

## How to Sell Girl Scouts to the Public

### **Share the Positives**

- Girl Scouts is great for the girl, the parents and the volunteer!
- Girl Scout parents overwhelmingly say that their daughter has made more friends (95%), and are more confident (90%), thanks to Girl Scouts.
- A large majority (92%) of Girl Scout volunteers believe that their life is better because they volunteer with Girl Scouts!
- Remind them that Girl Scouts is a volunteer organization and that adults are vital to giving girls a great Girl Scout experience. Tell them about the training and support from other volunteers and the council. Most of our volunteers say Girl Scouts has helped them learn or share something new (92%)!

### **Keep it Simple. Share YOUR Girl Scout Story.**

- Use your personal experiences with Girl Scouts to generate excitement. Tell them why you joined. Or about your first troop meeting. Maybe the first time your girl earned a badge and you saw the pride on her face.
- Don't overwhelm them with all the details. The council will provide them with volunteer training to get them up and running in their new role.

### **What can I do through Girl Scouts with my daughter?**

- The sky is the limit! From exploring your community, to coding a cool robot, star gazing at a camp-out, or earning a new badge – Girl Scouts gives you the opportunity to explore your interests, try something new, all while making memories with your girl.
- Tell them about some of the great events and activities that are planned for the upcoming year that you are looking forward to.

### **Ask questions. Don't talk at the person.**

- What is the girl interested in? Does she like horses? Tell her about the equestrian program. Enjoys baking? Tell her about the legacy badges she could earn.
- What about the adult? Do they like to paint? Travel? Do arts and crafts? Remind them that we are always looking for volunteers to share their experience, talents, knowledge and passion.

## 5 Fast Girl Scout Facts

1. Our mission - Girl Scouting builds girls of courage, confidence, and character, who make the world a better place.
2. An American Institution- Over 100 years old and still growing strong- 3.2 million Girl Scouts (2.3 million girl members and 890,000 adult members working as volunteers and support parents for girls.
3. Girls discover the fun, friendship, and power of girls together. Through a myriad of enriching experiences, girls discover the leadership in them, and then work to change their world for the better.
4. All experiences in Girl Scouting incorporate the Discover, Connect, and Take Action keys to leadership. Girls discover themselves and their values and use their knowledge and

skills to explore the world. They connect with other girls and adults. And, they take action to make the world a better place.

5. Girl led, girl driven! Girl Scouts provides a safe environment for girls to experience cooperative and experiential learning, while continuing to have fun, friendships and exciting adventures

## **Example “Elevator Speech”**

Can you imagine what an entire generation of girls will do, given the confidence, the skills and the experience they need to lead?

As the world's largest organization of girls- for girls- we believe that the Girl Scout leadership experience gives girls the confidence and tools to lead- to find, inside each girl, the citizen who will make a difference in her world.

That's our commitment to girls everywhere to provide safe leadership experiences that help each girls discover who she can be and what she can do, wherever she chooses to put her energies. It's not only a commitment to the girls; it's a commitment to a generation.

I am a Girl Scout volunteer. I love volunteering because as a Girl Scout alumna, I know firsthand how Girl Scouts helped me to become the woman I am today. I learned

Being a leader, was important and fulfilling to me, and provided me with the values and confidence to become who I am today.

As an organization, we deliver life-changing programs to girls that help them deal with current life situations and prepare them to be strong, bold leaders in the future. I'm not only proud, but very fortunate to volunteer for such an impactful organization!

## **Example Introduction**

**GS Volunteer:** Hi, how are you? I'm Carmen. What's your name?

**Potential Volunteer:** Melissa.

**GS Volunteer:** Melissa, it's so great to meet you. Do you and your daughter enjoy doing things together?

**Potential Volunteer:** Well, Sally really likes t-ball and I enjoy cheering her on from the sidelines.

**GS Volunteer:** You know one of the best things about being involved in Girl Scouts is that you get to be a part of the action. You get to see her earn her first badge, meet her new friends, try something new, find her passion, her spark. It is a great way to bond and learn more about your girl.

**Potential Volunteer:** Well, we don't have time to do any extra activities.

**GS Volunteer:** Girl Scouts works with your schedule! It can be after-school, once a week, twice a month, or even on a Sunday afternoon. As a Girl Scout volunteer you can set your troop meetings to fit with your calendar. And, the council has lots of great events and programs you all can attend together, and as a troop. [Insert information about an upcoming event, or program that could be of interest]

**Potential Volunteer:** Ok, we will think about it.

**GS Volunteer:** Great! The girls are excited and we want the troop to get started as soon as possible. Why don't you fill out this form before you leave so that we can send you more information about joining Girl Scouts? Do you have any questions that I can answer?