

GIRLS at the CENTER

VOLUNTEER ACTION GUIDE



= BE VISIBLE



= LEAD WITH GIRL SCOUTS



= GOOD TO KNOW



In late 2017, Boy Scouts of America announced it would begin recruiting girls and began replacing references to Boy Scouts with the more generic term "Scouting." These changes have caused confusion and concern among many of our girls, families, volunteers and the general public, and has caused us to reevaluate our century-long collaborative relationship with Boy Scouts of America.

Girl Scouts will continue doing what is best for girls and Girl Scouts—that means a strong girl-led, all-girl, girl-focused program. This Volunteer Action Guide shares actions you can take to keep the Girl Scout Movement strong with girls at the center of all we do. Below are guidelines that can help you as a volunteer to navigate these changes. Some of them may be new to you, but all are interpretations of existing rules in *Volunteer Essentials*, which will be updated this summer to provide more specific guidance in response to changes in the Boy Scout program.

 DO THIS TO KEEP GIRL SCOUTS STRONG <i>Doing these things will keep girls at the center and Girl Scouts strong.</i>	UNDERSTAND THE REASONS WHY <i>These might be changes on how you may have experienced Girl Scouts in the past. Knowing why can help you clarify for others.</i>	 AVOID DOING THESE THINGS <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>	HELP OTHERS UNDERSTAND <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>	WHERE TO GET HELP <i>If there are resources or people who can help with this specific action, we'll list them here.</i>
 Always use the full names of Girl Scouts and Girl Scouting.	Boy Scouts of America is recruiting girls using the generic term "Scouting." Referring to Girl Scouts as "Scouts" or "Scouting" may confuse families that do not know we are two separate organizations with different programs and make it seem like Boy Scouts is the primary scouting organization for boys and girls. Girl Scouts is the #2 brand in the world ¹ , so we should be proud promoting our name brand to others!	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>This is especially useful to give to journalists; they often get it wrong.</p>	Girl Scouts of Greater Atlanta staff are always here to help. Call 800-771-1139 or email helpline@gsgatl.org .
 Speak-up for girls and Girl Scouting. Correct misinformation whenever it's possible.	Our members and volunteers are a huge voice for girls. Use your voice to make sure the correct information is shared with the world!	Do not use terms like "Scouting" or "Scouts" to refer to Girl Scouts. Don't fear you're not being "nice" if you correct misinformation you hear.	<p><i>"Over half of non-Girl Scout/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 Girl Scout Mythbusters resource on the Learning and Resource Center.

¹ 2017 World Value Index

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 <p>Wear your uniforms proudly and publicly whenever you are acting as a Girl Scout!</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. Uniforms give Girl Scouts a place to display their accomplishments and talk about the unique badges, Journeys and high awards they have earned and the experiences they have had in our program.</p>	<p>Don't hide your Girl Scout pride!</p> <p>Never combine uniform elements if girls or adults are members of both organizations.</p>	<p>For your troop and families:</p> <p><i>"In our troop we will wear our uniforms at all troop meetings and activities. If you need one, you can visit our shops or order online. Here's a guide to how to assemble it. Our council offers financial assistance if you need help purchasing a uniform. I'd be happy to tell you how."</i></p>	<p>Need a uniform? Visit our shops or shop online. Financial Assistance is available if cost is a barrier to owning a uniform.</p> <p>Uniform guides are available on the volunteer site and Badge & Sash Stores, as well as online. You can search by program grade level.</p>
 <p>Ensure that Girl Scouts is present and highly visible at school open houses, community events, and other recruitment opportunities.</p>	<p>Girl Scouts of the USA prohibits events co-sponsored or co-branded with other scouting organizations like the Boy Scouts or American Heritage Girls.</p> <p>Recruiting together can reinforce the myth that there's only one "Scouting," that all scouting organizations are the same, 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>In this case, you'll likely be explaining why you can't coordinate a recruitment event with a Boy Scout volunteer. Say something like this:</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 separate organization for girls, we need to plan our recruitment events separately."</i></p>	<p>Your service unit director, your community engagement specialist, or your volunteer support specialist can help. Call 800-771-1139 or email helpline@gsgatl.org if you don't know how to reach these resources in your area.</p>
 <p>Plan and offer amazing Girl Scouts-only events!</p> <p>Be loud and proud about what you, your troop, and your fellow volunteers are offering.</p> <p>Use Girl Scouts' name, logos, likenesses for Girl Scouts-planned events only.</p>	<p>Girl Scouts is the only girl-led leadership program exclusively for girls! Research shows that single-gender spaces remain essential for girls to realize their leadership potential.</p> <p>The strength of our program is unmatched! Only Girl Scouts has 23 new outdoor and STEM badges that help girls Discover, Connect and Take Action to make the world a better place!</p> <p>Co-sponsored or co-branded events reinforce that there's one "scouting" program. 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 Pinewood Derbies.</p>	<p>This one may be hard, because it could require changing long-standing traditions. Say something like this:</p> <p><i>"In response to the Boy Scouts of America's decision to admit 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> Remember that these rule changes are in response to the actions Boy Scouts took—not due to any change Girl Scouts made.</p>	<p>The Volunteer Toolkit (which troop leaders can access through LARC) also provides program planning resources that could be used for planning events.</p> <p>Visit us at training.gsgatl.org</p>

