

# Unstoppable Together

## Corporate Engagement Guide 2024-2025







# The Girl Scout Difference

**Girl Scouts is so much more than cookies, camp, and crafts - It's nurturing the next generation of female changemakers who are ready to make the world a better place.**

As the workforce continues to change in the 21st century, Girl Scouts stands ready to meet the unique needs and specific interests of today's girls and to give them the hard and soft skills they need to be successful. Research shows that Girl Scouts shine when it comes to community problem solving, innovation, and using failure as an opportunity to learn.

Did you know that as of 2023, women ONLY held 10.4% of leadership positions at Fortune 500 companies? And that number has sadly decreased. Girl Scouts offers a variety of programming designed to encourage an entrepreneurial mindset and help girls develop valuable business skills.



Did you know that women comprise about half of the total workforce but only 34% of the STEM workforce and have lower median salaries than their male counterparts? The importance of women in the STEM pipeline is critical and Girl Scouts is meeting the challenge!

**Put simply, Girl Scouting works!**

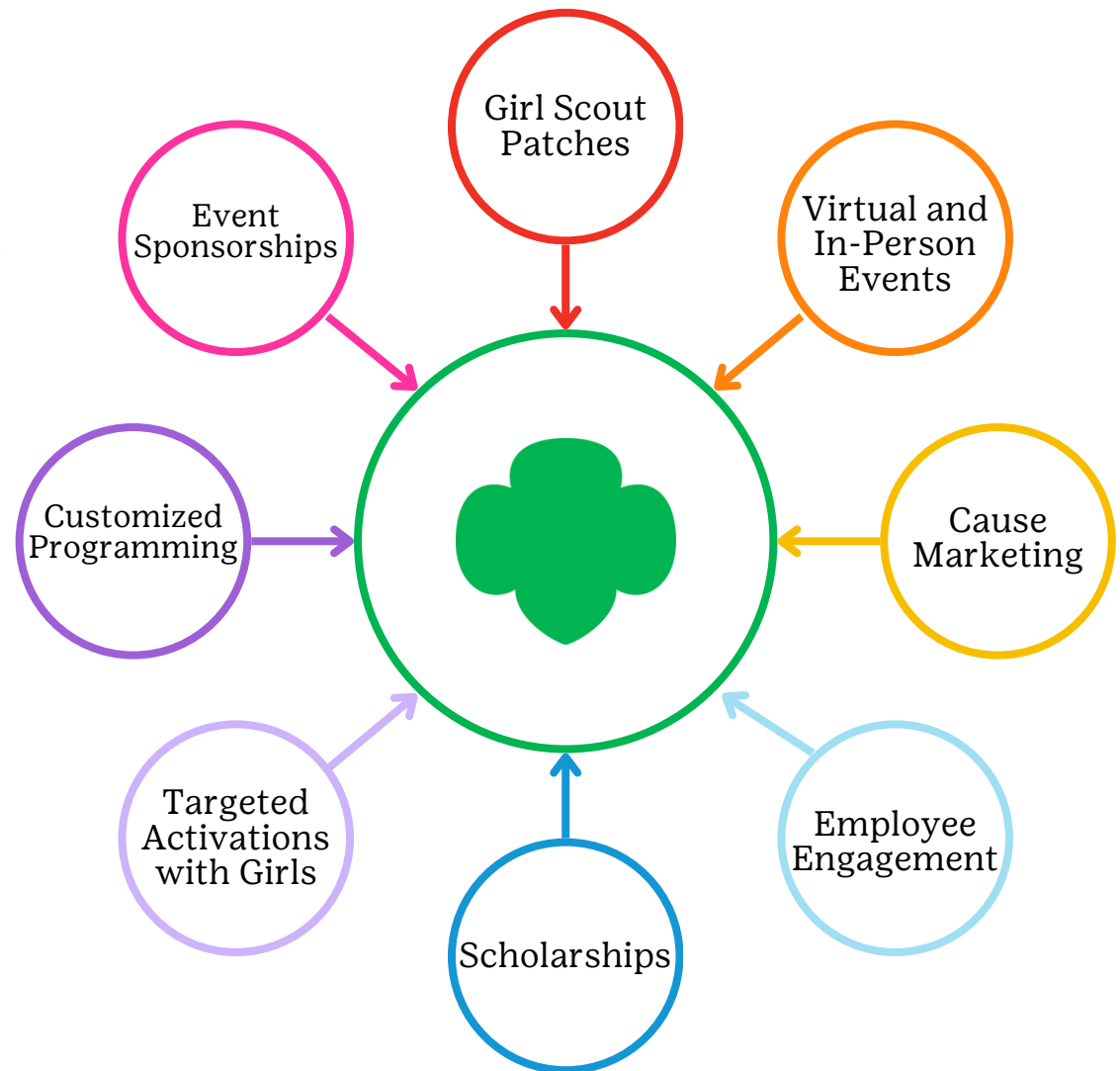
**It's the BEST leadership experience for girls in the WORLD because it's created specifically with and for girls.**



