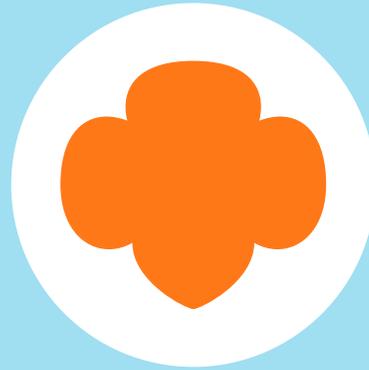


# Grassroots Promotions Toolkit



## Table of Contents

- ▶ **Digital Promotions**
- ▶ **Flyers, Posters, and Yard Signs**
  - Available Materials
  - Tips & Tricks
- ▶ **Local Media Opportunities**
  - Organic Coverage
  - Print Advertisements
- ▶ **Engaging Your Community**
  - Engaging Local Girl Scout Families
  - Other Local Opportunities

# Digital Promotions

Sharing information about Girl Scouts in digital spaces is a key part of creating visibility in your community. Many families turn to online spaces for resources, connections, and opportunities. This toolkit provides step-by-step instructions to make recruiting Girl Scouts through these spaces as easy as possible!

**Start by identifying local digital spaces in your community. These could include:**

- ▶ Facebook groups (try searching your city or neighborhood name along with terms like “families,” “parents,” or “moms”)
- ▶ School/PTA/PTO groups (often these are on Facebook as well, but your schools might use a different platform)
- ▶ NextDoor app
- ▶ Still can’t find any? Try asking around – other Girl Scout families in your Service Unit or even your neighbors may be able to help you out!

Then, **share each of the posts on pages 3 & 4** in your identified digital community spaces within the given time frames. All you need to do is:

1. Click on the image to save it to your device
2. Copy and paste the provided text into a new post in your social media space
3. Upload the photo from your device
4. Post!
5. Repeat to share in each of your identified community spaces.

*If you get any questions from community members that you can’t answer yourself, encourage them to reach out to [girlscouts@girlscoutsrv.org](mailto:girlscouts@girlscoutsrv.org) or 800-845-0787 and River Valleys staff will be happy to assist them.*

We have also included a customizable post and image that you can use to promote a local sign-up event, if you’re hosting one.

The goal of these three posts is to provide a streamlined, basic level of local digital promotion that all recruiters can complete, even if you’re primarily focusing on other key strategies this fall. If you want to do more than three posts or create your own posts specific to your Service Unit, go for it! You can also re-share posts from Girl Scouts River Valleys’ page on [Facebook](#), [Instagram](#), or [LinkedIn](#).

## Social Post Timeline:

**August 28-31:** Post #1 (School Open House week for many districts)

**September 8-11:** Post #2 (Aligns with GSRV staff’s big publicity push on September 9)

**October 9-11:** Post #3 (International Day of the Girl promotion will run October 10-14)

**OPTIONAL – 1-2 weeks before your local sign-up event:** Post #4



# Social Posts

## Post #1: August 28-31

*Copy and paste this text:*

It's back-to-school season, and that means we're forming lots of new Girl Scout troops in our area! Now is a great time to become part of our community of leaders, explorers, entrepreneurs, and engineers. Girl Scouts can join anytime from kindergarten through 12th grade, and all adult volunteers are welcome! Visit [girlscoutsrv.org/Join](http://girlscoutsrv.org/Join) for more information.



*Click on this image to download it, then add it to your post!*

## Post #2: September 8-11

*Copy and paste this text:*

Now that school is back in session, does your girl need a way to explore new interests, have fun with friends, and help our community? Girl Scouts is always welcoming new families to the next generation of go-getters! I'd love to have you and your girl join us in our mission to build girls of courage, confidence and character who make the world a better place. For more information, visit: [www.girlscoutsrv.org/Join](http://www.girlscoutsrv.org/Join)



## Post #3: October 9-11

*Copy and paste this text:*

If your family has considered joining Girl Scouts, now's the time! In celebration of International Day of the Girl (October 11), new Girl Scouts can join for FREE this week (October 10-14). This is the perfect time to get started making new friends, taking on adventures, and changing the world! Learn more at [girlscoutsrv.org/Join](http://girlscoutsrv.org/Join)



## OPTIONAL Post #4: 1-2 weeks prior to your local sign-up event

*Copy, paste, and complete this text:*

Join us on **[DATE OF EVENT]** to explore Girl Scouts!

