generous support and leadership of these dedicated volunteers and donors, the number of girls served with the Leadership Development Program increased by over 150% in just four short years. New program activities and increased program delivery are a direct result of building a local community of support for Girl Scouting.

The Metro JLLS has 3 levels of membership: Annual (\$250), Silver (\$500), and Gold (\$1,000) as well as several levels of sponsorship (see attached). Each year an honorary chair, and two luncheon co-chairs are chosen to lead a committee of about 70 volunteers who support the following subcommittees: Sponsorship, Membership, Arrangements, Printing, and Seating. These volunteers organize the committee meetings, mailings, and arrangements for the annual luncheon that is held the third Thursday each February.

**JLLS Enid** - For a community of less than 50,000, the JLLS group in Enid has made a huge impact on Girl Scout funding for that community. In four years, this group has doubled its contributions through the annual luncheon -- this year raising nearly \$20,000 for Girl Scouting programs and opportunities in Enid. Membership for the Enid JLLS is \$200 a year. Because of the incredible support of this community, Girl Scouts is serving more girls than ever in Enid and additional program activities have been offered to girls in the community. This year, in addition to a local staff member who provides support to local volunteers and girls the community opened a council office and shop.

The Enid JLLS has one level of membership: Annual (\$200) and several levels of sponsorship including table sponsors and event sponsors. A volunteer committee is chosen each year who host committee meetings and plan the tea and luncheon. The Enid JLLS tea is held the first Thursday in November and the luncheon is held the first Thursday in March each year.

All JLLS volunteers have staff support and report to the Director of Resource Development. All donations are processed through the council and acknowledged appropriately. Funds raised by JLLS support local program.

If you are interested in starting a JLLS in your community below are a few vital steps:

1. Identify a champion. Champions are typically well-known individuals in the community who are philanthropic and have influence with other community philanthropists. Of course your champion would also have a passion for the mission of Girl Scouting.
2. Several meetings should be conducted between the council liaison and champion to decide how best to create a JLLS, as each community JLLS is different. Ensure the champion that staff will be available to assist in a variety of ways as needed.
3. The easiest way to begin a JLLS is to have a champion invite other community members to a small luncheon or tea (this is probably 30-50 invites with only 25 or so in attendance). Ask attendees to purchase a ticket (usually about \$25 to cover the costs). Invite a council staff member with JLLS experience and a few local volunteers if possible to share information about Girl Scouts of Western Oklahoma and local needs, challenges, and successes. The champion should invite attendees to join them in creating a committee to promote the \_\_\_\_\_ JLLS.
4. Once a group of interested and passionate volunteers is found, a sponsorship drive and membership drive should begin as well. It is up to the committee, champion and staff to decide whether a larger tea and or luncheon is appropriate for the community.
5. Founding membership should be determined by council staff and champion/committee). No solicitations should occur without the approval of the Director of Resource Development. This ensures that there are no conflicts with United Way/Fund, other council objectives, as well as to ensure the privacy and proper acknowledgement of donors.

For more information, please contact the Girl Scouts of Western Oklahoma Resource Development department at (800) 698-0022.