## TABLE OF CONTENTS

### INTRODUCTION
- How to Use This Brand Playbook
- What Is a Brand?

### OUR FOUNDATION—The Brand Identity
- Our Brand Compass
- Our Brand Story
- Our Brand Essence
- Our Brand Promises
- Our Brand Architecture
- Understanding This Foundational Framework

### OUR PROGRAM—The Girl Scout Difference
- Our Program Positioning
- Our Leadership Impact
- Our Reasons to Believe
- Our Target Focus

### OUR GUIDELINES—Bringing the Girl Scout Message to Life
- Our Guiding Principles
- Our Brand Parameters
- Talking About Girl Scouts
- Portraying Girl Scouts
- How and When to Use G.I.R.L. Graphics
  - Organization and Culture
  - Marketing and Communications
  - Programs and Innovation
- Messaging by Audience
  - Alumnae and Volunteers
  - Parents
  - Girl Members
  - Parents and Donors

### ADDITIONAL RESOURCES
- Key Evergreen Messaging
- How Do You Know You're on Brand?
- What People Say About Misperceptions of Girl Scouts
- Girl Scout Marketing Glossary
HOW TO USE THIS BRAND PLAYBOOK

No one builds girl leaders better than Girl Scouts. We know it, our girls know it, volunteers know it, and parents know it. But others outside the Girl Scout Movement don’t intuitively know it. That’s about to change, thanks to you.

People share their Girl Scout experiences in different ways, focusing on the most significant aspects from their individual perspectives. Collectively we’re saying positive things—but not always in unison and not in a way that resonates beyond our current membership. To appeal to nonmembers and reignite our current membership, staff, and alumnae, we must establish a universal understanding of who we are and what we do as an organization.

The *Girl Scout Brand Playbook* will help you understand how Girl Scouts functions as a brand and the key differences that set us apart from the rest of the saturated “girl power” marketplace. There’s a lot of talk about girl empowerment, but little talk about leadership, and even less about preparing girls to empower themselves. That’s what we’re here for. This playbook will guide you through understanding our foundation, including our G.I.R.L. (Go-getter, Innovator, Risk-taker, Leader)™ brand essence.

The playbook also conveys how we want the world to think and feel about our brand based on the actions we take as the Girl Scout Movement. The content is designed to prepare you to make self-guided decisions informed by our shared understanding of what our brand is all about.

Use the concepts from the playbook to help your team effectively and consistently position our offerings and convey our mission with one voice—through marketing, fund development, human resources, and beyond—both internally and externally.

Happy branding!
WHAT IS A BRAND?

A brand is not just a logo, a visual identity, or a product. It is the personal connection, emotion, and experience that someone associates with that product, service, company, or organization. When you think about your favorite brand, chances are your loyalty goes deeper than just great-looking packaging or a catchy tagline. Perhaps the brand makes you feel a certain way when you interact with it, such as proud, excited, or a part of something special. Brands sell an experience, and your association with that brand is emotional. Although a visual identity is one way brands are expressed and recognized, visuals are not the brand itself.

A BRAND IS NOT JUST

- a creative marketing campaign
- a logo
- a visual identity
- a product
- static

A BRAND IS

- a personal connection
- emotional
- an experience
- an expectation
- a promise
OUR BRAND COMPASS

CONTEXT FOR ARTICULATING WHO WE ARE, WHAT WE DO, HOW WE DO IT, AND WHY WE EXIST

WHO

WHO WE ARE: We’re the largest nonprofit leadership organization for girls and women.

WHAT/HOW

WHAT WE DO: We prepare girls for a lifetime of leadership.

HOW WE DO IT: Through access to hundreds of girl-led experiences, skill-building opportunities, and a connection to supportive adults and an inclusive community.

WHY

WHY WE EXIST: To build girls of courage, confidence, and character who make the world a better place.
Other youth organizations say they want girls to have confidence. To have a fair shot. To have the chance to become anything they want. So what's the difference between these organizations and Girl Scouts? While others just talk about empowering girls, Girl Scouts has been preparing girls every day since 1912 to empower themselves by developing skills relevant to real-life situations.

