



New Girl Scouts Verbal Standards

Girl Scouts Brand Story

A brand story outlines exactly what an organization does, for whom, and what makes it stand out. Because Girl Scouts themselves (and not the organization) are, and always should be, at the center of everything we do, the statement that follows speaks directly to them.

And much like our brand purpose to champion girl ambition, the statement isn't meant to be used verbatim but as top-of-mind inspiration when you write and communicate about Girl Scouts. Revisit it frequently to remind yourself who we serve, how we serve them, and why.

You are what Girl Scouts is all about. Your dreams, ideas, and ambition are our DNA. Want to shoot a movie, build a robot, speak up for what you believe in, plant a garden, help others, or change a law? We've got all the tools you need. Is the world getting you down? We're not only here to lift you up but also to guide you in growing the confidence to rise above. Whether you're climbing to the top of a tree or to the top of your class, being a Girl Scout will get you there. Because Girl Scouts isn't just another activity—it's a way of life. It's part of who you are.

Our Point of View

Here is some guidance and examples that demonstrate how we use our voice to champion girl ambition across different audiences.

By committing to advance our awareness of who we're talking to and being consistent with how we connect to our various audiences, our communications will be more relevant and moving and will inspire action.

As a girl-serving organization, we strive to speak to girls directly whenever possible—think of this as a girl-first approach rather than an organization-first approach. It's not about us, it's about them.

Even when speaking to parents or volunteers, the focus should always be on the Girl Scout. In other words, speak to the parent in a way that will still resonate with their girl.

Writing for Younger Girls: Our Approach

We define “younger girls” as girls at the Daisy, Brownie, or Junior levels, in grades K–5.

Our point of view is:

We're their champion.

Stay mindful of the following when writing for younger girls:

- Remember: we're their champion.
- Speak to their imaginations.
- Focus on fun, excitement, making friends, and discovery.
- Bolster copy with rich, visual expression.
- Use simple language creatively.
- Invite their families into the conversation.

Imagine you're explaining Girl Scouts to a young girl for the first time.

Here's an example:

Girl Scouts make new friends, try new things, and constantly go on new adventures. When you're with us, doing your best is always good enough and there are no wrong answers or ideas. Your dreams are our dreams, and we have fun making them come true together—whether that's building a robot, planting a garden, or painting a mural. Let's get started!

When it comes to communicating with girls in grades 4–5 specifically, focus on the unique aspects of this age bracket—they're beginning to use their voice in more prominent ways, navigating different growth and development challenges, and more.

Here's an example pitch targeted to girls in grades 4–5:

As a Girl Scout, you call the shots. Whether you want to build a robot, go camping with friends, or even use your voice to change a law, we've got all the tools you need to make it happen. Your dreams are our dreams, and we're going to have a blast making them come true together. Let's get started!

Writing for Younger Girls: Examples

Here are two examples of how we approach writing for younger girls.

You never know what you can do until you do it.

This copy works well for younger girls because it uses familiar vocabulary to communicate an imaginative message.

Be yourself with us.

Although this copy works well for older girls too, it works especially well for younger girls. The short length and simple word choices make this message of self-expression and community resonate.

Writing for Older Girls: Our Approach

We define “older girls” as girls at the Cadette, Senior, or Ambassador levels in grades 6–12.

Our point of view is:

We're their champion.

Stay mindful of the following when writing for older girls:

- Remember: we're their champion.
- Write at their level. But never talk down to them.
- Speak to and celebrate their ambitions.
- Focus on personal development, belonging, and celebrating their individuality.
- Show them that we believe in them and they inspire us.

As Girl Scouts, older girls try new things, bring ideas to life, make a difference, are mentored, and serve as mentors, and step into the unknown with confidence—all as they learn more about who they are and the world around them.

Imagine you're explaining Girl Scouts to an older girl for the first time or trying to persuade her to stay.

Here's an example:

As a Girl Scout, you call the shots. You can try new things and never be afraid to fail. Because there are no wrong answers or ideas here—no dreams are too big or small! Whether you want to create an app, explore a national park with friends, design clothes, or even use your voice to change a law—we've got everything you need to make it happen. Your dreams are our dreams, and we're going to have a blast making them come true together as we make the world a better place. Let's get started!

Writing for Older Girls: Examples

Here are two examples of how we approach writing for older girls.

Girls with the nerve to change the world grow up and do it.

This copy works well for older girls — it champions girl ambition without reservation. It looks the reader in the eye and includes her in the story in a powerful way.

Protecting the only planet we have. That's Girl Scout Law.

This headline works well for older girls because it brings to life Girl Scout traditions while remaining relevant to what older girls value and care about.

Writing for Volunteers: Our Approach

We define “volunteers” as anyone over age 18 who plays a part—or is considering playing a part—in our Movement by contributing their time and skills on the ground.

Our point of view is:

We're their support system.

Stay mindful of the following when writing for volunteers:

- Remember: we're their support system and their partner in championing girls' ambition.
- Speak to their sense of curiosity and adventure.
- Focus on flexibility, making a difference, and opportunities for personal growth.
- Call attention to how they can contribute by volunteering and what they gain by doing so.
- Express our gratitude genuinely and often.
- Show how they can—and are—making a meaningful difference in girls' lives and in the world.

