

# KEEPING G.I.R.L. at the CENTER



= BE VISIBLE



= LEAD WITH GIRL SCOUTS



= GOOD TO KNOW

## VOLUNTEER ACTION GUIDE





**In 2017, Boy Scouts of America announced it would begin recruiting girls and using the name Scouting. After more than 100 years of side-by-side support of America's girls and boys in the ways that work best for each, the Boy Scouts have now altered that way of working.**

Girl Scouts of the USA will continue doing what is best for girls and Girl Scouts—and that means a strong girl-led, all-girl, girl-focused program. This resource will help guide you with the actions you can take to keep the Girl Scout Movement strong and **G.I.R.L.s** at the center, as well as what to avoid. Below are guidelines that volunteers are being asked to follow (some of them may be new to you!). We are sharing this to be transparent and clear, to help you be successful in your role, and best prepare you for any Boy Scout/Girl Scout comparisons and questions that may come your way!






### FACT: Girl Scouts works.





That's why we're the best leadership development organization for girls in the world.







 <b>DO THIS TO KEEP GIRL SCOUTS STRONG</b>  <i>Doing these things will keep girls at the center and Girl Scouts strong.</i>	<b>UNDERSTAND THE REASONS WHY</b>  <i>These might be big changes on how you may have experienced Girl Scouts in the past. Knowing why can help you clarify for others.</i>	 <b>AVOID DOING THESE THINGS</b>  <i>These actions are the "don'ts"—the things we need to avoid or in some cases, stop doing, in order to protect the Girl Scout Movement.</i>	<b>HELP OTHERS UNDERSTAND</b>  <i>Sometimes this is the hardest part—as Girl Scout representatives you may have to explain these actions to others. This section will get you started on what you could say or share.</i>	<b>WHERE TO GET HELP</b>  <i>If there are resources or people who can help with this specific action, we'll list them here.</i>
 <b>Always use the full names of Girl Scouts and Girl Scouting.</b>	Boy Scouts of America are recruiting girls and using the name "Scouting."  Referring to Girl Scouts as "Scouts" or "Scouting" will confuse families and make it seem like Boy Scouts is the primary scouting organization for boys and girls. We need to make sure the name Girl Scouts—the #2 most-recognized brand in the world <sup>1</sup> —is always used in its entirety.	Do not refer to Girl Scouts as "Scouts" or "Scouting."	<p><i>"Our official name is Girl Scouts. Please do not refer to our members as Scouts or our activities as 'Scouting', or refer to Boy Scouts and Girl Scouts together as 'Scouts' or 'Scouting'."</i></p> <p><b>This is especially useful to give to journalists; they often unknowingly get it wrong.</b></p>	Your GSSNE Customer Care Team is always here to help and can escalate any issues or questions on your behalf. Call 401-331-4500/ 800-331-0149 or email <a href="mailto:customercare@gssne.org">customercare@gssne.org</a> .
 <b>Speak-up for girls and Girl Scouting. Correct misinformation whenever possible.</b>	Our members and volunteers are a huge voice for girls—use it to make sure the correct information is shared with the world!	Do not use terms like "Scouting" or "Scouts" to refer to Girl Scouts.  Do not hesitate to correct misinformation when you see or hear it.	<p><i>"Over half of non-Girl Scouts/ non-Boy Scout families think that we're one organization. Misinformation only adds to the confusion. Please be a myth buster and share your story!"</i></p>	We've got you covered—use the <a href="#">Girl Scouts Q&amp;A Resource Sheet</a> .