For more than 100 years, Girl Scouts has been taking charge by taking action. We don't just stand by, we step up. We see failure as an opportunity to try again. We speak up for ourselves and others. We learn by doing and do more with what we learn.

These qualities are what make up our DNA. They're who we are. What we do runs so much deeper than our cookies, badges, sashes, and songs. It's time for every G.I.R.L. to harness that Girl Scout attitude and energy to lead our organization forward, to change misperceptions about Girl Scouts, to work with all who share our DNA, and to make everyone proud to say they're Girl Scouts.

The world needs more go-getters, innovators, risk-takers, and leaders (G.I.R.L.s). That's exactly who we are. **So let's take the lead like a Girl Scout and show everyone what we're about.**
“I think it's positive for my daughter to learn about things from adults besides her parents. She was able to try new things with adults who displayed their knowledge and passion in areas we haven't [explored] as a family.”

—Mom of Girl Scout Brownie

“It makes me prouder because I'm not one of those girls who follows behind everybody. I like to lead my own way, and it just makes me feel prouder to be part of something that's different, that people don’t actually get. And that's OK.”

—Angelica, 14-year-old Girl Scout

“It makes me feel better because the people I consider to be brave are really serious and passionate. When I was doing Girl Scouts, it was just a fun thing to do, and after this, I feel like it's more of an important thing to do.”

—Rose, 10-year-old Girl Scout
OUR BRAND ESSENCE
THE HEART OF WHAT GIRL SCOUTS IS ALL ABOUT

GO-GETTER
Expresses vision and ambition, and persists through challenges

INNOVATOR
Problem solves with creativity, curiosity, and resourcefulness

RISK-TAKER
Makes decisions, faces fears, and takes on new experiences

LEADER
Empathizes, identifies strengths, and empowers others
OUR BRAND PROMISES
HOW WE PROMISE TO MAKE PEOPLE FEEL AT EVERY INTERACTION, AND THE BENEFITS OF GIRL SCOUTING

Girls, alumnae, parents, and volunteers associate Girl Scouts with leadership in everyday moments and milestones. The big and small times when we find the courage, confidence, and character to overcome risk, keep trying, and conquer a challenge. When we come face-to-face with opportunity and go after it.

In those moments when we are preparing to lead (our functional promise), we feel a sense of belonging to our Girl Scout community, practice bravery through everyday actions, and ultimately feel pride in ourselves (our emotional promise). Through this combination of our brand promises, we are ready to take the lead like a Girl Scout every day.
“Girl Scouts reminds me of bravery because it makes you meet new people and introduce yourself to new people, and that sometimes challenges you. You’ll be in a group with other people you might not like or might not get along with, but you have to develop skills to deal with it.”

—Olivia, 12-year-old Girl Scout

“I’m not really social, so if I was put in a room full of people I didn’t know, I would probably crawl into a ball, but when you are in Girl Scouts, you have to be brave, because when you go into retirement homes, you meet new people. And you have to find the courage to just do it.”

—Patty, 11-year-old Girl Scout

“I feel like Girl Scouts is a lifestyle... Being different is brave, being yourself, trying new things, and being a leader—that’s all bravery. Nike tells you to do stuff, but it’s not telling you to be a type of person like Girl Scouts does.”

—Gwen, 12-year-old Girl Scout
**INTRODUCTION**

Girl Scouts is the largest nonprofit organization proven to prepare girls for a lifetime of leadership. We develop girls' leadership outcomes through the Girl Scout Leadership Experience: a strong sense of self, positive values, challenge seeking, healthy relationships, and community problem-solving skills.

