“The work of today is the history of tomorrow, and WE are its makers.” - Juliette Gordon Low
The Mission

Girl Scouting builds girls of courage, confidence and character to make the world a better place.

The Girl Scout Promise

On my honor, I will try:
To serve God and my country,
To help people at all times,
And to live by the Girl Scout Law.

The Girl Scout Law

I will do my best to be honest and fair,
friendly and helpful,
considerate and caring,
courageous and strong, and responsible for what I say and do,
and to respect myself and others,
respect authority,
use resources wisely,
make the world a better place, and be a sister to every Girl Scout.
OVERVIEW

Public relations is defined as the actions of an organization in establishing and promoting a favorable relationship between itself and the public, and everyone in our council, from the youngest Girl Scout Daisy to the Board Chair, is responsible for it. The council’s marketing department works very closely with the local media to maintain a positive image of Girl Scouts through fun and engaging stories.

As a public relations specialists, you are a representative of the Girl Scout brand, and how Girl Scouts is perceived. By keeping with brand consistency and messaging, you are the advocate for your Service Unit. You help channel information and promote the Girl Scout Leadership Experience in your community, and by doing so, you help create and maintain a favorable public image for the organization you represent.

Girls are doing amazing things every day, and what better way to show it off, but by sharing it with the local media!
PURPOSE & OBJECTIVES

This learning guide is designed for all new & returning PR specialists who are responsible for increasing the local visibility of Girl Scouts as the leadership development organization that builds girls of courage, confidence and character, who make the world a better place.

To convey the correct perception of Girl Scouts, we all must adhere to consistent messaging in all of our communications therefore, upon completion of this self-study, you will understand:

- Public relations and the role of the public relations specialist
- How to communicate effectively and consistently within the Girl Scout brand and garner media in the local community.
- How to write a press release
- Do’s and Don’ts with local media
- Overview of the GSNETX website
- Overview of Social Media
- Overview of the I Can’t Wait Campaign
WHAT IS PUBLIC RELATIONS?

Public relations is the actions of an organization in establishing and promoting a favorable relationship between itself and the public.

YOU are Public Relations!
WHAT IS A PUBLIC RELATIONS SPECIALIST?

ROLE & RESPONSIBILITIES:
The Service Unit public relations specialist is responsible for increasing the local visibility of Girl Scouts as the leadership development organization that builds girls of courage, confidence and character, who make the world a better place. The Public relations specialist helps channel the information and promote the Girl Scout program in their community.

Public relations specialists also design media releases to shape public perception of the organization and to increase awareness of its work and goals. To tell the Girl Scout story!

Girl Scouts Aim to Improve Student Pedestrian Safety

Members of Junior Girl Scout Troop 3246 have proposed a foot bridge and tunnel lights near CMS North for their Bronze Award Project.
WHO SUPPORTS THE PUBLIC RELATIONS SPECIALIST?

The Service Unit public relations specialist is appointed by the Service Unit manager and receives direct support from the GSNETX marketing director. This combination of efforts is designed to allow the Service Unit PR specialist to receive the best possible support from the staff member whose role is focused on certain activities and functions.

THE ROLE OF THE GSNETX MARKETING DIRECTOR

Working in partnership with the public relations specialist, the GSNETX marketing director will:

- Oversee all marketing and communication initiatives
- Approve news releases, documents and photos to be published
- Ensure consistent messaging
- Give unique and specific insight into various questions
THE GIRL SCOUT BRAND
WHAT IS A BRAND?

A brand is the identity of a specific product, service, or business and it can take many forms, including a name, sign, symbol, color combination or slogan. And, according to the Non-Profit Times, a brand, is a reflection of everything associated with an organization: quality of its work, reputation, staff, leadership, culture, core values, programs, services and products.

It is the market’s impression of the organization and how customers experience the organization. Therefore, how we speak—our verbal identity plays a big part in ensuring that our brand experience is consistent across touch points and audiences.

WHAT IS THE GIRL SCOUT BRAND PROMISE?

BRAND PROMISE:
Girl Scouts gives every girl access to life-changing experiences that inspire her to do something BIG.

This brand promise is what the Girl Scout organization commits to the people it interacts with. It’s not a description of what the organization does in a literal sense. It’s a description of the organization’s character. To some extent, it’s a mission; it’s how the organization creates and delivers value. Also, it’s the feeling the organization conveys to its stakeholders. Two youth serving organizations, for example, may have similar programs, but provide different atmospheres, different associations, and different customer experiences based on their brand promises.
BRAND IDENTITY
GIRL SCOUT’S IDENTITY

In 2010, GSUSA partnered with a national agency to evaluate the Girl Scout brand. As a result, we updated our identity. We refreshed the trefoil and the green is now more crisp. In the new trefoil, the shape of the original is more pointed at the bottom, she has bangs and a wider mouth for a stronger voice. We also established color identifiers for each grade level and a signature typeface.
With the new service mark in hand, we want to make sure that we deliver on the desire not to lose sight of the fun of Girl Scouting. So we have two visual identity assets to use in our materials: the service mark which is to be used for the business of Girl Scouting, and the trefoil icon which is to be used to communicate the fun of Girl Scouting.
GIRL SCOUT’S IDENTITY