As Girl Scout volunteers, adults put their skills to good use and develop new ones; build community and connection; and make a meaningful, lasting difference for future generations of Girl Scouts through mentorship. Volunteers meet them where they are and respond to what they want and need, using care, knowledge, and experience to guide the way without dictating the way. And Girl Scouts is here to support volunteers in this crucial work every step of the way.

Imagine you're explaining Girl Scouts to a potential volunteer for the first time. Here's an example:

Your talents and experience have the power to change girls' lives. As a Girl Scout volunteer, you'll help craft their experiences—from the way they run their cookie businesses to the way they speak up in meetings. You'll also teach them the skills and give them the confidence they need to bring their unique ideas to life and make changes that they never thought possible. As girls learn, grow, and lead, you're there through it all—shaping the future right along with us. And while you teach them important life lessons and set them up for happy, successful lives, you'll grow, too, honing your own leadership and organizational skills. It's a win-win. Let's get started!

Writing for Volunteers: Examples

Here are two examples of how we approach writing for volunteers.

Help her dream big. Volunteer for her.

This copy works well for volunteers because it zeros in on an actual girl who will benefit from volunteer support. Making copy personal enough to evoke emotion yet punchy enough to be memorable is key.

To all the explorers, trailblazers, changemakers, and stargazers who volunteer with us: thank you.

With you, girls learn to listen to their hearts, think on their feet, and raise their voices for what they believe in.

You're their hero—and ours too.

From everyone at Girl Scouts: thank you.

This copy works well for volunteers because it shows our appreciation to our community of volunteers and celebrates what a positive influence they have on girls' lives and in the world.

She's making strides toward her dreams. She's embracing everything that makes her herself. She's ready for what's next. And so are you.

Who knew that being a Girl Scout volunteer could take you further than you ever thought possible? Renew today.

This copy works well for volunteers because it highlights how girls and volunteers benefit from Girl Scouting. While they're helping her shine, they're learning and growing too.

When you embrace leadership in all forms and show girls what it means to be resilient, they learn to lead on their own terms. Before you know it, you'll be trying to keep up with your unstoppable troop. That's the power of being a Girl Scout troop leader.

But we know that volunteering isn't always easy, especially when you're new, so we can't thank you enough for all the energy and positivity you give every day. Guiding your Girl Scouts — even if you're still figuring things out! — is nothing short of amazing. We see you, and we appreciate you.

This copy works well for volunteers because it acknowledges that being a volunteer requires hard work and dedication. We know we couldn't be who we are without our volunteers. They are critical to delivering our mission, and this copy reflects that.

Writing for Parents/Caregivers: Our Approach

We define “parents/caregivers” as anyone who is the parent or guardian of a Girl Scout or potential Girl Scout.

Our point of view is:

We're their girl's devoted advocate.

Stay mindful of the following when writing for parents/caregivers:

- Remember: we're devoted advocates for their girl; we're here for her and the whole family.
- Encourage and inspire them with the stories we tell.
- Show them how we can help their girl discover her interests and ambition and how the experiences and learning we provide open up the world for her.
- Use words that feel warm, joyful, and accepting.
- Focus on learning, safety, fun, and character building.
- Demonstrate how we're also parents' and caregivers' champions and support systems. How can we help them navigate raising their girl in an ever more complex world?

For parents/caregivers, Girl Scouts is the perfect place for their girls to freely explore their interests, build their skills and character, and make friends in a supportive environment that encourages them to dream big and do bigger—all while positively influencing themselves, their communities, and the world.

Imagine you're explaining Girl Scouts to a parent or caregiver/potential member for the first time.

Here's an example:

Your girl is what Girl Scouts is all about. Her dreams, ideas, and ambition are our DNA. Does she want to shoot a movie, build a robot, plant a garden, or change a law? We've got everything she needs. Is the world getting her down? We're not only there to lift her up but also to guide her in growing the confidence to rise above. Whether she's climbing to the top of a tree or to the top of her class being a Girl Scout will get her there. Because Girl Scouting isn't just another activity—it's a way of life. It's who she is. Let's get started!

Writing for Parents/Caregivers: Examples

Here are some examples of how we approach writing for parents/caregivers.

When there's space for her imagination to grow, there's no stopping where she'll go.

As a Girl Scout Daisy, your girl will dream big, belong to sisterhood, and explore her world through hands-on adventures. Whether she's watching a shooting star in the sky, creating her own art, or making new friends, as a Girl Scout, with the guidance and support of caring adult volunteers by her side, she'll grow with her troop as the girls discover, imagine, and create together. Join us.

This copy works well for parents/caregivers because it establishes our beliefs and shows them that we are devoted advocates of their girl and her potential. The copy also informs the reader that Girl Scouts is the best place for their girl.

We're a gathering place for girls growing up, a century in the making. Join us.

This copy works well for parents/caregivers because it creates a sense of community and belonging—things today's parents are increasingly in search of for their girls—while also underlining our legacy and credibility.