# Our Partnership

**By joining forces with Girl Scouts of Greater Atlanta, your organization will:**

- Align with one of the MOST recognizable and trusted nonprofit brands in the United States.
- Partner with the largest girl-serving organization in the world with 1.5 million girl members, 700,000 adult volunteers, and a robust network of Girl Scout alum. In Girl Scouts of Greater Atlanta, we serve more than 23,000 girls and have over 11,000 volunteers in 34 counties in the Greater Atlanta Area.
- Build the workforce pipeline by supporting skill development in key program areas.
- Extend your reach via the 53,000 local fans and followers of Girl Scouts of Greater Atlanta digital channels.
- Engage your employees by having them volunteer with Girl Scouts.
- Help close the gender gap in leadership by investing in tomorrow's leaders, today.





# Corporate Engagement At-A-Glance

Building strength and confidence in girls is the cornerstone of the Girl Scouts of Greater Atlanta (GSGATL) mission.

Girl Scouts prepares girls to be successful in college, their careers, and in the community. The skills they learn today prepare them for the workforce of tomorrow. Girl Scouts trains girls to be leaders, develops the hard and soft skills needed in the 21st century workforce, and helps girls discover their passions and purpose.

**Your investment helps every Girl Scout prepare for a lifetime of leadership, adventure, and success.**



## Program Partnerships

*Invest in life-changing programming to help girls be unstoppable.*

- GSGATL-led programs connected to STEM, entrepreneurship, and leadership development.
- Patch Programs
- Partner-led Girl Experiences
- Adopt a Troop



## Event Sponsorships

*Support one of our signature fundraising events.*

- Run for the Cookies 5K
- Signature Fundraising Event





# Girl Scouts of Greater Atlanta Programs

Program  
Partnership

Did you know that Girl Scout programming extends beyond traditional troop meetings, badgework and cookie sales? Girl Scouts of Greater Atlanta hosts year-round programs connected to STEM, Entrepreneurship, and Leadership Development. These programs are made better by the participation and support of our corporate partners! *\*indicates a signature event*



## Leadership Development

### Camp CEO

*May 2025*

This program brings together 30 high school-aged girls and 30 professional women from across Atlanta for a few days of mentoring, adventure, and fun at camp.

### Daisy Petal Party

*May 2025*

A day for our newest Girl Scouts to earn their first Daisy Petals.

### Gold Award Ceremony\*

*March 2025*

A celebration of girls who earn the highest award in Girl Scouting, the Gold Award, by using everything they've learned as a Girl Scout to solve a problem in their community.

### Inspire Showcase

*November 2024*

This is an opportunity for girls who earned their Gold Award to share information about their project and connect with the community!

### Older Girls

### Pathways Program

*Ongoing*

Monthly workshops for 6th-12th grade Girl Scouts tied to our pillars: STEM, Entrepreneurship, Life Skills, and the Outdoors.

### Spring Summit

*April 2025*

This program was created to help our older Girl Scouts plan for their future through workshops about important life skills.

### Summer Career Series

*Summer 2025*

Opportunities for girls to learn first-hand from experts in a variety of industries by visiting their workplaces for a behind-the-scenes experience.



