



100th Anniversary Media and Promotion Kit

Please use the following information to help you promote Girl Scouts' 100th anniversary locally. This kit contains overviews of how to leverage our brand, how to write local press releases and much more. In addition to this guide, a variety of resources are available for download on the council's website at www.girlscoutsgcnwi.org. If you have questions or need assistance, please contact the council's marketing team at gsmarketing@girlscoutsgcnwi.org.

Leveraging the Power of the Girl Scout Brand

Each volunteer and girl member affiliated with Girl Scouting plays an important role in promoting and defining our Girl Scout brand voice and image for the public-at-large. Even after 100 years, there are many wonderful stories and benefits to share publicly so that more people can understand the power and lasting impact of the Girl Scout Leadership Experience.

Our overall goal is to maintain a positive, professional, and consistent organizational brand, image, and message that promote our Girl Scout Mission: *Girl Scouting builds girls of courage, confidence, and character who make the world a better place.*

Girl Scout Brand Promise

We follow the brand promise that says "Girl Scouts gives every girl access to life-changing experiences that inspire her to do something big." When you talk about Girl Scouts with family and friends, with other volunteers, parents, and your neighbor, try to keep our brand promise in mind with the stories you share. What are those life-changing experiences that girls are doing in your area? What kind of BIG impact are girls having through their take action projects and leadership projects, especially through the Girl Scout Gold Award?

Girl Scouts of the USA officially launched a national brand transformation in summer 2010 to introduce new generations of girls to the organization that has helped generations of girls develop their leadership skills for nearly 100 years. The entire brand transformation, including a new version of the Girl Scout image and new recruitment campaigns, places a greater emphasis on the Girl Scout Leadership Experience as the pivotal differentiator that makes Girl Scouting unique as an organization.

Brand identity components reflect the traditions of Girl Scouting, but with a contemporary visual twist. Bright graphics, more playful patterns, and enhanced photojournalism-style photos take center stage. Entire packaging emphasizes focus on girls as leaders in their communities and for the future.

Girl Scout Servicemarks

Girl Scout servicemarks (logos) are available for download on our website under Support Us/Current Volunteers/Resources and Forms. Please ensure that you are always using the current logos!



100th Anniversary

It's Girl Scouting's time to shine! This year we celebrate the 100th anniversary of the founding of Girl Scouts by Juliette Gordon Low. Our history shaped our movement, and this year we are looking back at history to reaffirm where we are headed in the future. This is the perfect opportunity to ensure people know who we are today!

This kit, and a several helpful templates and downloads, will help you communicate all that is happening in our council during this special year.

Be sure to check out the designated section of our website that features anniversary-related information: www.girlscoutsgcnwi.org/100th-anniversary

Anniversary Logos

Our 100th anniversary logo and "bloom" logo may be used throughout our anniversary year.



Proclamations and Ways to Work with Local Officials

A template for a Girl Scout anniversary proclamation is available as a download on our website. We encourage local service units to ask for a point person in each community to approach their local government about issuing a special anniversary proclamation in February or early March, prior to March 12, the date of our official anniversary. See www.girlscoutsgcnwi.org/volunteer-resources.

Girl Scout Week: March 11 - 17

During Girl Scout Week, many local churches and organizations insert a special flier into their newsletters and bulletins. Artwork is available on the website that may be printed out or sent via e-mail for printing. See www.girlscoutsgcnwi.org/volunteer-resources.

Anniversary Events to Promote

- **Promise Circles:** These local activities will be held at 7:12 p.m. ("19:12" military time) on March 12. We invite everyone to join us, especially girls and women who have ever been Girl Scouts. The Girl Scout Promise will be recited in various local locations throughout the council's 245 communities in Illinois and Indiana, followed by a sing-along. Visit the website to find a Promise Circle in your area and view several resources to help you promote your local event. To ensure your event is included in our list and available through our special Promise Circle app, please send your details to PromiseCircle@girlscoutsgcnwi.org.
- **Green Ribbon Campaign:** Encourage people to wear a special Girl Scout green ribbon on their lapel during Girl Scout March 11-17 and to sign up for our Alumnae Association. Girl Scouts will be distributing green ribbons throughout the region in February and early March and encouraging people to wear the ribbon proudly! See your local service unit for information about the postcards.
- **Girl Scout Historical Exhibits:** Our council historians have coordinated numerous partnerships with local museums, libraries and other venues to bring our Girl Scout history alive throughout our communities. Please visit our website for all locations.
- **Savannah Shuffle:** Girl Scouts to participate in this virtual walk and track walking mileage along a route from where they live to the birth place of Juliette Gordon Low, earn patches and their Presidential Active Lifestyle Awards, learn to properly use a pedometer, discover the health benefits of walking and learn how to fuel their bodies with healthy snacks through 4-6 activity sessions.
- **Cookie Classic:** Everyone is invited to join us for our capstone anniversary event, the Cookie Classic, on Saturday, Sept. 8, 2012. More information about this 5K walk/run event and Girl Scout expo in Grant Park is available on our website.
- **Service Projects and Special Service Patch:** Nearly all service units are participating in the Green Forever & Treasure for Trees Service Project which will enable girls to plant trees throughout our region near Arbor Day this year. See the website for specifics on that project, as well as the requirements for earning a special anniversary service patch.

