

**G.I.R.L. (Go-getter, Innovator, Risk-taker, Leader)™**, Girl Scouts' brand essence, emphasizes the types of experiences girls have and the skills they build through Girl Scouting.

**G.I.R.L. is not a campaign**, but an expression of our brand's core attitudes, values, and history. It's at the heart of what we offer our membership and, by extension, the world.

## What does it mean to be a **G.I.R.L.**?



### GO-GETTER



She expresses **vision** and **ambition** and **persists** through challenges.



### INNOVATOR



She approaches problem solving with **curiosity** and **creativity**.



### RISK-TAKER



She **faces her fears** and takes on **new experiences** in making decisions.



### LEADER



She identifies her **strengths**, shows **empathy**, and **empowers** others.

When asked about Girl Scouts you can convey the **G.I.R.L.** spirit by keeping these in mind:

#### WHO ARE WE?

We're the largest nonprofit leadership organization for girls and women.

#### WHAT DO WE DO?

We prepare girls for a lifetime of leadership.

#### HOW DO WE DO IT?

Through access to tons of girl-led experiences and skill-building opportunities, supportive adults, and an inclusive community.

#### WHY DO WE DO IT?

To build girls of courage, confidence, and character who make the world a better place.

**TIP:** To disrupt current perceptions of Girl Scouts, promote the unique attributes of every G.I.R.L. at Girl Scouts instead of falling back on traditional characteristics like kindness and thoughtfulness.

# 10 Talking Points

1

At Girl Scouts, we are all about practicing everyday leadership, preparing girls to empower themselves, and promoting G.I.R.L. (Go-getter, Innovator, Risk-taker, Leader)<sup>™</sup> experiences.

2

The inclusive, girl-led, all-female environment of a Girl Scout troop creates a safe space in which girls can try new things, develop a range of skills, take on leadership roles, and feel comfortable failing, dusting themselves off, and trying again!

3

You don't have to be a Girl Scout to share our DNA—those who share our values also share our common characteristics as go-getters, innovators, risk-takers, and leaders.

4

Girl Scouts practice leadership with grit like a go-getter, problem solve like an innovator, embrace the new like a risk-taker, and show empathy like a leader.

5

Girl Scouts takes the potential of girls, combines it with robust skill-building programming, and adds caring adult mentors and strong female role models.

6

Whether she's building a robotic arm, coding her first app, building a shelter in the backcountry, or packing for her first hike, a Girl Scout has an exciting array of choices to suit her interests at every age.

7

Girl Scouts is proven to help girls thrive in five key ways as they: Develop a strong sense of self; Display positive values; Seek challenges and learn from setbacks; Form and maintain healthy relationships; Identify and solve problems in the community.

8

Through our exciting and challenging programs, Girl Scouts not only participate but also take the lead in a range of activities—from kayaking, archery, and camping, to coding, robotics, and financial literacy training (and beyond)!

9

The Girl Scout Leadership Experience is a one-of-a kind leadership development program for girls, with proven results. It is based on time-tested methods and research-backed programming that help girls take the lead—in their own lives and in the world.

10

Everything we do—from troop meetings, cookie sales, camping, STEM and other career exploration activities and programs—is girl-focused and takes place in the safe space of an all-girl environment.

*Questions? Contact GSCM's G.I.R.L. Champion, Maura Winebrenner at [mwinebrenner@gscm.org](mailto:mwinebrenner@gscm.org).*