## Entrepreneurship

### Cookie Rally\*

*December 2024*

Geared towards teaching entrepreneurial skills (sales pitch, set goals, manage money) to be a top seller during the cookie season, this event gets our Girls set up for success!



## Mental Wellness

### Girls Night Out

*March 2025*

Mental-health focused activities, mindfulness training, and take-away tools and skills for the girls.



## Outdoors

Girls conquer fears, make new friends, and boost their mental and physical health at our three Girl Scout camp properties - Camp Timber Ridge in Mableton, Camp Misty Mountain in Armuchee, and Camp Meriwether in Luthersville.



## Special Initiatives

### Journey to Justice

*July 2025*

Program for girls nationwide to learn more about social justice and the civil rights movement in the historic cities of the Southeast.



## STEM

### STEM Career Panels

*Ongoing*

Monthly virtual career panels for middle and high school Girl Scouts to showcase a variety of STEM career paths.

### STEM Expo\*

*January 2025*

Girl Scouts can try out a wide variety of STEM concepts at hands-on activity tables, hosted by program partners.

### STEMtastic Spring Break

*April 2025*

Immersive week of science experiences for girls with deep dives into various science themes.



## Volunteer Appreciation and Training

### Volunteer Appreciation

Help us celebrate the 11,000+ volunteers who make Girl Scouting possible!

### Volunteer Training

Throughout the year we have multiple volunteer leadership offerings. Let us know if your company would like to support one of them.



# Girl Scout Program Opportunities

## Patch Programs

*With an investment starting at \$25,000, your company can co-design and brand a Girl Scout Patch that members earn and wear proudly as part of their Girl Scout uniform.*

ABB is an electrification company and is interested in exposing girls and young women to the amazing career opportunities in their industry. They joined forces with Girl Scouts of Greater Atlanta to launch the ABB Girls in STEM patch. Every year nearly 3,500 girls receive STEM kits with a curated curriculum.



*ABB-branded Program Partnership Patch*

Planning Time Needed: 4-6 months

## Girl Experience Programs

*With an investment starting at \$25,000, your company can plan a workshop or special experience exclusively for local Girl Scouts.*

Chick-fil-A touts an award-winning customer service program. Girl Scouts of Greater Atlanta invited them to share their knowledge with local Girl Scouts through a workshop for girls preparing to launch their cookie business. The Behind the Cookie Booth experience was a big hit with girls with sold-out attendance for multiple years.



Planning Time Needed: 3-4 months

## Financial Aid & Camperships

*With an investment starting at \$5,000, your company can remove financial barriers for girls who want to participate in Girl Scouting.*

Girl Scouts is for EVERY girl, but we know that in our state, about 1 in 5 children are living in poverty. With your support, girls can have access, exposure, and opportunities to all Girl Scouts has to offer, at little to no cost. Girl Scouts gives them a path forward – to college, community, and careers, breaking the cycle of generational poverty.



Planning Time Needed:  
Your impact is immediate!





# Program Partnership Sponsor Levels and Benefits

The sponsorship levels and benefits listed below are an example.  
Your sponsorship package will be customized based on your level of investment and areas of interest.

Sponsor Benefits	\$250,000	\$100,000+	\$50,000+	\$25,000+	\$10,000+
<b>Naming Opportunities</b>	•				
<b>Custom Marketing Opportunities</b>	•				
<b>Custom networking opportunity with key leadership</b>	•				
<b>Company representative to speak at a Girl Scout event</b>	•	•			
<b>Custom Girl Scout Experience</b>	•	•	•	•	
<b>Marketing Benefits</b> (ex: social media mentions, website placement, recognition in the Girl Scout Gazette email newsletter, etc.)	• Headliner logo placement	• Premier logo placement	• Prominent logo placement	•	•
<b>Complimentary tickets to our signature fundraising events</b>	•	•	•	•	•
<b>Volunteer Opportunities</b>	• Custom Volunteer Experience	• Custom Volunteer Experience	• Custom Volunteer Experience	•	•
<b>Recognition at Events</b> (ex: verbal recognition, logo inclusion on event signage)	• At all events	• At select events	• At select events	• At select events	• At select events
<b>Company name listed in our Annual Report</b>	•	•	•	•	•

