



## Talking Points for Volunteers about Girl Scouts

### Overview

In Girl Scouts, Girls aren't supporting players. They are the stars of the show. With more than 105 years of experience, Girl Scouts shows girls how to take the lead early and often. We are building the female leaders of tomorrow.

Below is a compilation of talking points to empower you to speak to the value of Girl Scouts' unparalleled leadership development program, backed by proven research.

If you have questions about any of these talking points, please contact Communications Director Elizabeth Fairchild, [efairchild@girlscoutsoc.org](mailto:efairchild@girlscoutsoc.org).

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Data shows that Girl Scout alumnae enjoy **higher incomes**, more **rewarding careers**, and are more **active in their communities** than non-Girl Scouts. Girl Scouts' **all-girl, girl-led environment** creates a safe space where girls can try new things, develop a range of skills, take on leadership roles, and feel comfortable learning from failure, dusting themselves off, and trying again.

- ✓ For 105+ years, Girl Scouts has focused on giving girls the best leadership development experiences, customized for girls' unique developmental needs so their confidence increases as they take on new and increasingly challenging leadership roles.
- ✓ Our program is based on time-tested methods and research-backed programming that continually evolves to keep up with today's girls.
- ✓ In 2017, Girl Scouts released 23 new Outdoor and STEM (science, technology, engineering, and math) badges to help girls learn skills to become better problem solvers by thinking like engineers-- learning to program robots, preparing to take on cybersecurity, and more!
- ✓ In the outdoors, Girl Scouts hike, backpack, kayak, and take on high adventures, from novice and intermediate to expert levels. Through these experiences, they learn to take risks, seek challenges, and develop the resilience and grit to be successful. Girl Scouts of Orange County members enjoy year-round outdoor education, including life-changing experiences at our award-winning Camp Scherman, Girl Scout Program Centers across Orange County, and our new Argyros Girl Scout Leadership Center in Newport Beach's Marina Park.

### The Girl Scout Leadership Experience

76% of current female U.S. Senators, 67% of current **female governors**, and every **female secretary of state** in U.S. history were-- you guessed it-- Girl Scouts! In addition, more than half



of women in business are Girl Scout alumnae. These statistics stem from the Girl Scout Leadership Experience-- a proven leadership development program that pairs girls from kindergarten to 12<sup>th</sup> grade with strong, caring female role models and mentors who inspire them to participate in entrepreneurship, the outdoors, STEM (science, technology, engineering, and math), and so much more.

### The Girl Scout Gold Award & National Young Women of Distinction

The Girl Scout Gold Award and National Young Woman of Distinction honor are the most prestigious recognitions in Girl Scouts. The Girl Scout Gold Award has been recognizing the efforts of women to change the world for over 100 years. To earn their Girl Scout Gold Award, girls typically spend one to two years on their Gold Award project, which involves taking action on a local or global issue (such as poverty, illiteracy, or the environment) that results in long term, sustainable impact.

- ✓ Approximately six percent of Girl Scouts reach this pinnacle of achievement during their Girl Scout years.
- ✓ In Orange County, approximately 100 Girl Scouts earn their Girl Scout Gold Award each year.
- ✓ Gold Award recipients stand out in the college admissions process, earn college scholarships, and enter the military one rank higher than their peers.

Each year Girl Scouts selects 10 Girl Scouts, from an elite group of Gold Award recipients across the nation, as its prestigious National Young Women of Distinction. Girl Scouts of Orange County is proud to have two recent National Young Women of Distinction: 2017 recipient Sharleen Loh, whose project STEMup4Youth has reached more than 5,000 underserved Orange County youth with hands-on STEM experiences, and 2015 recipient Liza Villanueva, who established mobile learning centers for children in the Philippines.

Only Girl Scouts offers girls this one-of-a-kind opportunity to engage in leadership at the highest levels while taking on an issue they are passionate about.

### All-Girl Environments

The all-girl experiences that Girl Scouts provides are vital to girls' healthy development. Research shows that [single-gender environments provide more opportunities](#) for girls to build confidence, a key component of leadership.