How to Access Information about Girl Scouts

If you're searching for announcements, information, resources or exciting events to attend, it's important to know where to look.

Council Website

www.girlscoutsgcnwi.org

The council's website is an important communication tool for our girl and adult members, as well as a great marketing and information resource for the greater community. We post new items every day! Anytime you are looking for information, start with the website.

Navigating the website is easy if you take a few minutes to review the navigation bars at the top and sides of the pages. Be familiar with the sections under **Girl Scout Info** (for activities and events and program publications), **Support Us** (for volunteer resources and forms), **Cookies** (resources and varieties), and **Shop** (resources and Girl Scout merchandise).

The website also features an online activities calendar and registration system, an online shop and web forms for parents who would like to sign up their daughters, adults who would like to volunteer and join the Alumnae Association and a donation page for those who wish to support our mission and important work with girls by making a contribution online.

Animated Microsite for Girls

www.WorldsStrongestGirls.org

Encourage girls to explore the adventures of the World's Strongest Girl! Girls also can design their own talking badge and submit their own stories about her adventures. Girls under the age of 13 need parental consent.

Service Unit Meetings and Updates

A primary way to stay connected is by attending service unit meetings in your area. Volunteers and membership staff share timely information pertaining to Girl Scouts at every meeting – national, council, and local. Volunteers can meet with other leaders to share ideas and program tips, learn about local events and become more familiar with Girl Scout program resources.

In addition, each service unit manager receives a monthly e-mail update with important and timely information to share.

Council E-newsletter

Signing up for the "**CONNECT! Power of One**" council e-newsletter is another great way to stay informed. To do so, just visit the council's home page at www.girlscoutsgcnwi.org and scroll to the bottom of the page. E-newsletters are sent just about every other week, though we may also send notices of late-breaking news or new program opportunities as they are available. Encourage all volunteers and parents to sign up today!

Follow Us on Twitter!

www.twitter.com/GirlScoutsGCNWI

Looking for a place to catch all the latest “tweets” or short news items about Girl Scouts? Follow us and be part of the dialogue! Following us is easy ... if you already have a Twitter account (which is free to establish), then simply use the "Find People" function. Plug in "GirlScoutsGCNWI" and you will find our profile page. The best way to utilize Twitter is to forward or “retweet” information so the news propagates and conversation grows. Try it! Take the 140-character count challenge and help us spread great news about Girl Scouting!

Like Us on Facebook!

www.facebook.com/GirlScoutsGCNWI

Join the conversation on our council Facebook page! It’s a great place to share success stories, pose questions and get real time answers, ask your peers for suggestions and ideas, and celebrate our organization with nearly 3,000 others. We also post opportunities with fast turnaround times on our Facebook pages, so if you’re looking for something to do, be sure to follow the conversation. Check us out!

Online and Printed Publications

Our council supports the idea of “going green” and is moving toward publishing more resources and communicating online. We want to increase dialogues with people in real time while respecting one of the main tenets of the Girl Scout Law – to “use resources wisely.”

Please share your e-mail address when you submit your membership registration form. This will ensure that we can reach you quickly and efficiently throughout the year. You may want to consider creating a free e-mail account just for Girl Scouts so that everything is received in one place.

We understand and respect the fact that not everyone has access to the Internet, and in some cases important documents and publications continue to be mailed to each member.

How to Submit Success Stories and Troop News to the Council

Submissions from volunteers and girls for all council publications and electronic communications are encouraged and appreciated. Everyone loves to read a great story! Every effort will be made to use exciting information that illustrates the power of the Girl Scout Experience and, of course, as space allows in our council publications and online.

- Send via e-mail to gsmarketing@girlscoutsgcnwi.org.
- Information may be sent as the body of the e-mail or in a Microsoft Word attachment.
- Submit digital photography files as .jpeg or .tif files.
- Please provide the names of everyone pictured, as well as a short description of what is happening, and why the photo was taken. Photos of large groups do not reproduce quite as well as those that are close-ups of girls. Action shots of girls/volunteers are best.

