



## **Welcoming Girls to Join Girl Scouts: Key Messages for Volunteers**

### **We Are Girl Scouts**

Girl Scouts bring their dreams to life and work together to build a better world. Through a variety of programs, girls of all backgrounds and abilities can be themselves as they discover their innate and unique strengths and rise to meet new challenges – whether they want to climb to the top of a tree or to the top of their class, lace up their boots for a hike or advocate for climate justice, or make their first best friends. Backed by trusted adult volunteers, mentors, and millions of alums, Girl Scouts lead the way as they find their voices and make changes that affect the issues most important to them.

### **Key Messages**

When we speak about Girl Scouts, we speak about the girl. The girl is at the center of everything we say, and everything we do. When you help her see herself in our organization, she's better able to resonate with a group she may not know much about. Keep in mind, the bulk of people you talk with will not have much knowledge about the program, so be sure to steer clear of using acronyms or insular language (like troops, service units, program grade levels, etc.).

Here are a few examples:

- *No matter what you want to learn, explore or do, there is something for you in Girl Scouts.*
- *Whether you're interested in participating online, want in-person activities in a group, or you just want to choose your own adventure as a family or on your own, we're excited to welcome you into Girl Scouts.*
- *From exploring national parks, to learning to code, what begins at Girl Scouts will take you anywhere you want to go!*
- *What are your dreams? We can help you get there with Girl Scouts!*

### **Learn to connect with her interests**

Listening is key in helping girls and families see the value and benefits of Girl Scouts. Be sure to ask questions to get to know the family you're communicating with. Ask about her interests, things she'd like to learn, and even how she wants to get involved. Then, connect those interests back to Girl Scouts.

Keep in mind that while our core program pillars are STEM, entrepreneurship, the outdoors, and life skills, we offer a wide variety of badges and activities. Whatever her interests may be, there's a good chance she'll find something that inspires and excites her!

Listen to the parent or caregiver. Ask what they're interested in helping their girl develop. Some may just want to get her rooted in fun, while others are most interested in figuring out how to fit Girl Scouts into a busy schedule. Listen first, and then respond with an affirming answer.

### **Prepare to respond to some of the most common parent concerns**

- **Schedules:** The beauty of Girl Scouts is that you don't have to choose. There's no better place where she'll get to discover a variety of things that interest her – and she can do those on her own, with her family, or as part of a group of girls we call a troop!
- **Mental Health:** Navigating today's complex and challenging world can be tough, especially for girls. Girl Scouts provide a safe space with activities and resources to support girls (and their families) in exploring feelings, practicing self-care, and making lifelong friendships that will enable healthy habits and overall well-being.
- **Family/Co-Ed Experiences:** We're committed to giving her the space to be unapologetically herself in a supportive, girl-led environment. While many of our activities are designed just for girls, we also offer plenty of opportunities for families to join the fun. Whether it's helping out at meetings, attending family campouts, or participating in special events, we love when families get involved and share in the experience.
- **Cost:** Nothing should stop her from pursuing her dreams. Our annual membership is \$45 for Membership Year 2025-2026, and we have financial assistance for girls who qualify to support any families who need help with membership, activity fees, camp, or uniform costs.
- **Leaders:** Her safety is our top priority. As a leader, we are her biggest fan. Our goal is to champion her interests and help her develop her courage, confidence, and character. We need engaged caregivers like you to join us in that mission. When you get involved as a volunteer, you'll get to witness your girl flourish in ways you've never imagined!

### **Long-Term Benefits of Girl Scouts – Life Skills Girl Scouts Gain**

Girl Scouts develop essential skills that prepare them for the future, including:

- **Confidence:** The ability to walk into any room or workplace knowing she belongs and can succeed.
- **Personal Growth:** A strong sense of self to stay emotionally grounded through life's ups and downs.
- **Teamwork & Community:** A sense of belonging and a desire to actively contribute.
- **Global Awareness:** Understanding cultural differences to navigate an interconnected world.
- **Resilience & Adaptability:** The courage to try new things, tackle challenges, and embrace change.
- **Financial Literacy & Business Skills:** Real-world experience in budgeting, decision-making, and entrepreneurship.
- **Goal-Setting & Planning:** The ability to set goals, create plans, and follow through.
- **Sisterhood & Support:** A lifelong network of girls and women who inspire, guide, and uplift each other.