---

**OUR BRAND ARCHITECTURE**

<table>
<thead>
<tr>
<th>Brand Essence</th>
<th>Positioning Statement</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Reasons to Believe</strong></td>
<td>Girl Scouts is the largest nonprofit organization proven to prepare girls for a lifetime of leadership.</td>
</tr>
<tr>
<td><strong>Mission</strong></td>
<td>Girls Scouts builds girls of courage, confidence, and character who make the world a better place.</td>
</tr>
</tbody>
</table>

**Inclusive Network**
A network of more than 60 million girls and women of different interests, ethnicities, ages, and life stages

**Girl Experts**
The Girl Scout Research Institute delivers data and original studies on the state of girls and the effect of Girl Scouts and its programs

**Variety of Experiences**
Tons of activities for girls to practice leadership through life skills, the outdoors, entrepreneurship, and STEM

**Frame of Reference**
A nonprofit leadership organization for girls and women

**Emotional Promise**
We provide an opportunity for every girl to feel a sense of belonging to community, to practice bravery, and to have pride in herself.

**Functional Promise**
We develop girls' leadership outcomes through the Girl Scout Leadership Experience: a strong sense of self, positive values, challenge seeking, healthy relationships, and community problem-solving skills.
UNDERSTANDING THIS FOUNDATIONAL FRAMEWORK

Girl Scouts is a movement, and our brand architecture is the foundation for how we communicate the Girl Scout experience. Girl Scouts gives every girl the opportunity to feel a sense of belonging to a community, to practice bravery, and to have pride in herself. We develop leaders who have a strong sense of self, positive values, the openness to seek challenges, the tools to maintain healthy relationships, and community problem-solving skills.

Girl Scouts is an inclusive network of more than 60 million girls and women across generations. We offer a variety of experiences through hundreds of activities that allow girls to practice leadership in STEM, the outdoors, life skills, and entrepreneurship. Externally, we use the G.I.R.L. brand essence to highlight what sets Girl Scouts apart from the rest—our unique view of leadership and the experiences built into our DNA.

Our mission is to build girls of courage, confidence, and character who make the world a better place. As the largest nonprofit leadership development organization for girls and women, Girl Scouts embraces all of those skills and experiences that are part of our DNA. Parents want their girls to show grit, solve problems, take healthy risks, and express empathy, all of which are built into the way that Girl Scouts practice leadership. Embodying the G.I.R.L. essence as go-getters, innovators, risk-takers, and leaders, we come together to increase internal clarity and drive external relevancy as we make good on our brand promise and experience.
“Girl Scouts prepares you to empower yourself, because it gives you all the tools and skills you need in the long run, like managing money and working with different kinds of people.”

—Angelica, 14-year-old Girl Scout

“There are a bunch of aspects that tie into Girl Scouts, like trying new things, being your own person, [and] doing something that someone else wouldn’t choose to do.”

—Gwen, 12-year-old Girl Scout

“Girl Scouts is customizable—your troop decides what they want to do. If they want to go camping, go hiking, learn about computers—it’s up to you what life lessons you want to learn.”

—Olivia, 12-year-old Girl Scout
INTRODUCTION

OUR FOUNDATION

OUR PROGRAM

OUR GUIDELINES

ADDITIONAL RESOURCES

OUR PROGRAM POSITIONING

WHAT WE WANT PEOPLE TO KNOW ABOUT OUR PROGRAM WHEN DECIDING TO JOIN OR SUPPORT OUR MOVEMENT

Studies have shown that Girl Scouts are more likely than non-Girl Scouts to practice goal setting, problem solving, risk taking, and leadership—key skills for the 21st century. With the Girl Scout Leadership Experience (GSLE), we allow girls to realize their leadership potential through a variety of experiences, skill-building opportunities, and connections.

And because the GSLE is girl-led, with hands-on activities in which girls team up and work together, they achieve a strong sense of self, develop positive values, seek challenges, have healthy relationships, and solve problems in their communities. The result? Girls become G.I.R.L.s.

