



Girl Scouts Talking Points

The points here do not necessarily have to be used verbatim—rather, use excerpts from the select language below that you believe will resonate best with your audience.

Why Girl Scouts?

- At Girl Scouts, our mission is to build girls of courage, confidence, and character, who make the world a better place.
- We are the premier leadership organization for girls and an expert on their growth and development. We are the largest girl-serving organization in the U.S. This year we're declaring 2012 the Year of the Girl — the year the country turns its attention to the great talent and hope for the future that girls represent. As part of that, we've launched a cause campaign known as ToGetHerThere, which is designed to bring about balanced leadership across all sectors of society within a single generation by supporting girls and their leadership development.
- I'm sure you are familiar with our cookies. Through that program we empower our girls with financial literacy tools. Millions of girls now learn their economic ABCs in Girl Scouts: goal setting, decision making, money management, people skills, and business ethics.
- So glad you mentioned the cookies! Did you realize that no university has produced as many female business owners as the Girl Scout Cookie Program—The largest girl-run business in the world at over \$700-million-a-year. 80% of women business owners were Girl Scouts.
- Glad to hear you enjoyed Girl Scout camp as a kid. Environmental leadership is a high priority in Girl Scouting. In the past couple of years more than 83,000 girls worked directly with conservationists and scientists to complete environmental service projects in 43 states.
- Our girls are actively engaged in activities related to science, technology, engineering, and math; STEM-related projects now account for more than half of all Girl Scout awards. Almost every female NASA astronaut was a Girl Scout.
- Girl Scouts are focused on healthy living. Our programs reflect our girls—and the understanding that physical health, emotional health, and self-esteem are all connected.
- Girl Scouts says “yes” to every girl. We break the leadership barrier for girls of all backgrounds. We are urban, suburban, and rural. We have troops in schools, churches, temples, mosques, foster homes, detention centers and public housing.

- Our membership reflects the rich diversity of our country. We serve 2.5 million girls 5–17 years of age (including 18,000 Girl Scouts overseas). We have 878 thousand adult volunteers. We are in every zip code.
- Whereas you probably know Boy Scouts' Eagle Award, the Girl Scouts' Gold Award has been awarded to approximately 1 million girls. Their projects have had a sustainable impact in their communities and beyond.
- And Girl Scouts of (Council Name) serves (#) girls with nearly (#) volunteers in our (# of counties) county service area.

Your Personal Involvement

I'm proud of our work because....

- Girl Scouts has proven results. At any given time, only 10 percent of American girls are Girl Scouts—but 80 percent of American female business owners and senior executives are former Girl Scouts. Seventy percent of women in the U.S. House and Senate are former Girl Scouts. Virtually every female astronaut who has flown in space is a former Girl Scout.
- Girl Scouts is developing the leaders of tomorrow, the kind of leaders who solve problems through collaboration and innovative perspectives, not command and control.
- Our alumnae are living proof that what we teach today impacts the leaders of tomorrow. Madeline Albright, Condoleeza Rice and Hillary Clinton. Girl Scout, Girl Scout, Girl Scout.
- Two-thirds of the women who are today's leaders in government, business, education, medicine, science, and in their communities were once Girl Scouts. But two-thirds of two few is not enough.
- We are inspiring girls to make a difference in their world, and to have the life skills to become successful leaders, collaborators and community builders. It's estimated that Girl Scouts' contribution to society is valued at \$1.6 billion in girl-led projects with lasting results.
- Every year, Girl Scouts provide over 75 million hours of direct service to their communities.
- Just look at the Cookie Program. For generations, Girl Scouts Cookie program has taught girls vital life skills such as goal setting, decision making, money management, marketing, people skills, problem solving, business ethics and entrepreneurship.
- We're helping girls overcome the negative body images they get from the media. Girl Scouts provided programs that address physical health, emotional health, eating disorders and self-esteem. We support the "whole girl".

- Research shows that American will need three million more scientists and engineers by 2025. But in an increasingly more technical world, companies now look overseas to fill talent gaps. Girl Scouts is helping to fill the pipeline by introducing a whole new generation of young women to the fun of science and technology.

Bridging the listener closer to the mission

- Our work could never be done without the support of people who care about opportunities for girls. *May I get your card and add you to our mailing list to receive more information?*
- Yes, buying cookies is an excellent way to support Girl Scouts, but cookies only funds about 50% of our operations. Without the support of our donors, we would have to cut back on programs or serve fewer girls. *As a loyal cookie customer, you're entitled to see how that money makes a difference in girls's lives. May I take your card and add you to our mailing list?*
- We are actively seeking our alumnae to be part of the 100th Anniversary of Girl Scouts and celebrations throughout the Year of the Girl. *May I get your contact information in order to add you to the list of alumna to receive invitations to events?*
- If it's been awhile since you were around the Girl Scouts, you may enjoy seeing our catalog of badges, updated uniforms and collectibles. You won't believe the changes! *What is the best way for me to get this to you? Do you prefer hard copy or online?*
- As we celebrate 100 years of Girl Scouting, will you join us in building a brighter future for every girl? *May I get your card and email you a link to more information on Girl Scouts' efforts to offer every girl in this generation the skills and opportunities she needs to succeed?*
- As a proud alumna, I would like to personally invite you to partner with us in our council's largest-ever campaign for girls. *May I take your contact information and schedule some time to visit you?*
- As a proud parent of a successful grown up daughter who was a Girl Scout Gold Awardee, could I *interest you in more information* of how our council is providing this rich leadership opportunity to even more girls? *May I take your card?*
- We are actively looking for people who believe in girls' huge untapped potential. Too few girls grow up to become leaders. *Check out girlscouts.org, or better yet, let me send you a small packet of information. May I take your card?*