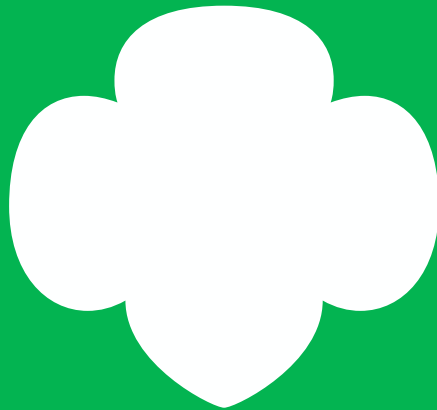


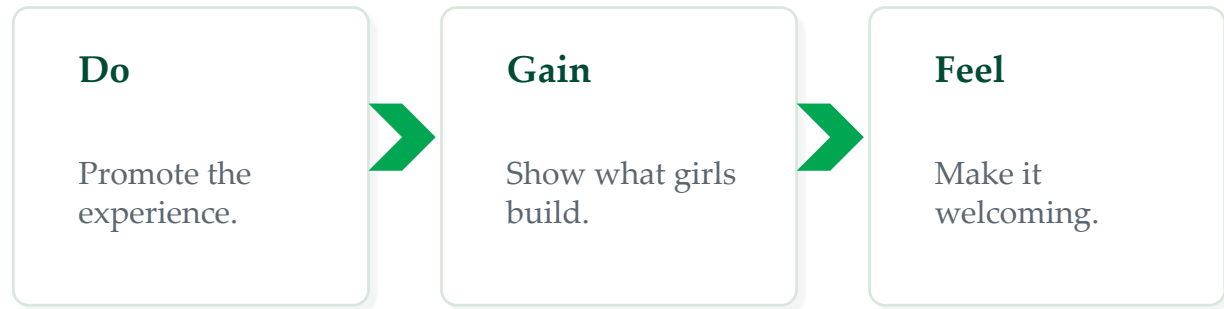


## Brand Positioning for Volunteer-Led Communications

A short guide for flyers, social posts, handouts, and troop invitations.

# Why this matters

Every flyer, post, or invitation shapes how families understand Girl Scouts.



**Families are looking for more than activities.**

They want girls to build confidence, personal identity, and emotional well-being.

**Your materials should help families see not only what girls will do, but how girls will grow.**



The one big idea

# Finding the Power Within Her

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Girl Scouts helps every girl uncover confidence, identity, and purpose by meeting her where she is and supporting who she is becoming.

We honor individuality, celebrate effort, and support growth without pressure.

Anchored in authenticity, courage, resilience, joy, belonging, and purpose, this positioning defines how we lead, how we serve, and how we create lasting impact for girls.

Use this filter:

**What girls do**  
+  
**How girls grow**

# What families need to hear

When creating a flyer or post, choose one or two of these ideas to make the deeper value clear.

## Authenticity

We encourage girls to show up fully themselves.

## Courage

Growth can be messy, but we celebrate the journey, not just the destination.

## Resilience

We encourage girls to try new things, to speak up, and to keep going even after setbacks.

## Joy

Growth should be joyful, not burdensome. We create experiences that make girls feel excited, curious, and proud.

## Belonging

Every girl feels seen, valued, and supported — never compared or judged.

## Purpose

Every activity, every badge, event and experience connects to building a girl's lifelong strength and confidence.

## Support

Volunteers guide, encourage, listen, and help girls feel capable..

If a sentence could describe any activity provider, add the Girl Scout growth benefit.

# A simple formula to promote the Girl Scout experience

Come do [activity] so girls can [growth outcome] while [belonging/support/joy benefit].



Teddy bear tea party, troop meeting, hike, service project



Build confidence, have fun while trying something new, connect with other girls



Feel supported, explore with joy, grow at her own pace

**Example:** Join us for a teddy bear tea party and help your girl build a caring community that supports her throughout the school year.

**Example:** Join us for an outdoor adventure where girls can explore nature, build confidence, and discover the joy of getting out of their comfort zone.

# Words to use, and what to avoid

## Use more of this

- Build confidence
- Be herself
- Try something new
- At her own pace
- Make friends
- Feel supported
- Discover her strengths
- Joyful, hands-on learning

## Avoid relying only on this

- Activity lists with no benefit
- Only badges, awards, or achievements
- Only leadership
- Only future-focused benefits
- Language that sounds like any extracurricular
- Competitive or comparison-based phrasing
- Overly complicated internal terms or acronyms

Tip: Keep language warm, clear, and family-friendly.

# Final Checklist

- **Recruitment Toolkit:** Access brand-approved campaign flyers, social media graphics, and supporting materials at [www.gsctx.org/brand](http://www.gsctx.org/brand)
- **Custom Communications:** Need to create your own flyer or marketing design? Be sure to follow Girl Scout Brand Standards, found at the link above, and submit your design for approval at [communications@gsctx.org](mailto:communications@gsctx.org).

