



Concept and Messaging for 110 Years of Girl Scouts

Overall Concept

Creating our future: Celebrating 110 years of Girl Scouts.

For 110 years, Girl Scouts have found a way to dream big and do good. From reaching the outer limits of space to stocking their local food pantry, there is no challenge too big or need too small for a Girl Scout to tackle. Since day one, girls have found a way to create a better future for themselves, their communities, and the world. Let's celebrate the problem solvers, go-getters, dreamers, and doers who are creating a better future for us all. Just wait and see what they do next.

Social Copy 1


I am a proud member of the Girl Scout family and I know firsthand how Girl Scouts are creating our future. From climbing mountains to breaking through glass ceilings, Girl Scouts dream big and make our world better. I am part of our history—and our future. In 2022, we're celebrating 110 years of Girl Scouts!

Social Copy 2

Girl Scouts have been a force for positive change in our world for 110 years—tackling issues in their communities, helping others, and leading into the future. And you can help ensure another 110 years of problem solvers, go-getters, dreamers, and doers with a gift to Girl Scouts today. Donate now!

Sample Messaging

Social Media Copy: Utilize these sample social media posts

- Let's celebrate 110 years of climbing mountains, breaking down barriers, solving problems, overcoming challenges, having fun, and making the world a better place. Happy 110th, Girl Scouts!
- We're celebrating 110 years of Girl Scouts! From selling cookies to making lifelong friendships, climbing mountains to helping solve climate change—there's nothing that Girl Scouts can't do. Here's to 110 more years of Girl Scouts doing incredible things.
- Here's to the go-getters, the problem solvers, the dreamers, and the doers who are creating our future!
- For 110 years, Girl Scouts have been creating our future, one box of cookies at a time. From climbing a mountain to starting a community recycling program, there's nothing that Girl Scouts can't tackle. We can't wait to see what Girl Scouts do next!
- Girl Scouts is turning 110! Let's celebrate 110 years of helping others, solving problems, learning new skills, campfire songs, incredible adventures, lifelong friendships, and so much more. Share your favorite Girl Scout memories below. 

Ad Copy

- For 110 years, Girl Scouts have been breaking down barriers to accomplish their goals and tackling issues in their communities. Join us in celebrating the go-getters, problem solvers, dreamers, and doers who are breaking the mold and creating a better future for us all.
- For 110 years, Girl Scouts have been breaking down barriers, climbing mountains, solving problems, helping others, running their own cookie businesses, making lifelong friendships, and so much more. If you think that's incredible, just watch what Girl Scouts do next.
- For 110 years, Girl Scouts have made the world a better place. Let's celebrate the go-getters, problem solvers, dreamers, and doers who are breaking the mold and creating a better future for us all. We can't wait to see the incredible things you do next!

Fundraising Language:

- Every day, Girl Scouts create a better world for us all. Make your gift in honor of 110 years of Girl Scouts today and support the next generation of dreamers, doers, problem solvers, and go-getters. Donate now.
- For 110 years, Girl Scouts have been breaking down barriers, climbing mountains, solving problems, helping others, running their own cookie businesses, making lifelong friendships, and so much more. If you think that's incredible, just see what Girl Scouts do next! Make your gift today and support Girl Scouts who are making the world better every day.
- Join us as we celebrate 110 years of helping others, solving problems, learning new skills, campfire songs, incredible adventures, lifelong friendships, and so much more. Make your gift today.

- Make a gift in honor of 110 years of Girl Scouts to support the next generation of Girl Scouts—and just watch all the incredible things they'll do.
- Want to help change the world? Invest in girls who already are. Make your gift in honor of 110 years of Girl Scouts and just watch what Girl Scouts will accomplish next.
- Your gift supports the incredible things Girl Scouts are doing today to help create a better tomorrow for us all.
- Your gift supports the amazing things Girl Scouts are doing today and helps them create a better future for all of us. Donate now.
- For the past 110 years, Girl Scouts have tackled issues in their communities, helped others, experienced adventure, and made lifelong friendships. Make your gift today to support the next generation of problem solvers, go-getters, dreamers, and doers. Donate now.
- Make your gift today to celebrate 110 years of helping others, solving problems, learning new skills, campfire songs, incredible adventures, lifelong friendships, and so much more. Give now and invest in the next generation of changemakers who are making the world a better place for us all.
- Let's celebrate 110 years of Girl Scouts! For 110 years, Girl Scouts have found a way to dream big and do good. Want to help girls who are changing the world? Make your gift today and empower the changemakers of tomorrow.
- Every day, Girl Scouts are creating a better world for us all. Support the next generation of problem solvers, go-getters, dreamers, and doers. Make your gift today!