<sup>1</sup> 2017 World Value Index

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 <p><b>Wear your uniforms proudly and publicly whenever you are acting as a Girl Scout!</b></p>	<p>Visibility is very important so that people can see that Girl Scouts and Boy Scouts are two separate organizations with different purposes, values, and programs.</p>	<p>Don't hide your Girl Scout pride! (And never combine uniform elements if girls or adults are members of both organizations.)</p>	<p><b>For your troop and families:</b></p> <p><i>"In our troop we will wear our uniforms at all troop meetings and activities. If you need one, you can visit the GSSNE Shop or shop <a href="#">online</a>. And you'll find on the GSSNE website a guide as to how to assemble it. I'd be happy to help too!"</i></p>	<p>Need a uniform? Visit our GSSNE Shop or <a href="#">shop online</a>. Financial Assistance is available if cost is a barrier to owning a uniform.</p> <p>Uniform guides are available on the <a href="#">GSSNE website</a>.</p>
 <p><b>Ensure that Girl Scouts is present and highly visible at school open houses, community events, and other recruitment opportunities.</b></p>	<p>Girl Scouts of the USA prohibits events co-sponsored or co-branded with the Boy Scouts.</p> <p>Recruiting together can reinforce that there's only one "Scouting" and/or that Boy Scouts and Girl Scouts are merging.</p>	<p>Planning or joining recruitment events with Boy Scout packs, dens, or units is not allowed.</p>	<p><b>In this case, you'll likely be explaining why you can't coordinate a recruitment event with a fellow Girl Scout or with Boy Scout volunteers. Say something like this:</b></p> <p><i>"Since the Boy Scouts have started using the name Scouting and are recruiting girls, there has been a lot of confusion about Girl Scouts. To help reduce that confusion and be clear that we a strong organization for girls, we need to plan our recruitment events separately."</i></p>	<p>Your GSSNE Customer Care Team can escalate any issues or questions pertaining to your membership recruitment questions. Call 401-331-4500/ 800-331-0149 or email <a href="mailto:customercare@gssne.org">customercare@gssne.org</a>.</p>
 <p><b>Plan and offer amazing Girl Scouts-only events!</b></p> <p><b>Be loud and proud about what you, your troop, and your fellow volunteers are offering.</b></p> <p><b>Use Girl Scouts' name and likenesses for Girl Scouts-planned events only.</b></p>	<p>We are the girl experts and we offer amazing experiences for girls to learn and lead.</p> <p>Girl Scouts of the USA prohibits events co-sponsored or co-branded with the Boy Scouts.</p> <p>Co-sponsored or co-branded reinforce that there's one "scouting" program, and this works to the Boy Scouts' advantage, not Girl Scouts.</p>	<p>Do not participate in, allow, or promote any co-sponsored or co-branded events or programs that use either Girl Scouts' name, logo, colors, or likenesses together with Boy Scouts.</p> <p>This includes long-standing events like Scouting for Food and Pine Car Derbies.</p>	<p><b>This one may be hard, because it could require changing longstanding traditions. Say something like this:</b></p> <p><i>"In response to the Boy Scouts of America using the name Scouting and recruiting girls, Girl Scouts of the USA has prohibited co-sponsored or co-branded events with the Boy Scouts. We know not all Boy Scout members agree with that change, however all Girl Scouts must be clear about our girl-centered mission and activities, and we are not able to continue co-sponsoring events with any den, pack, or unit."</i></p> <p><b>Remember that these rule changes are in response to the actions Boy Scouts took—not due to any change Girl Scouts made.</b></p>	<p>The Volunteer Toolkit (where troop leaders can access through <a href="#">MyGS</a>) also provides troop leaders with a variety of program planning resources that could be used for planning events.</p>