The GSLE’s objective is to prepare every girl for a lifetime of leadership. Whether a Girl Scout is interested in starting her own business, coding the next social network, or changing public policy, through the GSLE’s core program pillars—STEM, Outdoor, Life Skills, and Entrepreneurship—girls of all interests can discover their skills, talents, and passions; connect with people of all backgrounds and experiences; and take action to create the change they want to see in the world.

**TIP:** Emphasize program adaptability (how Girl Scouts is always evolving the pillars to meet social and economic needs), customization (how activities and experiences can be customized by troop), and the variety of experiences (how Girl Scouts offers a ton of experiences through hundreds of activities).
OUR LEADERSHIP IMPACT
WHAT WE WANT PEOPLE TO KNOW ABOUT GIRL SCOUTS WHEN DECIDING TO JOIN OR SUPPORT OUR MOVEMENT

100% of women who have served as U.S. secretary of state are Girl Scout alumnae.

76% of female U.S. senators are Girl Scout alumnae.

75% of female governors are Girl Scout alumnae.

50% of female business leaders are Girl Scout alumnae.

Source: Girl Scout Alumnae by the Numbers, Girl Scout Research Institute, 2017.
“[Girl Scouts] is for different cultures and socioeconomic levels. You don’t think about how that kid lives on that side and we live on this side. That’s what I remember—Girl Scouts would unite everybody.”

—Theresa, Girl Scout parent

“Girl Scouts is for someone who’s willing to work hard, commit to something, and actually wants to learn new things. That’s not for everyone, but it’s for someone like me.”

—Angelica, 14-year-old Girl Scout

“When I want to be alone, or when I feel at my weakest point, I want to be able to empower myself like a Girl Scout and get things done, push through, and figure out the problem that’s in front of me.”

—Sonya, 12-year-old Girl Scout
OUR REASONS TO BELIEVE
WHY GIRL SCOUTS | WHAT SETS US APART

Our Network
More than 60 Million Girls and Women

Girl Expertise
The Girl Scout Research Institute

A Proven Program
The Girl Scout Leadership Experience
### OUR TARGET FOCUS

**DETERMINED CLIMBERS, BUSY ACHIEVERS, AND CONCERNED ADVOCATES**

<table>
<thead>
<tr>
<th>PARENT SEGMENT</th>
<th>BUSY ACHIEVERS</th>
<th>CONCERNED ADVOCATES</th>
<th>DETERMINED CLIMBERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>MARKET SHARE</td>
<td>23%</td>
<td>20%</td>
<td>20%</td>
</tr>
<tr>
<td>KEY ATTRIBUTES</td>
<td><strong>Confident, self-assured, and willing to take on new challenges</strong></td>
<td><strong>Willing to take risks and stand up for themselves and others</strong></td>
<td><strong>Hardworking and able to overcome challenges</strong></td>
</tr>
<tr>
<td></td>
<td>• Largest millennial segment</td>
<td>• No significant demographic skew</td>
<td>• Largest minority segment</td>
</tr>
<tr>
<td></td>
<td>• Highest household income</td>
<td>• More likely to be suburban or rural</td>
<td>• Least likely to be college graduates</td>
</tr>
<tr>
<td></td>
<td>• More likely to be working moms</td>
<td></td>
<td>• More likely to live in the South</td>
</tr>
<tr>
<td></td>
<td>• More likely to be urban</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• High Hispanic skew</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

All three segments believe preparing kids for success is the most important value: “instilling the necessary life skills and values in my kids today that will ensure their success tomorrow.”

**DIFFERENCES:**  
- **Concerned advocates** are focused on the person their child will become. **Determined climbers** and **busy achievers** want more immediate rewards.
OUR GUIDELINES
# OUR GUIDING PRINCIPLES

Use these guidelines to convey a consistent brand message and experience.

