# Why I Girl Scout

Toolkit Quick Links

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Social Media Guide

Social Media Post TEMPLATE

Girl Scouts in the Media TEMPLATE RELEASE

Posting to Local Event Calendars

Social Media GRAPHICS

Media for Beginners Guide

Community Outreach TEMPLATE EMAIL

Template Form for Troop Leaders
Suggested Timeline

By Aug. 21
- Upload your profile picture with the frame provided
- Post your story with the graphic provided

By Aug. 26
- Post an upcoming event to a local event calendar

By Aug. 28
- Highlight a girl in your troop using the template form

By Aug. 31
- Post an answer to another prompt on social media

By Sept. 2
- Reach out to your local school, PTA, or community organization

By Sept. 3
- Send the template release to your local media outlet

Checklist

Social Media Campaign Guide
- Social Media Post Template
- Social Media Graphics
- Social Media Profile Frame

Media for Beginners Guide
- Template Release
- Posting to Local Event Calendars

Community Outreach Guide
- Outreach Email Template
- Template Form for Troop Leaders
Let’s Get Social
Social Media Campaign Guide

Everyone’s #WhyIGirlScout story is different and has the ability to impact people. To make fall recruitment successful, we’re asking all of you to reach out to your personal networks and tell them about GSNETX on social media. You know your people better than we do, and they trust you - they want to hear from you! A personal story from someone you know carries a lot of weight, and it’s time to share those stories!

If you aren’t an avid social media user, don’t worry. We aren’t asking you to re-brand yourself and post five times a day. All we are asking is that you post/share what you are comfortable with and what is appropriate for you. We recommend a goal of two posts a week, preferably on Facebook or Instagram, using the social media post template that is in your toolkit.
Beyond your #WhyIGirlScout story, here are some sample prompts you can use to craft your post:

• Why did you join Girl Scouts? (one sentence)
• Why do you continue to participate? (a few words)
• What is your favorite memory with Girl Scouts? (a quick poem or memory share)
• Who inspires you in the Girl Scout organization? (a list of women and tag them)
• What accomplishment are you most proud of? (a list of milestones)
Social Media Campaign Guide

Key tips:
• Always end your post with #WhyIGirlScout – the hashtag will help get the campaign more traction and visibility
• Share your photos from Girl Scouts so people see you – a real Girl Scout or volunteer!
• Find a rhythm that works for you – choose a specific day or time and plan accordingly
• Think of your social network as potential new members or volunteer – who do you want to join Girl Scouts?
• Every time you post, challenge a friend to do the same!
Social Media Graphics

Facebook Graphic 1

Facebook Graphic 2

Instagram Graphic 1

Instagram Graphic 2
Social Media Profile Frame

To use on Facebook, click on the link posted by GSNETX or see below:

2. Select frame from the menu or search exact name of the posted GSNETX frame.
3. Click ‘Use as Profile Picture’ to save.
Girl Scouts in the Media
Media for Beginners Guide

When you see stories in newspapers or on TV, usually they ended up there because someone like you told them about it! GSNETX has a story to tell, and we think you are the perfect person to tell that story. We aren’t asking you to write an article for the New York Times, or even the Dallas Morning News, just the smaller newspapers and magazines in your community.

You are armed with a template press release that you can send to these publications, so don’t get too bogged down with what you’ll write and send in. If you want, you can personalize the release in your toolkit to fit your story a little bit better. Your local paper wants to know and feature YOU.
Media for Beginners Guide

Follow these steps:

• What do you read in your neighborhood? Go to their website and find contact information for the editor.

• Send the template release below with your story incorporated to the email listed to tell them why Girl Scouts is important.

• If you don’t get a response after a couple days, send a kind follow up to see if they are interested in covering your story.
Template Release

Girl Scouts of Northeast Texas offers innovative programs for all girls K-12.

This year has been characterized by change and unpredictability. As things continue to shift daily, consistency and stability are crucial, especially for young children. With school looking different in 2020, it is important that students still have access to educational materials, extracurricular activities, mentorship, and social interaction. Girl Scouts fills the gap and provides opportunities that will benefit them in the short term and long term.

[Enter your #WhyGirlScout story here. This can be information on your troop, service unit, why you volunteer, or what your experience has been that will inspire others to get involved.]

Girl Scouts of Northeast Texas offers opportunities and leadership development girls may not get in school this year. Social interaction with mentors and benchmark girls, academic enrichment (especially in STEM), mental health support, college and career readiness, after-school activities, encouragement to get outdoors, and so much more. Annual membership is $25 and provides girls with access to hundreds of online activities. Girls who join can also choose to be part of a local troop. With virtual programming options and financial assistance available, anyone can get involved in Girl Scouts!

We’re inviting all girls in [insert city name] to join Girl Scouts and adults to get involved as volunteers. [Insert information about local events including dates, time, location, how to register or where to get tickets]. Come by our Girl Scouts and experience the fun! We are not just the girls who sell cookies; we are changemakers and leaders. Our girls are strong and resilient and Girl Scouts will help them reach their full potential.