The Icon in Action

But as we look to bring a bit of fun to our communications, we will have some guidelines to ensure that we don’t undervalue our trefoil!
GIRL SCOUT’S IDENTITY

Master Brand

In terms of color palette, we have a bold new green for the master brand, and, building on work done through the journeys to create an identifying color for each grade level. This construct helps us ensure that we have a strong identity for the overall Girl Scouts brand (green!) while giving girls a sense of progress as they move from one grade – with its associated color identifier – to the next.

Grade Levels

Pantone 355

Pantone 355

Black

White
GIRL SCOUT’S IDENTITY

New Patterns
GIRL SCOUT’S IDENTITY

Colorways
GIRL SCOUT’S IDENTITY

Identity System

A simple chart that showcases the elements of the new identity. Our goal moving forward is to really focus on the color green, the new trefoil and typeface so we’re recommending a simple, highly unified and consistent way of referring to our groups/entities within the movement (e.g. alumnae association, Girl Scout research institute, GSUSA and councils).
Here is an example of how the service mark, the grade levels and the color palette work together.
PR SPECIALIST PROCEDURES

GIRL SCOUT SERVICE UNIT PUBLIC RELATIONS:

- Some SU’s are served by one newspaper – the PR specialist will be designated to work directly with the local newspaper
- Work with your Service Unit volunteers on newsworthy information
- Write and send press release
- Contact the GSNETX marketing director at mgonzalez@gsnetx.org with any questions/if you need assistance

COUNCIL-WIDE PUBLIC RELATIONS:

- Council will be the main contact for large events/newsworthy events
- GSNETX will be the main contact for all local TV, radio and Dallas Morning News

NATIONAL PUBLIC RELATIONS:

- Girl Scouts of the USA is the main contact for all national media

EMERGENCY SITUATIONS:

- Never make a statement to the media – contact GSNETX for any emergency issues

COOKIE PROGRAM PUBLIC RELATIONS:

- GSNETX will coordinate most of the Cookie Program efforts
- GSNETX will send out news releases to local publications at the beginning of Cookie Season letting them know Cookie Season is starting
- PR specialists may NOT submit stories or ads prior to Cookie Booth Sales advertising the date/location of your particular cookie booth
- PR specialists are encouraged to submit post-Cookie Booth Sale - photos and stories to your local media outlets

REPRESENTING GIRL SCOUTS:

- When a Girl Scout or Girl Scout volunteer is representing Girl Scouts in any way, they must behave in an appropriate, mature manner that fairly represents the Girl Scout movement.
- If a Girl Scout and/or Girl Scout volunteer acts in violation of this procedure, they may lose their membership privileges

SENSITIVE ISSUES SUPPORT

Contact the GSNETX marketing director at mgonzales@gsnetx.org for sensitive issues support:

- Abortion
- Planned Parenthood
- WAGGS
- Cookie Boycott
PRESS RELEASE PROCEDURES
TIPS FOR WRITING A PRESS RELEASE

- **TYPE** – NO handwritten releases
- Include contact information
- Attention grabbing headline
- Always “immediate release” at the top
- Send press release in a timely manner
- Who, What, When, Where, Why, and How
- Always put the most important facts first
- Don’t over-give information or make it “fancy”
- State facts, never assume
- Avoid personal comments – unless they are quotes
- No more than one page
- Do email release
- Send a picture of the event

PRESS RELEASE FORMAT

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FOR IMMEDIATE RELEASE

**Girl Scouts of Northeast Texas Offer STEM Exploration and College Life Experience**

*College Journey now welcoming younger Girl Scouts to experience STEM curriculum and the college campus*

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**MEDIA CONTACT**

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**DALLAS** – **Girl Scouts of Northeast Texas** (GSNETX) will welcome Girl Scouts entering seventh – 12th grade to participate in hands-on experiments with a focus on science, technology, engineering and mathematics (STEM) in a college setting during College Journey 2013 at the University of Texas at Dallas. There will be two sessions: Cadette Week on June 23-28 and Senior/Ambassador Week on July 21-26. Girl Scouts will be able to experience living in a college resident hall and take part in STEM classes. **Texas Instruments (TI)** is continuing its sponsorship of College Journey 2013 – Senior/Ambassador Week and the **Fluor Foundation** is sponsoring Cadette Week, a new program targeting seventh and eighth grade girls.