All girls who are pictured in the photograph should have signed parental/guardian consent for the picture to be used by Girl Scouts. Please ensure each girl’s registration form has a parent/guardian signature for consent, or you may find a photo consent form on the council website under *Support Us/Current Volunteers/Resources and Forms*.

How to Be a Successful Girl Scout Public Relations Ambassador

Anyone and everyone can be a successful Girl Scout public relations ambassador on behalf of Girl Scouting. Simply share poignant and impactful personal stories and experiences that have shaped the experiences of the girls you've mentored. Focus on the benefits for girls, unique skills they have developed, interesting trips they have taken through Girl Scouts, and also the personal rewards you feel as a volunteer. (View the position description on our website.)

Public relations ambassadors have the opportunity to:

- Shatter the stereotypes that people hold about Girl Scouts.
- Share your experiences so that people know Girl Scouts is not the “three Cs” of camping, cookies and crafts but rather the “three Cs” of courage, confidence and character.
- Help younger girls learn more about teen Girl Scout opportunities.
- Recruit other adult volunteers and girls of all ages into Girl Scouts.
- Strengthen Girl Scouting's brand image.
- Educate community leaders and potential donors about the importance of Girl Scouts.

How to Secure Media Coverage for Local Events

Girl Scouts of Greater Chicago and Northwest Indiana has staff dedicated to working with the major media outlets in our market, including all the network TV news stations, radio stations and major publications, including the Chicago Tribune and the Chicago Sun-Times. Story ideas that show the council-wide impact of Girl Scouts are frequently in negotiation with key reporters and editors who have only limited space or air time for Girl Scout features. For this reason, we respectfully ask that you refrain from reaching out directly to those major media outlets and instead contact us at gsmarketing@girlscoutsgcnwi.org or 312-912-6336 to discuss how we can best promote your story ideas.

We encourage you to focus your attention on ensuring your local community newspapers have lots of great Girl Scout stories features! Submitting a news release to a community newspaper or online community-based publication like Patch.com (www.patch.com) or Triblocal (www.triblocal.com) is easy! Both have town-finder features that enable you to localize your information.

Most newspaper outlets prefer to receive submissions of local news stories and ideas via e-mail. Go to the media outlet's website to find a general submission e-mail. Also be familiar enough with the publication to know which reporter covers specific news and you can send your story directly to that person.

Or you can mail or drop off a news release to your local media. Included in this kit are several examples and templates for constructing a news release. If you need additional assistance, contact gsmarketing@girlscoutsgcnwi.org.

Remember that every press release has the potential to highlight our brand and attract new girl members so you want to ensure you have checked the facts and eliminated any errors.

Submitting Your News to a Calendar of Events

- Prepare your VERY brief announcement of your event.
 - Use only who, what, where, and when.
 - Be sure to include that the public is invited, especially with Promise Circle events.
- Identify the website for the media outlet.
- Determine whether the site has an uploading feature (a web form you may fill out online) or if it simply asks you to e-mail your event to a specific address.
- Be sure to submit according to their deadlines for publishing. Some online sites will accept information anytime, but if it links to a printed publication, then a two-week minimum may be necessary.

Example of a Local Press Release

[At the top of the page, simply insert your name and contact information in case the reporter or editor has questions about the release.]

Girl Scouts Host Informational Meeting for Area Girls and Adults

[or relevant headline]

All girls, ages 5 – 17, are invited to learn more about Girl Scouts during an informational meeting and registration event on *[insert date]*. The event will take place from *[insert time]* at *[insert place with address and town]*.

Girl Scouts provides girls with fun activities that focus on building girls' self-esteem, empowering them with leadership and positive decision-making skills, and the opportunity to make friends with other girls by attending fun activities and rewarding programs.

Girl Scouts of Greater Chicago and Northwest Indiana also welcomes adults over 18 years of age, female or male, who are willing to volunteer their time to help mentor girls through the Girl Scout program. Volunteer opportunities exist for troop leaders, event facilitators and more. Free orientation and training sessions are available.

For more information about the event, registering a girl in Girl Scouts or how adults can make a huge difference in a girl's life by volunteering, contact *[insert name]* at *[insert phone and e-mail]*.

Girl Scouts of Greater Chicago and Northwest Indiana impacts the lives of nearly 87,000 girls ages 5 – 17 in 245 communities in six Illinois counties (Cook, DuPage, Grundy, Kankakee, Lake, and Will) and four Indiana counties (Jasper, Lake, Newton, and Porter). Girl Scouting builds girls of courage, confidence and character, who make the world a better place. For more information, visit www.girlscoutsgcnwi.org.