*Reach out to Mirtha Vaca Wilkens, Director of Institutional Giving, at [mwilkens@gsgatl.org](mailto:mwilkens@gsgatl.org) or 770-695-6391 with any questions or custom requests to support our Unstoppable Girls!*

*\*Please note, standard sponsorship packages may be adjusted based on scope of the event and timing of sponsorship commitment. Not all events have all sponsorship levels/benefits.*



# Program Partnership Sponsor Levels and Benefits

The sponsorship levels and benefits listed below are an example.  
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Sponsor Benefits	\$25,000+	\$10,000+	\$5,000+	\$2,500+
<b>Custom Girl Scout Experience</b>	•			
<b>Marketing Benefits</b> (ex: social media mentions, website placement, recognition in the Girl Scout Gazette email newsletter, etc.)	•	•		
<b>Complimentary tickets to our signature fundraising events</b>	•	•	•	
<b>Company name listed in our Annual Report</b>	•	•	•	
<b>Volunteer Opportunities</b>	•	•	•	•
<b>Recognition at Events</b> (ex: verbal recognition, logo inclusion on event signage)	• At select events	• At select events	• At select events	• At select events

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# Event Sponsorship Opportunities

Girl Scouts of Greater Atlanta hosts multiple fundraising events throughout the year to engage our community in the Girl Scout mission and raise critical funds to help local girls become unstoppable!

## Run for the Cookies 5K

The annual Run for the Cookies 5K is a family-friendly event that is open to anyone in the community. All runners receive a box of Girl Scout Cookies at the finish line to celebrate!

## Signature Fundraising Event

This annual event is an opportunity for corporate and individual supporters to rally around local Girl Scouts and celebrate the work of a local changemakers.

*If you would like to partner with us as an event sponsor, please contact Mirtha Vaca Wilkens, Director of Institutional Giving, at [mwilkens@gsgatl.org](mailto:mwilkens@gsgatl.org) or 770-695-6391.*





# Other Ways to Support

## Volunteer with Girl Scouts

Whether you can give a few hours a week, once a month, or throughout the year, there's a role for everyone to be involved and support Girl Scouts. We can even work with you to plan a volunteer opportunity for a group of your employees, like a day of service at one of our Girl Scout camps.

## Board and Committee Service

Use your years of experience and extensive network to help us enact strategic change for local Girl Scouts as a member of our Board of Directors or one of our committees.

## Women's Engagement Network

The Golden Guild is the premier Women's Engagement Network for Girl Scouts of Greater Atlanta consisting of over 100 influential women leaders in the Metro Atlanta area. These women leaders are committed to sharing their influence and expertise with Council and work together to raise the profile of Girl Scouting within the corporate community.

## Young Professionals Network

The Silver Society, our Young Professionals Network, is designed specifically for individuals aged 21-40 and aims to engage, empower, and cultivate a community of passionate supporters who will champion the Girl Scout mission.

## Employee Giving

Your employees can make a difference in the lives of local girls as individual donors. Depending on your internal systems, they can donate to Girl Scouts of Greater Atlanta through payroll deductions. Plus, they always have the option to donate on our website!

## Matching Gifts

Encourage your company to have a matching gift program to double the impact of your employees' support.

## Host an Event

Do you have space at your office or other company properties where Girl Scouts of Greater Atlanta could host an event like a Girl Scout workshop or staff meeting?

## Lunch & Learn

Whether part of a Women's History Month celebration or any time of year, we can provide an engaging and meaningful lunch and learn for your Women's Employee Resource Group or staff, customized to fit your needs.

## Cause Marketing

Align your brand with the Girl Scout brand through a special cause marketing partnership.

## In-Kind Gifts

Support Girl Scouts by providing in-kind goods or services for one of our camps, our Girl Experience events, or fundraising events.

## Annual Day of Giving

Support our annual Day of Giving. Your employees can make donations on a company-specific donation page and whatever you raise will be used as a collective matching gift branded with your company's name on our annual Day of Giving in July.