During the five-day workshop, Girl Scouts will be exposed to college prep courses, a campus tour and will be able to explore professional careers in STEM. Girls will interact with college students, be mentored by successful STEM professionals and be exposed to a wide array of exciting STEM related coursework including computer programming, robotics, environmental engineering, biology and anatomy.
EXAMPLE OF A PRESS RELEASE

Lakewood.advocatemag.com
Dallas County
Dallas, TX
Circulation: 1,667
Frequency: Daily
July 10, 2014


Girl Scouts collect supplies for unaccompanied Central American children

by Brittany Irwin
NEW WEBSITE
Who We Are

We’re 3.2 million strong—3.2 million girls and adults who believe every girl can change the world.

It began over 100 years ago with one woman, Juliette Gordon Low—also known as Daisy. She believed in the power of every girl. Today, we continue her mission of building girls of courage, confidence, and character, who make the world a better place by helping them discover their inner strength, passions, and talents.

And with programs from coast to coast and across oceans, there’s a chance for every girl to do something amazing.

Our Mission

Girl Scouting builds girls of courage, confidence, and character, who...
FaceBook

Word of mouth has always been a powerful method of promoting products and services, and social media provides a way for us to increase our "word of mouth" advertising. Think about it - when you need a new mechanic for your car, do you trust the advertisements in the newspaper or your friend who tells you how great their mechanic is?

Our Facebook page is doing really well, but with your help we can push it even further! Just under 5K followers.

Launched: October 2009

Audience: Adult Members/Girls/ Donors/ Stakeholders/ Board/ Community

# of Followers 6,370
GSNETX E-CARD PROMOTING COOKIE PROGRAM

This single image was seen by more than 16,000 people, and remember we only have 5,000 page Likes. However, because our audience LIKED, SHARED, and/or COMMENTED on this image, it was able to spread throughout everyone’s network!
SUBMIT YOUR SUCCESS STORIES & PHOTOS!

We’ve made it easy for you to upload and share your Girl Scout success stories with our media team! Submit now and your stories and images could be featured on our social media sites, emails, or website.

media@gsnetx.org

CREATE YOUR OWN SERVICE UNIT FACEBOOK PAGE

- Monitor Facebook Page
- Ok to include girl’s first names in photos—do not include more specific information (i.e. school, home address, etc.)
- Post photos and updates regularly
- If you get any negative posts or questions that you can’t answer, please contact GSNETX Marketing Department

‘Like’ the Girl Scouts of Northeast Texas page on Facebook!
You can mention us at GSNETX COUNCIL like these ladies did or you can retweet one of our tweets!
GSNETX BLOG

Our blog is our new baby and can be found at www.gsnetxcouncil.org or links on our webpage. To date it has had more than 5 thousand views. We are averaging 2 comments a month and we are always looking to share your stories on our blog!!!

LAUNCHED: January 2013
HANDLE: www.gsnetxcouncil.org

INSTAGRAM

LAUNCHED: September, 2012
FOLLOWERS: 392
HANDLE: www.gsnetxcouncil.org
I CAN’T WAIT CAMPAIGN

gsnetx
I CAN’T WAIT CAMPAIGN

Imagination helps girls feel the excitement of anticipation and the accomplishment of reflection. I can’t wait to play...art...friends...do all of these things! I can’t wait to Girl Scout...I can’t wait to join!

- Positions our iconic trefoil as a portal that introduces girls to a world of new experiences.
- Allows us to tap into emotions across the experience—highlighting how Girl Scouts touches us before, during and after each moment.
HOW THE TREFOIL WORKS

Trefoil icon → Main girl(s) image → Activity images and color → Activity illustrations

Recruitment 2013
SAMPLE COMMUNICATION FLYER

When you just can’t wait for what you’ll do next, you can do anything.

At Girl Scouts, girls are always counting down to the next adventure we’ll go on together. Maybe it’s artistic. Maybe it’s an experiment. Maybe it’s getting outside or helping the community. With us, you’ll make a bunch of new friends and have a ton of new experiences that show you how exciting the world is, and how awesome you are, over and over again. So what are you waiting for?

I can’t wait to

Cuando no puedes esperar más hasta la próxima aventura, puedes lograr cualquier cosa.

En Girl Scouts siempre estamos contando las horas hasta la próxima aventura en la que iremos juntas. Quizás sea algo artístico, algún experimento o un proyecto para hacer tu comunidad mejor. Sea lo que sea con nosotros harás un montón de nuevas amigas y vivirás muchas experiencias que te enseñarán lo emocionante que es el mundo y lo extraordinaria que eres, una y otra vez. ¿Qué estás esperando?

www.gsnetx.org

Event code: 

GSSU Public Relations & Branding: Summer 2015
POSTER: BILINGUAL

Fine-tuned our **bilingual strategy**:

- **Use English in communications targeted to girls**; include **adult copy in Spanish and English**
- **Do not translate headlines** because most girls understand them

FAMILY GUIDE
One of the things we love about this campaign is that there’s an opportunity to open up dialogue—with girls, caretakers, potential vols!!

I can’t wait to
Be a dancing machine
Be the best picture-taker ever
Be a spy on a mission
Be a hula-hooping queen
Be a Girl Scout

A Guide to Girl Scouting