

Power of PR!

What it means for...



Introduction

- My goal is to give you an understanding of PR and how we can get the word out about Girl Scouts.

Agenda

- What is Public Relations & it's importance to us
- The Girl Scout Organization ... who we are
- How Can You Help?
 - Taking Photos
 - Community Events
 - Putting together a community display
 - Wearing Items that identify as a Girl Scout
- Other Important Stuff...

Overview

- Getting the word out is a team effort.
- There are many different pieces



Public Relations

- What is Public Relations?

Public Relations is...

- Influencing and/or changing habits, views, and choices.

Why is it important to us?

- We need to get the information out about Girl Scouts to the public.
- We have a limited budget so we use public relations to share our message.
- PR takes planning and hard work.

More Than Cookies & Camping!

- We're not just cookies & camping but other C's as well:
 - Contemporary programming
 - Community Service
 - Computers
 - Competitive Sports

Your Role?

- Being a Girl Scout volunteer, you are helping educate the public about who we are... an organization with timeless values that provides relevant skills and programs to today's girls.
- Your role: Represent Girl Scouts with Pride!

Girl Scout Core Business Strategy

- The core business strategy process is intended to address the future of the entire Girl Scout Movement.
- The goal is to develop a big-picture strategy that will give our entire Movement the focus that we need to be a great organization for girls in the coming decades.

Girl Scout Core Business

- The goal is to develop a big-picture strategy focus the Movement for girls in the coming decades.
- In the strategy process, there is a four-step cycle (learn, focus, align, execute).

Some Key Insights

- Girls' lives have changed.
- Our brand has an outdated, “uncool” image
- Our volunteer system is becoming harder to sustain.
- We are all things to all girls... we have no clear unifying them or rallying point.
- Our culture is tradition-bound, risk-averse, and internally focused.

What is a Brand Voice?

- What can a brand voice do? It can communicate unity, strength, belonging, aspiration, and spirit.
- Girl Scouts is built on a strong foundation with a rich history, powerful impact on girls' lives, and a committed leadership, and is values-based.

What is a Mission Statement?

- A mission statement is a short, descriptive statement that clearly, credibly, and relevantly describes what our organization stand for, what makes us different from others, and why people should be involved with it.
- It is our promise as an organization.

Girl Scout Mission Statement

- Girl Scouting builds girls of confidence, courage, and character, who make the world a better place.

The Tag Line

- A tagline is an ending line that makes a point. It is used as a repeated phrase associated with an individual, organization or product.
- Our tagline is: *Girl Scouts. Where Girls Grow Strong.*

Key Messages

- Key messages accompany/support the tagline. They promote the image... perception is reality and the key messages help to change that perception.

We have 4 Key Messages

- Leadership... We build leaders, one girl at a time or Girl Scouts: Where today's girls become tomorrow's leaders.
- Inclusiveness/Belong ... Girl Scouts. We're for every girl, everywhere.
- Character... Character, conduct, and community service are core qualities of Girl Scouting.
- Fun/Adventure... Girl Scouts discover the fun, friendship, and power of girls together.

How Can You Help?

There are many ways to get the positive word out about Girl Scouts...

- Taking Photos and sending them to the local newspaper
- Participating in community events
- Putting together community displays
- Wearing items that identify you as a Girl Scout

Taking Photos

- Let your picture tell one simple story.
- Faces, faces, faces... forget the feet... people want to see smiling, happy children.
- For drama, show motion. Close-ups of an activity.
- Take pictures of all girls, make sure your pictures show the diversity of Girl Scouts: ethnic, racial, disabled, etc.
- When releasing photos to the media, make sure that you have permission from the parents, include name, age, and what town.

Writing the Caption for the Photo

- Who, What, Where, When...
- Why should people care about this?
- The headline and your first line is your hook.
- Keep your copy short and without Girl Scout-speak.
- Use town or community name not service unit, because the media doesn't know or care what service unit.

Media... Helpful Hints

- There is a lot of competition among groups so figure out what interests the community.
- You may send many photos and only a few may appear.
- You have 60-90 seconds to get your point across.

Community Events

- Another way to get the word out is attending local community events.
- Not only it is visibility, but you could recruit new volunteers and girls.
- Volunteer to honor the colors at service organizations, sports teams, etc.
- Participate in parades.
- Please note that we can not raise funds for other organizations (I.e. – walkathon.), but we can volunteer girl power to hand out programs or water bottles, etc.

Community Displays

- Put a display at the library, community center, school, or fire hall talking about what Girl Scouts is doing in the community.
- You can put together a simple, but nice display for about \$50 dollars.
- Start a “Street Team” of Teen Girl Scouts to help out.

Identified as A Girl Scout!

- When you are out in public representing Girl Scouts, wear a something that identifies you as a Girl Scout ... either Girl Scout pins, a t-shirt or uniform.
- Have the girls wear their vest or sashes with matching white tees and pants if not everyone has a “full” uniform.

Community Service Projects

- Community service is a hallmark of Girl Scouts.
- Promote the projects to community to let them know that we're more than cookies!
- Participate in council-sponsored service opportunities.

Other Important Stuff!

- Adult Volunteer Recognitions
- Girl Scout Week in March
- Cookie Program
- Community Service
- Bronze, Silver, & Gold Projects.

Our Web site

- Check out our redesigned Web site for all the most updated information.
- It is your place for information!

www.girlscoutschesapeakebay.org

Information

- I'm Ann Marie van den Hurk, APR, Director of Communications
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Thank You for Volunteering!!!!



We can't move Girl Scouts forward without YOU!