### Individually Tailored Experiences

In Girl Scouts, there are countless ways to have fun and explore the world. Whether girls want to get involved in their community, learn how to code, or go on adventures in the outdoors, there's something for every girl in Girl Scouts. Any girl in grades K–12 can join the fun!

### When she's a Girl Scout, she's also a G.I.R.L. (Go-getter, Innovator, Risk-taker, Leader)<sup>™</sup>

When you think Girl Scouts, you might think cookies, campfires, and friendship bracelets. Those



things are all part of this exciting, life-altering journey, but there's so much more! Girl Scouts are big thinkers, groundbreakers, and role models. They design robots, start garage bands, and improve their communities— and yes, they sell the best cookies on the planet. They are go-getters, innovators, risk-takers, and leaders. These traits define girls of courage, confidence, and character, who make the world a better place. It's the Girl Scout DNA.

### What does G.I.R.L. stand for?

#### **G = Go-getter**

She's bold, honest, and determined to succeed. Goal oriented and ambitious, she's also a lifelong learner who believes no challenge is too difficult!

#### **I = Innovator**

Thinking outside the box is her specialty, so she's always looking for creative ways to take action. She knows how to get things done!

#### **R = Risk-taker**

Courageous and strong, she's open to trying new things and embracing the unfamiliar. She's ready to step up, speak out, and break the mold if that's what it takes.

#### **L = Leader**

She's confident, responsible, and committed to changing the world for the better-- and she's happiest when others join her in taking the lead!

#### **What is the G.I.R.L. Convention?**

Hosted by Girl Scouts of the USA and held in Columbus, Ohio in early October, [G.I.R.L. 2017](#) was the first tri-annual G.I.R.L. Convention. Attended by thousands of girls, the event was the largest girl-led event for girls and young women in the world. Attendees had unforgettable experiences as they gained inspiration, tools to empower themselves, and the know-how to lead change in their communities, connecting with some of the most influential women in the world along the way. Accomplished public figures Chelsea Clinton, Gabby Douglas, Barbara Pierce Bush, Mae Jemison, and others led panels and breakout sessions on pressing issues facing girls today. Many sessions featured female leaders from organizations and companies, including Facebook, Instagram, the U.S. Department of Homeland Security, NASA, and AT&T.

Watch highlights from [G.I.R.L. 2017](#).

#### **What is the G.I.R.L. Agenda?**

The [G.I.R.L. Agenda](#) is a nonpartisan initiative to inspire, prepare, and mobilize girls and those who care about them to lead positive change through civic action. This multiyear effort celebrates the Girl Scout legacy of civic engagement programming, which now includes a new badge for girls as early as kindergarten and will provide girls and adults with tools to be



catalysts for change that strengthens their communities and the world.

The G.I.R.L. Agenda makes it simple and rewarding to access free civic engagement resources derived from Girl Scout programming to prepare all G.I.R.L.s to make lasting, positive change.

### **How does G.I.R.L. relate to you?**

Every Girl Scout has a G.I.R.L. (Go-getter, Innovator, Risk-taker, Leader)™ story to tell. G.I.R.L. is not a marketing campaign, but rather an expression of the experiences and stories that have always been part of who we are and what we do. Your G.I.R.L. story doesn't necessarily have to be about your time in Girl Scouts. It can be about the traits you've developed because of Girl Scouts. Maybe it was a time when you challenged the status quo to improve corporate culture at your workplace, took a risk to start your own business, guided your Girl Scouts in a take action project to raise awareness about tolerance, or volunteered with your daughter to clean up your favorite beach. Whether or not your story is about a Girl Scout-specific experience, sharing how Girl Scouts has helped you unleash the go-getter, innovator, risk-taker, leader within shines a spotlight on the incredible caliber of people who make up our movement.

Share your G.I.R.L. story using #becauseofGirlScouts. Be sure to tag @GirlScoutsOC!

### **Additional Resources**

[Girl Scout Research Institute](#)

[girlscouts.org/because](http://girlscouts.org/because)

[Blog: Girl Scouts is the Girl Leadership Expert](#)

[Blog: G.I.R.L. Agenda Launches to Mobilize Civic Action](#)

[Success Factor! The Girl Scout Impact Study](#)

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