#WhyGirlScout
Posting to Local Event Calendars

An easy and free way to promote your open GSNETX event, such as a troop meeting, is to post it on event calendars! Many hyperlocal publications – like those in your community – have online websites with community event calendars that anyone can post events to. Posting on these calendars will enable you to invite people, such as potential new members, to troops meetings or get-togethers with other Girl Scouts.
Posting to Local Event Calendars

To post to an event calendar:

• Go to the website of your local publication and look for an “Events” or “Community Calendar/Calendar” tab

• Look for a “Submit Your Event” option

• Fill in the requested information – this usually includes submitter info, event details and accompanying links or photos

• After submitting, you should get an email confirming both the submission of the event as well as when it is posted

If you want to see what a community event calendar looks like, check out Plano Magazine’s website. This website shows the Events tab as well as the “Submit Your Event” option for your reference.
Community Outreach

#WhyIGirlScout
Community Outreach Guide

One of the best ways to share your Girl Scout stories is with your existing networks. Think:

• Local school principal
• PTA president
• Community organization president or leader
• Social groups you belong to

We have provided a quick email template for you to use when reaching out. Feel free to personalize to make it your own – we want it to feel authentically like you!
Outreach Email Template

Subject:

Dear [Name],

As a [Girl Scout Troop Leader, Girl Scout, etc.], I wanted to reach out to you about an incredible opportunity that we believe will be incredibly beneficial for your girls. [Girl Scouts of Northeast Texas] is launching a new outreach email template designed to help Girl Scouts thrive and grow in every aspect of their lives.

This template is a powerful tool that can help your girls develop essential skills, receive recognition for their achievements, and access opportunities that will set them up for success in life. Whether your girls are just starting their Girl Scout journey or are already experienced leaders, this template is a must-have for any troop.

How Can You Benefit?

- **Skill Development**: The template includes exercises and activities that can help your girls improve their leadership, communication, and problem-solving skills.
- **Recognition Opportunities**: Your girls can earn badges, patches, and other recognition elements as they complete the activities outlined in the template.
- **Engagement with the Community**: By using this template, your girls can connect with other Girl Scouts and participate in virtual or in-person events, fostering a sense of community and shared purpose.

Next Steps:

You can access the Outreach Email Template by visiting [Girl Scouts of Northeast Texas] website. Once you download the template, you can use it to create engaging and effective outreach emails for your troop. It’s a great way to introduce new members to the Girl Scout program, share upcoming events, and keep your girls informed about all the exciting opportunities available to them.

If you have any questions or need further assistance, please don’t hesitate to contact us. We are here to support you and your girls as they navigate the challenges and opportunities of their Girl Scout journey.

Sincerely,

[Your Name]
[Title]
[Girl Scouts of Northeast Texas]
Note: If the girl is not your daughter, you need to get permission (a text, email, or DM is fine) from her parent about highlighting her on social media. When you feature her, only use her first name and last initial. Feel free to tag her parent in the post, too!
Incentives – Adult Members & Troop Leaders

Point Breakdown

- Post on social media using #WhyIGirlScout – 1 point
  - (Registered Girl Scouts can also earn a #WhyIGirlScout patch by sharing their story through their personal (or parent) social channel)
- Change social media profile picture to include #WhyIGirlScout frame provided by GSNETX – 3 points
- Post on social media using graphics provided by GSNETX – 5 points
- Fill out #WhyIGirlScout template form for members in your troop (or for your Girl Scout) and share responses with GSNETX team and on social media – 5 points

At least 1 of the following must be completed to be eligible for the drawing:

- Post upcoming event open to local girls to local media event calendar – 10 points
- Send outreach email to your local school, PTA, community organization or social circle to encourage joining, promoting or volunteering with Girl Scouts – 10 points
- Send template release to local media outlet – 10 points

Grand Prize Drawings

Registered adult members and troop leaders (for the 2020-2021 membership year) are eligible for the grand prize drawings. Adults must have 50 points to be entered to win.

- $100 in GS Bucks that can be used for programs, camp, shop or membership
- Chromebook
- iPad
- Spa day experience ($150 value)
- 1-day admission to Dallas or Tyler Zoo for your troop
- Family camp experience at a GSNETX camp (does not include food)
- Troop camp experience (when camps re-open for troop camping)

Adults will be responsible for tracking their own points. You will be required to complete this short response form by October 5 to be eligible for the grand prize drawings (proof of 1 item in the “10-point” section must be provided).
BACK TO GIRL SCOUTS 2020

1-point bonus:  
Post on social media using #WhyIGirlScout

3 points each:  
Change your social media profile pic to include a #WhyIGirlScout frame
Create a poster of why you love Girl Scouts and place it in your window
Use chalk to decorate your driveway or a sidewalk with a Girl Scout design
Call a friend to talk about Girl Scouts
Text a friend about Girl Scouts
Email 5 friends about Girl Scouts

5 points each:  
Design a poster about why a girl should join Girl Scouts and post it on social media using #WhyIGirlScout
Create your own Girl Scout posters, hang 5 in your community, and include join@gsnetx.org on them for any questions.
Create a Girl Scout display you can share with a local business or library

10 points each:  
Write a letter to your local newspaper about Girl Scouts and how it benefits your community (a grown up can help you!)
Work with your parents to safely decorate your car in a Girl Scouts theme and drive around your community
Wear your Girl Scout uniform during a school or friend Zoom meeting (in-person counts, too)
Make a 10-second video about why you love Girl Scouts and get permission to post it on social media using #WhyIGirlScout
Invite a non-Girl Scout friend to participate in a virtual Girl Scout event
Host a Girl Scout virtual recruitment event. Contact join@gsnetx.org for more information.
Host a virtual renewal event for your service unit. Reach out to susupport@gsnetx.org if you need help getting connected.

*To qualify, girl must be registered for the 2020- 2021 membership year, have a 2021 Cookie Program permission slip on file, and parent or troop leader must submit the Back to Girl Scouts 2020 Incentive Form by 10/5/2020.