<table>
<thead>
<tr>
<th><strong>Girl-led</strong></th>
<th><strong>Discover, connect, take action</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Girls at every age take an active role in figuring out the what, where, when, why, and how of what they do.</td>
<td>Girls <em>discovery</em> who they are, what they care about, and their talents; <em>connect</em> with other people; and <em>take action</em> to make the world a better place.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Cooperative learning</strong></th>
<th><strong>Supportive community</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Girls share knowledge and skills and learn to work together on goals that can only be accomplished with the help of others.</td>
<td>Girl Scouts offers a community and safe space for girls to practice everyday leadership and try new things.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Learning by doing</strong></th>
<th><strong>Leave a place better than you found it</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Girls engage in hands-on learning through an ongoing cycle of action and reflection.</td>
<td>It’s not just about camping or cleaning up the local park—we believe in always improving our surroundings wherever we go.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Self-empowerment</strong></th>
<th><strong>Confidence as action</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>While the rest of the girl category talks about empowering girls, we prepare girls to empower <em>themselves</em>.</td>
<td>Confidence is more than just self-esteem; it’s the moment girls’ courage meets character, and they step into action.</td>
</tr>
</tbody>
</table>
**OUR BRAND PARAMETERS**

Think of these parameters as a guide to representing our brand in every interaction, both internally and externally, be it at an event, in an email, on social media, in messaging and imagery, or anywhere else.

<table>
<thead>
<tr>
<th>START WITH THIS</th>
<th>EXPAND TO THIS</th>
</tr>
</thead>
<tbody>
<tr>
<td>EMBRACING FEAR</td>
<td>FEARLESSNESS</td>
</tr>
<tr>
<td>DO-IT-YOURSELF</td>
<td>DO-IT-TOGETHER</td>
</tr>
<tr>
<td>IN THE NOW</td>
<td>FUTURE</td>
</tr>
<tr>
<td>STORIES OF PROGRESS</td>
<td>STORIES OF SUCCESS</td>
</tr>
<tr>
<td>SELF-EMPOWERMENT</td>
<td>FEMALE EMPOWERMENT</td>
</tr>
<tr>
<td>VARIETY OF EXPERIENCES</td>
<td>SPECIALIZED SKILLS</td>
</tr>
<tr>
<td>INCLUSIVE NETWORK</td>
<td>SISTERHOOD</td>
</tr>
</tbody>
</table>

**ALWAYS AVOID**

- DO-IT-FOR-ME
- STORIES OF PERFECTION
- GIRL POWER
- EXCLUSIVE CLUB
TALKING ABOUT GIRL SCOUTS
HOW WE BRING GIRL SCOUTS TO LIFE THROUGH LANGUAGE AND VERBAL CUES

**CHARACTER**
The Hero

Girl Scouts get things done. We are serving a cause, and we thrive on loyalty, trustworthiness, and people who stand up for what's important to them.

**PERSONALITY**
The Every G.I.R.L.

Girl Scouts is the kind of organization everyone can relate to. We have no magical powers but represent everyone on a path to overcoming obstacles and embracing new experiences.

**LANGUAGE**
Real Talk

Girl Scouts inspire action by speaking to the HOW and the NOW. We don't talk about dreaming, we ask what's possible. We are honest and tell it like it is. We put girls’ voices front-and-center to address the issues they care about.

**TONE**
Motivational

Girl Scouts don't think "can I?"—we say "I will." Give us a challenge and we won't back down. Our tone is self-confident. We motivate people to keep going.

**TIP:** As the hero, Girl Scouts don’t just succeed on their own. We motivate everyone to join us in preparing girls of courage, confidence, and character.

**TIP:** Don’t talk about superpowers, being extraordinary, or aspirational heroes. Think outgoing, unpretentious, approachable, empathetic, and striving to inspire oneself and others.

**TIP:** Use language that turns perceived weaknesses into strengths and keeps people grounded in the real world, prompting them to take action. Don't focus on telling every girl what she’s already hearing about being kind, caring, and beautiful. Focus on her progress and action.

