



Girl Scout Talking Points

We are Girl Scouts

Girl Scouts bring their dreams to life and work together to build a better world. Through a variety of programs, Girl Scouts of all backgrounds and abilities can be themselves as they discover their innate and unique strengths and rise to meet new challenges – whether they want to climb to the top of a tree or to the top of their class, lace up their boots for a hike or advocate for climate justice, or make their first best friends. Backed by trusted adult volunteers, mentors, and millions of alums, Girl Scouts lead the way as they find their voices and make changes that affect the issues most important to them.

Key Messages

When we speak about Girl Scouts, we speak about the girl. The girl is at the center of everything we say, and everything we do. When you help her see herself in our organization, she's better able to resonate with a group she may not know much about. Keep in mind, the bulk of people you talk with will not have much knowledge about the program, so be sure to steer clear of using acronyms or insular language (like troops, service units, program grade levels, etc.).

Here are a few examples:

- *No matter what you want to learn, explore or do, there is something for you in Girl Scouts.*
- *Whether you're interested in participating online, want in-person activities in a group, or you just want to choose your own adventure as a family or on your own, we're excited to welcome you into Girl Scouts.*
- *From exploring national parks, to learning to code, what begins at Girl Scouts will take you anywhere you want to go!*
- *What are your dreams? We can help you get there with Girl Scouts!*

Learn to connect with her interests

Listening is key in helping girls and families see how great Girl Scouts is! Be sure to ask questions to get to know the family you're communicating with. Ask about her interests, things she'd like to learn, and even how she wants to get involved. Then, connect those interests back to Girl Scouts.

Remember, while our core program pillars are STEM, entrepreneurship, outdoor leadership and life skills, we have a whole host of badges to earn and activities to do, so no matter her interest, we likely offer something that will connect with her!

Listen to the parent or caregiver. Ask what they're interested in helping their girl develop. Some may just want to get her rooted in fun again, while others are most interested in figuring out how to fit Girl Scouts into a busy schedule. Listen first, and then respond with an affirming answer.

Prepare to respond to some of the most common parent concerns

- **Schedules:** The beauty of Girl Scouts is that you don't have to choose. There's no better place where she'll get to discover a variety of things that interest her – and she can do those on her own, with her family, or as part of a group of girls we call a troop!
- **Mental Health:** She's resilient. We'll help her re-engage and reconnect to the fun this year in Girl Scouts. As she builds her confidence, we'll be alongside cheering her on.
- **Diversity:** She can be herself with us.
- **Family/Co-Ed Experience:** We want to give her the space she needs to be unapologetically herself. While several activities foster a girl-only and girl-led environment, we have so many ways our families can participate. From helping host meetings, to family camp-outs, to optional weekend events, we love for families to get involved.
- **Cost:** Nothing should stop her from pursuing her dreams. Our annual membership is \$25, and we have financial assistance to support any family who needs help with membership, activity fees, or uniform costs.
- **Leaders:** Her safety is our top priority. As a leader, we are her biggest fan. Our goal is to champion her interests and help her develop her courage, confidence, and character. We need engaged caregivers like you to join us in that mission. When you get involved as a volunteer, you'll get to witness your girl flourish in ways you've never imagined!