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<p> If you are invited to community events such as parades, Memorial Day programs, or festivals, request your own booth or marching space if possible.</p> <p>Make sure everyone is wearing their Girl Scout uniforms and that you have your own Girl Scout signs!</p>	<p>Appearing with Boy Scouts in the community reinforces the misperception that there's one "scouting" program and that benefits Boy Scouts, not Girl Scouts.</p>	<p>Don't allow community organizations or the media to lump Girl Scouts and Boy Scouts together.</p> <p>Do not participate in joint flag ceremonies. Girl Scouts has its own long and proud tradition and girls can and should provide these honors at community events!</p>	<p><b>If you are responding to an invitation:</b></p> <p><i>"Thank you for the invitation! Girl Scouts are—and always have been—active citizens engaged in their communities.</i></p> <p><i>As you may have heard, Boy Scouts of America began recruiting girls this year and are using the name Scouting. This has had the effect of confusing people—they think Boy Scouts and Girl Scouts are the same thing, or that the two organizations are merging. I assure you they are not!</i></p> <p><i>Would it be possible to ensure that we have our own [booth space] or [parade space] when we attend your event, and that we're listed by our full name—Girl Scouts—in any materials? That would really help us keep confusion at bay and keep the focus where it should be—on girls."</i></p> <p><b>If you are interviewed by journalists: Make sure you say "Girl Scouts" and tell the reporters or photographers to be sure not to use "Scouting" to cover both Boy Scouts and Girl Scouts. It's likely they don't even know, so you can be a myth buster. Reporters want to get it right.</b></p>	<p>Need a uniform? Visit our GSSNE Retail Shop or <a href="#">shop online</a>. Financial assistance is available if cost is a barrier to having a uniform.</p> <p>You may find a Girl Scouts of Southeastern New England <a href="#">Fact Sheet</a> on the <a href="#">GSSNE Volunteer PR Toolkit webpage</a>.</p>
<p> Create, share, and distribute materials that lead with Girl Scouts and proudly share our name and associated images (i.e. photo of girls in their uniforms). Make it very clear that you are promoting a Girl Scout program.</p>	<p>Any materials that show the public both organizations together—or worse—implies that "Scouting" represents both Boy Scouts and Girl Scouts. This will reinforce misperception that there's one "scouting" program and increase confusion. Confusion and misperception benefits Boy Scouts, not Girl Scouts.</p> <p>Girl Scouts of the USA prohibits events co-sponsored or co-branded with the Boy Scouts.</p>	<p>Do not design, publish, and distribute signs, fliers, or social media posts on behalf of your Troop/Service Unit that feature both logos or names (co-branding) and/or refer to "Scouts" or "Scouting."</p> <p>Do not participate in photo shoots for local media promoting new Boy Scout co-ed programs.</p>	<p><b>You'd likely be talking to leaders or other volunteers about this:</b></p> <p><i>"Remember when you are promoting your events and activities that Girl Scouts is featured clearly and prominently. We want to make sure the community knows what our girls are accomplishing and all the opportunities they have in Girl Scouts!"</i></p>	<p>Check out the <a href="#">GSSNE Volunteer PR Toolkit webpage</a>.</p>

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<p><b>Recruit Girl Scouts &amp; Girl Scout volunteers, and outdoor champions to help with your events.</b></p>  <p><b>Girl Scouts has one of the largest and most active older girl groups in the country. Seniors and Ambassadors are ready to help your troop!</b></p>	<p>Girl Scouts of the USA prohibits events co-sponsored or co-branded with the Boy Scouts and having Boy Scout volunteers supporting or leading your events is mighty close to that.</p> <p>More importantly, girls need to see girls and women leading the way. Girl Scouts is about girls at the center, and girls and women can provide any skill-building and organizational leadership support you need!</p>	<p>Do not recruit Boy Scout volunteers (adults or youth) to support your Troop or Service Unit events and activities.</p>	<p><b>If you need to explain why you will not be inviting Boy Scouts to support your events:</b></p> <p><i>“One of the best things about Girl Scouts is that girls see girls and women leading the way. We will be recruiting older Girl Scouts and other adult volunteer to support [NAME of EVENT] this year.”</i></p>	<p>Your GSSNE Customer Care Team is always here to help and can escalate any issues or questions on your behalf. Call 401-331-4500/ 800-331-0149 or email <a href="mailto:customercare@gssne.org">customercare@gssne.org</a>.</p>
<p><b>Share your ideas for improving Girl Scouts with us! We want to hear it so we grow our movement together.</b></p>  <p><b>To the public and your community, lead with what you LOVE about Girl Scouts and why it's important.</b></p>	<p>Girl Scout members and volunteers are influential and well-known in their communities and people will believe what you say. Remember, you're a Girl Scout representative as much as Pam Hyland, CEO of Girl Scouts of Southeastern New England, and Sylvia Acevedo, CEO of GSUSA!</p>	<p>Please do not publicly compare Girl Scouts unfavorably to Boy Scouts (including on social media), when acting in your GSSNE volunteer role.</p> <p>(The idea is to always stay <i>POSITIVE</i>. If GSSNE issues or concerns should arise, we ask you to contact the council office for escalation).</p>	<p><b>This is your story to tell and you know what to say!</b></p> <p>If you lead with what you LOVE about Girl Scouts and the impact it's had on you and the girls in your life, it will amplify and strengthen our girl-centered mission. Thank you!</p>	<p>Your GSSNE Customer Care Team is always here to help and can escalate any issues or questions on your behalf. Call 401-331-4500/ 800-331-0149 or email <a href="mailto:customercare@gssne.org">customercare@gssne.org</a>.</p> <p>Don't forget to reference the <a href="#">GSSNE Volunteer PR Toolkit webpage</a> for additional resources!</p>

[www.gssne.org](http://www.gssne.org)