**TIP:** Don’t speak to the deficit, gap, disadvantage, lack of, or being “good enough.” We don’t aspire to goodness—we’re working toward greatness.
INTRODUCTION

OUR FOUNDATION

OUR PROGRAM

OUR GUIDELINES

ADDITIONAL RESOURCES

PORTRAYING GIRL SCOUTS
HOW TO BRING GIRL SCOUTS TO LIFE THROUGH IMAGERY AND VISUAL CUES

INDIVIDUALS

Through authentic, everyday individuals who are the obvious leaders for the not-so-obvious reasons with the look (and pose) of self-confidence.

GROUPS & COLLECTIVELY

By demonstrating diversity through ages, interests, ethnicities, occupations, life experiences, and adversities—united by the shared actions of every G.I.R.L.

PLACES & SPACES

By being real, every day. Functional, not lavish. By creating spaces where things are getting done (outside Girl Scouts, as well), where difficulty and challenges await courageous and energetic action.

ACTIVITIES

By thinking experience first, activity second. Still frames throughout the process—go-getters, innovators, risk-takers, and leaders in the act of practicing bravery.

MERCHANDISE

Through products positioned as tools and resources to prepare every G.I.R.L. for practicing leadership every day (e.g., how-to's, lists, and must-have items).

ICONOGRAPHY & SYMBOLISM

Through universal symbols that represent an attribute of the hero, the process, or actions and cues that unite every G.I.R.L. in bold and powerful colors and shapes.
“I like images that represent something—that tell a story. Pictures that are a representation of the kind of person you want to be by showing the types of actions you take. It’s not about what sport she’s playing in the picture, it’s about what she’s practicing/experiencing.”
—Don, Girl Scout parent

“The language should be very strong and powerful. Like if it’s being said by a real girl or a woman. It should sound like someone who can stand up for themselves and others.”
—Perry, Girl Scout

“To be optimistic, to embrace fear, to go out in the world and take charge. It’s not just telling girls what they can be, but bringing to life the HOW and the NOW. That’s the message I want to get from Girl Scouts.”
—Barry, adult nonmember
## How (And When) to Use G.I.R.L. Graphics
### Using G.I.R.L. Within Girl Scouts’ Organization and Culture

<table>
<thead>
<tr>
<th>Types of Actions and Activations</th>
<th>Primary Audience</th>
<th>Strategic Mandate</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Email signatures</td>
<td>Internal organization (council and GSUSA employees and girl and adult members).</td>
<td>Leverage G.I.R.L. graphics to motivate and educate staff and members by showing who we are and what we do.</td>
</tr>
<tr>
<td>• Internal Girl Scout awards, recognitions, and events</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Promotional merchandise</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Team training</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Workshop themes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• About Us/Who We Are messaging</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Employee orientations and evaluations</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Use G.I.R.L. graphics and guidelines (located in Girl Scouts’ [Brand Center](#)).
## How (and When) to Use G.I.R.L. Graphics

**Using G.I.R.L. within Girl Scouts’ Marketing and Communications**

<table>
<thead>
<tr>
<th>Types of Actions and Activations</th>
<th>Primary Audience</th>
<th>Strategic Mandate</th>
</tr>
</thead>
</table>
| Any marketing and communications materials that require campaign integration:  
• Membership campaigns  
• General brand awareness  
• Case for "why Girl Scouts" | External audiences, including members and nonmember girls, parents, volunteers, partners, and donors. | For external marketing and communication purposes, the G.I.R.L. essence must be leveraged through campaign efforts. |

Use campaign assets approved and distributed by GSUSA (located in Girl Scouts’ [Brand Center](#)).
## HOW (AND WHEN) TO USE G.I.R.L. GRAPHICS

### USING G.I.R.L. WITHIN GIRL SCOUTS’ PROGRAMS AND INNOVATION

<table>
<thead>
<tr>
<th>TYPES OF ACTIONS AND ACTIVATIONS</th>
<th>PRIMARY AUDIENCE</th>
<th>STRATEGIC MANDATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Ideas for revenue streams</td>
<td>Internal cross-functional brainstorming teams and/or outside partners less familiar with GSUSA.</td>
<td>For program and partnership ideation, the G.I.R.L. essence must be used to provide direction and guardrails.</td>
</tr>
<tr>
<td>• New partnerships</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Positioning</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Messaging</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Ideas related to current or new core programming, pillars, research, activities, and traditions (Gold Award, etc.)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Use the G.I.R.L. essence as inspiration, but don’t use G.I.R.L. visuals in execution (see Girl Scouts’ [Brand Center](#)).

