

## Faith Based Messaging

For over 100 years, Girl Scouts has been an inclusive organization dedicated to building girls of courage, confidence and character who make the world a better place. Girls of all faiths and backgrounds are welcome as long as they abide by the Girl Scout Promise and Law.

Girl Scouts is a nonpartisan, secular and inclusive organization. Our membership, currently consisting of 2.7 million girl and adult members and over 59 million alumnae, includes adults and children of varied religious backgrounds. The Girl Scout experience is based on the Girl Scout Promise and Law, featuring principles and values common to most faiths. In remaining secular, our intent is not to minimize a girl's religious experience; on the contrary, Girl Scouts is a place where girls of *all* faiths honor their spirituality while embracing the diversity of the Girl Scout Movement.

Many faith-based communities offer programs with Girl Scouts, recognizing local members. Community volunteers partner with girls to connect the My Promise, My Faith pin to their faith's religious recognitions, guiding girls on their faith journey and helping them understand their faith.

In addition, we foster our longtime partnership with P.R.A.Y., Programs of Religious Activities with Youth, allowing its Board of Directors to develop the curriculum and guidelines centered on collaborating between churches and agencies. This partnership opens the door to collaborations between churches and youth agencies which benefit young people by using unique resources to effectively serve our youth. For example, P.R.A.Y. offers a patch program in conjunction with GSUSA's My Promise, My Faith. With these programs, we want to ensure that all Girl Scouts know about every opportunity that is available to them.

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### Draft Bulletin Messaging (For Girls)

- A. Picture this: a safe, no-limits place where your girl is inspired to try new things, face her fears and build community. You're picturing Girl Scouts.

For 100+ years, Girl Scouts has been an inclusive organization dedicated to building girls of courage, confidence and character. Every G.I.R.L. (go-getter, innovator, risk taker and leader) is welcome.

Girl Scouts is the best kept secret and it's an experience your girl won't want to miss. Register now and open every door for your girl to lead with courage, confidence and character.

### Draft Social Media Posts (For Girls)

- Facebook
  - Show your family and friends your G.I.R.L. attitude by uniting with other leaders. After all, we know there is power in every G.I.R.L. #gogetter #innovator #risktaker #leader #GIRL <https://www.hngirlscouts.org/en/about-girl-scouts/join.html>
- Instagram
  - Does your girl want to change the world? Girl Scouts was built for her! Every G.I.R.L. (go-getter, innovator, risk-taker & leader) can step up! Check out [hngirlscouts.org](http://hngirlscouts.org) to learn more.
    - *First comment:* #gshnc #gogetter #innovator #risktaker #leader
- Twitter
  - Go-getters advocate for change. Innovators seek bold. Risk-takers face fears. Leaders build. Start your journey! <http://ow.ly/PMYx30dMrl6>

### Draft Bulletin Messaging (For Volunteers)

- A. Do you long to support something extraordinary for girls? Here's your chance!

Whether it's your time, talent or treasure, volunteering for Girl Scouts, Hornets' Nest Council will give you an opportunity to inspire girls to try new things and take on meaningful challenges. You'll be inspired to do the same.

For over 100 years, Girl Scouts has been an inclusive organization dedicated to building girls of courage, confidence and character. Join over 60 million girls and women – and redefine what it means to be a G.I.R.L. in today's world.

Believe in the Power of a G.I.R.L. <https://www.hngirlscouts.org/>

### Draft Social Media Posts (For Volunteers)

- Facebook
  - 8 girls are waiting for you. Whether you can give a day, a month or a year, we can't wait to see how you'll enrich the life of a G.I.R.L. <https://www.hngirlscouts.org/en/about-girl-scouts/join.html>

- It takes one person to involve 8 girls in the fun, transformational experiences Girl Scouting provides. That can be YOU! Share your passions and serve girls as a Hornets' Nest volunteer. <https://www.hngirlscouts.org/en/about-girl-scouts/join.html>
- Instagram
  - It takes one person to involve 8 girls in the fun, transformational experiences Girl Scouting provides. That can be YOU! Share your passion and serve more girls as a #GSHNC volunteer.
    - *First comment:* #GIRL #gogetter #innovator #risktaker #leader
- Twitter
  - Shape the next generation of leaders. Enrich the life of a G.I.R.L. (go-getter, innovator, risk-taker & leader). <http://ow.ly/PMyx30dMrI6>
  - It takes one person to involve 8 girls in the unforgettable experiences Girl Scouts offers. That can be you! <http://ow.ly/PMyx30dMrI6>