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<p>If you are invited to community events such as parades, flag ceremonies, 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 is only one “scouting” program or that all “scouting” organizations are the same.</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>If you are responding to an invitation:</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. This has had the effect of confusing people, who may 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>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.</p>	<p>Need a uniform? Visit our shops or shop online at Shop.GirlScoutsATL.org</p> <p>Financial assistance is available if cost is a barrier to having a uniform.</p>
<p> Create, share, and distribute materials that lead with Girl Scouts and proudly share our name, logo, and visual assets. 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.</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 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>You’d likely be talking to leaders or other volunteers about this:</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 Learning and Resource Center to find out more about how to use logos, trefoil images, and more.</p>

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<p>Recruit Girl Scout volunteers to help with your events and activities.</p> <p> 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!</p>	<p>Girl Scouts of the USA prohibits events co-sponsored or co-branded with the Boy Scouts, so having Boy Scout volunteers supporting or leading your event violates this rule.</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 program events, encampments, or day camps.</p>	<p>If you need to explain why you will not be inviting Boy Scouts to support your events:</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 volunteers to support [NAME of EVENT] this year.”</i></p>	<p>Did you know that we have hundreds of program partners who love to work with girls? Plus, our Girl Scout outdoor leadership team volunteers are trained to help you with girl-led adventures.</p> <p>Call the volunteer support team and we can help you find amazing volunteers to lead your activities. Reach us at 800-771-1139 or email helpline@gsgatl.org.</p>
<p> Use troop funds for Girl Scout experiences only.</p>	<p>The funds earned through the Girl Scout Cookie Program and the fall product sale are required by law to be spent only on Girl Scout activities. Using those funds for any other purpose creates legal and financial risk for you and the council—but more importantly, diverts resources from the girl-led, girl-centered experience they were intended for.</p> <p>If girls are members of both Girl Scouts and Boy Scouts, ensure that funds they earn as Girl Scouts are spent on Girl Scout experiences only.</p>	<p>Do not allow individual girls to spend troop funds for Boy Scouts sponsored activities (this includes camps).</p>	<p>If you have to explain this to families or girls:</p> <p><i>“Did you know that all funds earned through Girl Scout money-earning activities, like cookies, are required by law to be used only on Girl Scout activities? And even if they weren’t required to be, we want to invest our earnings in girl-led, girl-specific experiences within our troop and service unit.”</i></p>	<p>Girl Scouts of Greater Atlanta staff are always here to help. Call 800-771-1139 or email helpline@gsgatl.org.</p>
<p> Share your ideas for improving Girl Scouts with us! We want to hear them so we grow our movement together.</p> <p>To the public and your community, lead with what you LOVE about Girl Scouts and why it’s important.</p>	<p>Girl Scouts is constantly striving to create innovative, exciting program experiences that move at the speed of girls. Some of our best ideas come from you, our volunteers, based on experiences your girls want to have.</p> <p>Remember, you’re a Girl Scout representative as much as Amy Dosik, CEO of Girl Scouts of Greater Atlanta, and Sylvia Acevedo, CEO of GSUSA.</p>	<p>Do not publicly compare Girl Scouts unfavorably to Boy Scouts (including on social media), when acting in your volunteer role.</p> <p>Do not focus on Boy Scout programming that differs from ours, but keep the focus on Girl Scout programs like the Gold Award and the problem solving skills and community service that girls learn in Girl Scouting.</p>	<p>This is your story to tell and you know what to say!</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 service unit team or volunteer support specialist are great places to start sharing ideas. For information on your service unit director or your volunteer support specialist, call 800-771-1139 or email helpline@gsgatl.org.</p>