Example of how we collaborated with a partner using the G.I.R.L. essence but not a G.I.R.L. image or logo:
Messaging by Audience

When messaging to *Girl Scout alumnae and current and prospective volunteers*, keep the following in mind.

**Reasons to Believe**

Girl Scouts is an inclusive network of people across generations, ethnicities, and backgrounds united by shared values and actions of every go-getter, innovator, risk-taker, and leader.

**Example Messaging**

“We are more than 60 million G.I.R.L.s of all ages, interests, ethnicities, and experiences.”

**Example Creative / Imagery**

The image shows a picture of two girls looking at each other, symbolizing empowerment and unity. The text reads: "THERE IS POWER IN EVERY G.I.R.L. Unleash it at Girl Scouts."
INTRODUCTION | OUR FOUNDATION | OUR PROGRAM | OUR GUIDELINES | ADDITIONAL RESOURCES

MESSAGEING BY AUDIENCE

When messaging to parents of current and potential girl members, keep the following in mind.

**REASONS TO BELIEVE**

Girl Scouting works: Girl Scouts are more likely than non-Girl Scouts to demonstrate the attributes of a G.I.R.L. (Use findings from the Girl Scout Research Institute's 2017 Girl Scout Impact Study to make the case.)

**EXAMPLE MESSAGING**

“Girl Scouts are more likely to overcome failure than non-Girl Scouts.”

**EXAMPLE CREATIVE / IMAGERY**

TIP: To disrupt current perceptions of Girl Scouts, promote the unique attributes of every G.I.R.L. at Girl Scouts instead of falling back on traditional characteristics like kindness and thoughtfulness.
MESSAGING BY AUDIENCE

When messaging to current and potential girl members, keep the following in mind.

REASONS TO BELIEVE

Unlike girls in other programs, Girl Scouts pursue a variety of interests and activities. With us, every girl creates her own journey.

EXAMPLE MESSAGING

"There are hundreds of ways for every G.I.R.L. to practice being a go-getter [or innovator, risk-taker, or leader] with Girl Scouts."

EXAMPLE CREATIVE / IMAGERY

THERE IS POWER IN EVERY GIRL
Unleash it at Girl Scouts.

At Girl Scouts, we don't ask, "Can I?" We declare, "I will." We step up to the challenge, we take action, and we get things done.
MESSAGING BY AUDIENCE

When messaging to current and prospective Girl Scout parents and donors, keep the following in mind.

**REASONS TO BELIEVE**

Girl Scouts can address the current leadership crisis in a big way—and we have the research to prove it. (Use findings from the Girl Scout Research Institute’s 2017 *Girl Scout Impact Study* to make the case.)

**EXAMPLE MESSAGING**

“Girl Scouts are more likely to overcome failure than non-Girl Scouts.”

**EXAMPLE CREATIVE / IMAGERY**

![Example Creative Imagery](Image)
KEY EVERGREEN MESSAGING
GO-TO MESSAGING FOR ALL SITUATIONS AND AUDIENCES