**[SERVICE UNIT AREA]** families are invited to our Try Girl Scouts night. Kids will complete a fun activity while parents and caregivers meet with local volunteers to learn more about what Girl Scouts has to offer. All families in the **[SERVICE UNIT AREA]** area are welcome!

**[DATE & TIME]**

**[LOCATION]**

To learn more about Girl Scouts, visit [www.girlscoutsrv.org/Join](http://www.girlscoutsrv.org/Join)



*To add your event details to the image, complete the following steps: 1. Download the image. 2. Open the image in a basic editing app, such as [Paint 3D on a PC](#) or [Preview on a Mac](#). 3. Use the "add text" tool to create a text field over each blank space and fill in your event details. 4. Save the updated image and add it to your post like you would any other image!*

# Flyers, Posters, and Yard Signs

## Available Materials:

**General flyers:** Perfect for bulletin boards at coffee shops and faith communities, or for leaving a small stack at a community center's local resources table. Available in English, Spanish, Hmong, and Somali.



**Customizable event flyers:** Use these flyers to promote your Service Unit's sign-up event! You can add event details, including date & time, location, and more, before ordering.

**Yard signs:** Great for outside schools, at intersections, or even near business parking lots. Some Service Units have had great success working with local golf courses to place these along the side of major roads! (Just be sure to go back and take them down once recruitment season is over.)



**Bookmarks:** Leave them at the checkout desk at your local library or bookstore!



**Posters:** Ideal for hanging in the window or on the wall of any local business.



**Takeaway cards:** Leave a few at a front desk or in an open envelope pinned below a flyer!



## Tips & Tricks:

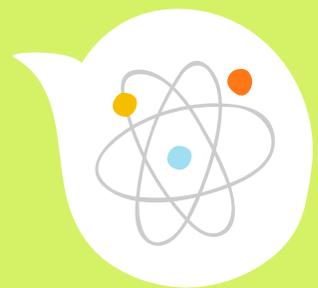


- **Take tape and pushpins with you!** Businesses don't always have these items on hand, even if they're happy to display your materials.
- ◆ **Enlist a local troop to help**—they can learn more about their community and practice their people skills while expanding the Girl Scout sisterhood!
- **Ask your Girl Scout families** to share materials at the places they're already going—see page 8 for an email template to get started.

All of these materials (and many more) are available to order on the [Impressive Print Portal](#) at no cost to you. If you're having difficulty accessing the print portal, reach out to your Community Organizer or to [girlscouts@girlscoutsrv.org](mailto:girlscouts@girlscoutsrv.org).

Here's a list of places other Service Units have been able to share materials. **Pick a few categories that suit your community, use the list as inspiration, or try to check off every one!**

- Libraries and bookstores
- Community centers and rec centers
- Dance studios, martial arts schools, gymnastics gyms, and indoor sports facilities
- Movie theaters, bowling alleys, trampoline parks, and other kids' entertainment businesses
- Coffee shops
- Restaurants & cafes
- Bakeries
- Grocery stores
- Laundromats
- Nail/hair/beauty salons
- Churches, synagogues, mosques, temples, and other faith communities
- Locally-owned businesses
- Thrift stores
- Public parks (as permitted by your city/county)
- Bus stops, train stations, or other transportation centers



# Local Media Opportunities

Local media outlets, such as newspapers, magazines, and local news channels, can be one of your best partners for reaching potential Girl Scout families in your area. There are two key ways to engage with these outlets: organic coverage and advertisements.

## Organic coverage

Local media outlets report on what is happening in their community, and your Girl Scouts are completing newsworthy projects all the time! If you have a Girl Scout earning their Gold, Silver, or Bronze award, a troop completing a Take Action project, or a big Service Unit event, consider reaching out to these outlets to see if they are willing to cover it. Include a link to the Join page ([www.girlscoutsrv.org/Join](http://www.girlscoutsrv.org/Join)), so interested families can get more information.

Some examples of organic coverage:

- ▶ [Chisago County Press – “Girl Scouts a part of the solution!”](#)
- ▶ [KEYC \(Mankato\) – “Girl Scouts of Minnesota and Wisconsin River Valleys hold Highest Awards Ceremony”](#)
- ▶ [Lake City Graphic – this article was written and submitted by a local Troop Leader!](#)

Get started with the email template below. Reach out to your Community Organizer if you would like additional support connecting with local media outlets.

Dear **[Contact name or name of media outlet]**,

I'm reaching out on behalf of Girl Scout Troop [#####], a group of **[Service Unit city/area]** Girl Scouts in [grades]. They recently earned their **[Bronze/Silver Award, one of the highest awards in Girl Scouting/Gold Award, the highest award in Girl Scouting]**. To earn this award, they **[brief description of the project – highlight the community impact]**.

