



Mission Messengers: What's your WHY?

The Girl Scout Mission: Building girls of courage, confidence, and character, who make the world a better place.

You're the voice of Girl Scouts. You play a vital role in spreading the word in our community about the incredible value and impact of Girl Scouts because you're the greatest example of how Girl Scouts provides life-changing experiences for girls, who make the world a better place!

Use this worksheet as a tool to prepare you to tell an impactful personal story when you talk about Girl Scouts with friends, family, colleagues, and our community. Whether it's one-on-one or before an audience, you've got a great story to tell because, as a Girl Scout, you do amazing things every day.

Here are a few key tips:

1. **Be aware of your tone and attitude.** People react emotionally. Be welcoming and inclusive, enthusiastic, and authentic!
2. **Love what you do.** If you are passionate about what you do in Girl Scouts—whether it's building leadership skills selling cookies or planting trees—then you will draw people into your excitement.
3. **Identify a story that fuels your passion.** Share an anecdote about an experience in Girl Scouts that deeply touched your heart. Then, think about the most important part of that story that would make someone else want to find out how they, too, can get involved with Girl Scouts.
4. **Focus on the unexpected.** Discuss an aspect of Girl Scouts that truly represents what we do that people don't necessarily know or expect.
5. **Save the details for another time.** Keep it brief and punchy. When you say too much, people can forget the truly important nuggets of your story.

You can use these guiding questions to prepare your story.

WHY are you a Girl Scout?

When did you first become a Girl Scout? What motives you to be part of Girl Scouts? Is it a family history/connection, values that align with yours, opportunities for adventure? Giving back to the community? Or do you just really love Thin Mints?

WHAT have you gained through the Girl Scout Leadership Experience?

You might have gotten over your fear of heights by climbing a rock wall at camp (or even a mountain!). Perhaps you took a trip to Peru or watched turtles bask in the sand on the Galapagos Islands. Did you do something cool with your cookie money? Discover new talents you never knew you had? Made lasting friendships? What's changed for the better in your life because of Girl Scouts? Is there something you've learned or some way you've grown as a friend and leader?

HOW does your family and community benefit from you being in Girl Scouts?

Is there a project or program you've taken part in that's made a difference in your family, community or the world? Maybe you started a recycling program, painted a mural or created an urban garden in a part of town no one noticed, and now you've changed things for a lot of people! How have you brought positivity to others because of Girl Scouts?

Now, go share your Girl Scout story! Because, when you share your excitement for Girl Scouts, you inspire others to become part of the sisterhood of Girl Scouts and make the world a better place.