• At Girl Scouts, we are all about practicing everyday leadership, preparing girls to empower themselves, and promoting G.I.R.L. (Go-getter, Innovator, Risk-taker, Leader)™ experiences.
• The inclusive, girl-led, all-female environment of a Girl Scout troop creates a safe space in which girls can try new things, develop a range of skills, take on leadership roles, and feel comfortable failing, dusting themselves off, and trying again!
• You don’t have to be a Girl Scout to share our DNA—those who share our values also share our common characteristics as go-getters, innovators, risk-takers, and leaders.
• Girl Scouts practice leadership with grit like a go-getter, problem solve like an innovator, embrace the new like a risk-taker, and show empathy like a leader.
• Girls who practice leadership like a Girl Scout are more likely to reach their full potential than non-Girl Scouts.
• Girl Scouts know that leadership isn’t defined just by who someone is or what someone wants to be, but by what someone does.
• If we want more leaders, we need more Girl Scouts.
• Through our exciting and challenging programs, Girl Scouts not only participate but also take the lead in a range of activities—from kayaking, archery, and camping, to coding, robotics, and financial literacy training (and beyond)!
• Girl Scouts has been around for a long time. Although the organization is always evolving, the symbols that have come to represent it have not. People still associate Girl Scouts with cookies, sashes, badges, and friendship bracelets. The truth is, Girl Scouts are groundbreakers. They program robots, start garage bands, and change their communities. A Girl Scout shows G.I.R.L. (Go-getter, Innovator, Risk-taker, Leader)™ spirit—and yes, these G.I.R.L.s are still selling the best cookies known to (wo)man.

Check out more messaging at girlscouts.org/likeagirlscout—and refer to our editorial guidelines, including for specifics on formatting first references to G.I.R.L. (Go-getter, Innovator, Risk-taker, Leader)™ as adjectives where possible.
HOW DO YOU KNOW YOU'RE ON BRAND?
WHEN YOU CAN ANSWER “YES” TO THE FOLLOWING QUESTIONS...

Across all channels
- Are we following our guidelines?
- Are we talking, thinking, and expressing ourselves like G.I.R.L.s?
- Are we using G.I.R.L. specifically the way it’s defined (as go-getter, innovator, risk-taker, leader) in the context of our people, experiences, and skills?

About our Girl Scout experiences
- Are we showing how Girl Scouts affects girls today, not just focusing on the future?
- Are we depicting girls in the context of experiences—showing actions like trying, starting, failing, getting back up, and taking the lead—not just the end result/success?
- Are we describing Girl Scouts in action-oriented language (e.g., "Join Girl Scouts and embrace new experiences!") and not just focusing on the "fun"?

External messaging
- Are we challenging misperceptions about Girl Scouts?
- Are our messaging and attitude relatable, memorable, and easy to understand?
“Girl Scouts seems to be more about helping others than helping girls. It often talks about not you but others. Like you can help others in need, always be caring, help and serving things.”

—Maddie, Girl Scout

“I’m the kind of parent who is always volunteering at school, but my perception of a Girl Scout volunteer is the high-strung mom who wants everything to be perfect and wants to raise ‘good little’ girls, not unique girls.”

—Theresa, Girl Scout parent

“I’m not entirely positive if Girl Scouts is a nonprofit. Don’t they collect all that money from cookies and membership? I mean, I think they’re a nonprofit organization for youth volunteering, right?”

—Leah, Girl Scout parent
GIRL SCOUT MARKETING GLOSSARY

BRAND ESSENCE: The heart and soul of our brand. How we are different from competitors in the same category.

BRAND MISSION: A short statement that declares why we exist.

BRAND PROMISE: Connects our purpose, our positioning, our strategy, our people, and our customer experience.

EMOTIONAL PROMISE: How we want to make our consumers (girls, volunteers, parents, alumnae, supporters) feel.

FRAME OF REFERENCE: Set of criteria that explains our market category (market where we exist).

MARKETING PLAN: A document that outlines and describes the activities and promotions that will be marketed to potential customers (members, parents, partners) in support of a marketing team's objectives, taking into account budget and timelines.

MARKET SEGMENTATION: The process of dividing a market of potential customers into groups based on certain characteristics.

POSITIONING STATEMENT: Expression of how we fill consumer needs in a way that our competitors don’t.

RTB (REASONS TO BELIEVE): Key proof points that set us apart from the competition.