We would love to share these young leaders' accomplishments with our community. Please let us know how we can connect with you and get their project highlighted in **[publication name]**.

Thank you,

**[Your name]**



## Print Advertisements

Widely circulated print publications, like magazines, newspapers, and even Community Education catalogs, present a prime opportunity to share information about Girl Scouts in your community. The print advertisements we purchase in these publications are designed to match the colors, style, and branding of our current campaign, making Girl Scouts even more recognizable across posters, school flyers, social media, and more.

The GSRV Recruitment Team has a budget to help cover print ads in local communities, but **we need your help** to identify the publications in your area with the highest potential to reach new families. If you have an ad opportunity in your area, you can submit it via the [print ad opportunity form](#).



# Engaging Your Community

There are many other ways to build a presence for Girl Scouts in your community. Read on for suggestions and email templates for working with community partners.

## Engaging local Girl Scout families

The best way to recruit new families is through their friends and neighbors who have had a great Girl Scout experience. Asking Girl Scout families in your Service Unit to help with recruitment doesn't have to be a big task – encourage them to share materials at places they already visit regularly. Even if only a handful of families respond, that's still several more opportunities for new members to connect with Girl Scouts!

Use the following email template to reach out to families in your community. You can find a list of caregiver email addresses on Looker (reach out to your Community Organizer if you would like additional support).

Dear **[SERVICE UNIT/AREA]** Girl Scout families,

With back-to-school season upon us, we are looking for ways to bring the Girl Scout experience to more families in our community, and we need your help! We want all girls in **[SERVICE UNIT AREA/CITY]** to feel empowered to take on new challenges, make a difference in their communities, and have fun with lifelong friends! You can help us make sure everyone feels invited and knows what opportunities await their child.

Can you do one or more of the following to bring Girl Scouts to other families in our community?

- Post a flyer at a community space(s) you already visit, such as your work, a dance studio, a faith community, etc.
- Put a Girl Scouts yard sign outside your home for a few weeks
- Post about Girl Scouts on your personal social media page – you can share/re-post one of Girl Scouts River Valleys' posts, or write your own about what Girl Scouts means to your family
- Invite friends, neighbors, and family members to join your troop or to find another local troop. Encourage them to attend our Try Girl Scouts night on **[INSERT SIGN-UP EVENT DETAILS HERE or, if you're not hosting a sign-up event, replace this sentence with "They can visit [girlscoutsrv.org/Join](https://girlscoutsrv.org/Join) to get started!"]**

Flyers and yard signs will be available **[INSERT DETAILS HERE about how families can get physical materials – through troop leaders? Picking up at someone's house? Are you willing to drop them off at their address?]**

If you have any questions, please reach out to me at **[your contact info]**. Thank you for sharing Girl Scouts with our community!

**[Your Name]**

## Other local opportunities

Some cities, counties, or local government agencies have online directories of service organizations, resources and nonprofits, or youth programs. See if any of these exist in your area, and if so, check that Girl Scouts is included in the list. If not, reach out to get our programs added to their list, so families in your area can find us. Get started with the email template below. If you need additional support, you can send opportunities to your Community Organizer at [girlscouts@girlscoutsrv.org](mailto:girlscouts@girlscoutsrv.org).

When submitting information for directory listings, please share the following details as requested by the directory:

**Organization Name:** Girl Scouts River Valleys

**Email:** [girlscouts@girlscoutsrv.org](mailto:girlscouts@girlscoutsrv.org)

**Website:** [www.girlscoutsrv.org/Join](http://www.girlscoutsrv.org/Join)

**Phone:** (800) 845-0787

**Address:** 400 Robert St. S, St. Paul, MN 55107

**Description:** Whether they're exploring the cosmos, camping in the wilderness, or standing up for their beliefs, Girl Scouts is for your kid. That's because Girl Scouts helps them shine their brightest. Girl Scouts are confident—even in the face of challenges. They're kind even when others aren't. They're problem solvers who see opportunity where others get stuck. Essentially, a Girl Scout is your kid at their best.

Use the following email template when reaching out to get Girl Scouts added to a local directory.

Dear **[Contact name or name of organization]**

I'm reaching out on behalf of Girl Scouts River Valleys. I noticed that Girl Scouts is not listed in **[Name of Directory/List]**. How can I get our organization added as a resource for youth and families in **[Area Served by Directory]**?

Thank you,

