



GIRL SCOUTS OF THE PHILIPPINES
National Headquarters
Manila

FUND DEVELOPMENT COMMITTEE

Triennium 2012-2015

Concept Paper on Memorializing the GSP Diamond Jubilee Project

1. This triennium 2012–2015 is a very significant term for the collective leadership and membership of the organization because they have been gifted with the opportunity to celebrate/co-memorialize the Diamond Jubilee which falls in May 2015. The next big anniversary would be the centennial but we all would perhaps be unable to celebrate that.
2. The Fund Development Committee is tasked with the responsibility of “contributing to the GSP 2012–2015 National Goals of a sound financial base by generating funds thru creative but sustainable strategies and effective networking”. The Committee proposes this memorializing project which will utilize the innovative technique of LINE ADVERTISING.
3. The end output of this project is a Yearbook which will be distributed during the Diamond Jubilee Celebration in 2015.
4. The printing of the publication will be funded by a LINE ADVERTISING technique instead of the commonly used page allocation method.
5. The publication will focus on all the GSP Councils and the National Standing Committees.
6. The content of the publication will be; appropriate messages, a GSP retrospect (an update by Mrs. Yolanda Hernandez) a one or two page historical presentation by each GSP organizational unit: e.g. Central Board, Execom, National Standing Committees, Regions, and all Councils. Each organizational unit will prepare their respective coverage.
7. Each council is entitled to two pages in the publication at P7,500.00 per page or a total of P15,000.00. This amount can be raised through line advertising at the following rates:

Benefactor	-	P 5,000.00
Patrons	-	3,000.00
Sponsors	-	1,000.00
Subscribers	-	200.00
8. After each Council has raised P 15,000.00 for their coverage and has remitted the same to NHQ, they will be entitled to 75% of whatever amount they thereafter collect. This incentive is expected to inspire and energize the Councils or it could hopefully solve some of their financial problems or enable them to make cash purchases with NES. Each National Standing Committee however will instead donate their surplus donations to National Headquarters or to a needy Council.
9. The project will be launched by a Poster Making with a theme “*Once a Girl Scout, Always a Girl Scout: Celebrating 75 Years of Service*”, participated in by Girl Scouts from all levels. There will be three (3) winners per region and three (3) National winners who will be awarded cash prizes.