

## Messaging Toolkit - Volunteers

Below is suggested messaging to use for your personal social media posts to encourage friends and families to give back to the premiere leadership experience built by (and for) every G.I.R.L.

**Please note:** As our internal communication plan is updated, please remember to follow us on social media to see the most up-to-date content.

### Social Media Strategy

- Facebook
  - 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 as a Hornets' Nest volunteer. <https://www.hngirlscouts.org/en/about-girl-scouts/join.html>
  - Do you want to shape the next generation of leaders? Everyone has something to contribute and 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>
  - 8 girls are waiting for you. Whether you can give a day, month or 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>
- Instagram
  - Do you want to shape the next generation of leaders? Everyone has something to contribute and we can't wait to see how you'll enrich the life of a G.I.R.L. Check out our website to learn more.
    - *First comment:* #GIRL #gshnc #gogetter #innovator #risktaker #leader
  - 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 girls as a #GSHNC volunteer.
    - *First comment:* #GIRL #gogetter #innovator #risktaker #leader
  - Everyone has something to contribute. Whether it's helping future leaders pave powerful paths or encouraging girls to be more, do more and give more, your passion builds her journey. Join us at **location** on **date** to help girls make a difference in their community.
    - *First comment:* #GIRL #gshnc #gogetter #innovator #risktaker #leader
- Twitter
  - It takes one person to involve 8 girls in the unforgettable experiences Girl Scouts provides. That can be you! <http://ow.ly/zqQr30dIX0N>
  - Shape the next generation of leaders. Enrich the life of a G.I.R.L. (go-getter, innovator, risk-taker & leader). <http://ow.ly/zqQr30dIX0N>
  - 8 girls are waiting for you. Whether you can give a day, month or a year, we can't wait to see how you'll enrich the life of a G.I.R.L.
  - Do you believe in the power of a G.I.R.L.? Unleash it at Girl Scouts. <http://ow.ly/zqQr30dIX0N>
- LinkedIn
  - It takes one person to involve 8 girls in the fun, transformational and unforgettable experiences Girl Scouting provides. That person can be you! Whether its arts, STEM or adventure, share your passions on her journey. It's time to reach more girls as a Hornets' Nest volunteer. Join us to build the next generation of go-getters, innovators, risk takers and leaders. <https://www.hngirlscouts.org/en/about-girl-scouts/join.html>

### Sample messaging for schools

- Emails

- Picture this: a safe, no-limits place where girls are inspired to try new things, face their fears and build community. That's Girl Scouts!

Join us to show girls a place where "Can I?" turns into "I will!" A place where a G.I.R.L. (go-getter, innovator, risk-taker, and leader) can transform her ideas into action, turn questions into adventure, and grow her confidence through practice.

Girl Scouts is the best kept secret and it's an experience you do not want to miss for another second! [Join](#) Girl Scouts, Hornets' Nest Council on (date) to see how you can help girls make a difference in their community. It's a fulfilling way to lead her on her journey.

- Do you want to shape the next generation of leaders? If so, don't miss your chance with Girl Scouts, Hornets' Nest Council. Whether it's your time, talent or treasure, you'll provide girls with fun, transformational experiences they'll never forget.

It only takes one person to involve 8 girls in the premiere leadership experience - Girl Scouts. That can be you! Everyone has something to contribute and we can't wait to see how you'll enrich the life of a G.I.R.L. (go-getter, innovator, risk-taker and leader).

[Join](#) Girl Scouts, Hornets' Nest Council on (date) to see how you can help girls make a difference in their community. It's a fulfilling way to lead her on her journey.

- Do you long to support something extraordinary for girls everywhere? 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, take on meaningful challenges and build community. You'll be inspired to do the same.

[Join](#) more than 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/en/about-girl-scouts/join.html>

- PTO/PTA Newsletter Content

- Do you want to shape the next generation of female leaders? Here's your chance!

Whether it's your time, talent or treasure, volunteering for Girl Scouts, Hornets' Nest Council gives you an opportunity to show girls their potential. A potential realized by practicing grit like a go-getter, problem solving like an innovator, embracing new like a risk-taker and demonstrating empathy like a leader.

Everyone has something to contribute and 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>

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

Whether it's your time, talent or treasure, with Girl Scouts, you'll inspire girls to try new things, take on meaningful challenges and build a strong community. You'll be inspired to do the same.

[Join](#) more than 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/en/about-girl-scouts/join.html>

- Social Media Posts – suggested for the school to post
  - Facebook
    - It takes one person to involve 8 girls in the fun, transformational experiences Girl Scouting provides. That can be you! Share your passions on her journey and serve girls as a Hornets' Nest volunteer. <https://www.hngirlscouts.org/en/about-girl-scouts/join.html>
    - Everyone has something to contribute. Whether it's helping future leaders pave paths or encouraging girls to be more, do more and give more, your passion builds her journey. See how you can help girls make a difference on (date). <https://www.hngirlscouts.org/en/about-girl-scouts/join.html>
  - Instagram
    - It takes one person to involve 8 girls in the fun, transformational experiences of Girl Scouts. That can be you! Share your passions and serve more girls as a Hornets' Nest volunteer.
      - *First comment:* #GIRL #gshnc #gogetter #innovator #risktaker #leader
    - Everyone has something to contribute. Whether it's helping future leaders pave paths or encouraging girls to give more, your passion builds her journey. Join Girl Scouts, Hornets' Nest Council on (date) to see how you can help girls make a difference.
      - *First comment:* #GIRL #gshnc #gogetter #innovator #risktaker #leader
  - Twitter
    - It takes 1 person to involve 8 girls in the ultimate leadership experience. Serve more girls as a GSHNC volunteer. <http://ow.ly/zqQr30dIX0N>
    - Everyone has something to contribute. From paving paths to leading girls, your passion builds her journey. Learn more: <http://ow.ly/zqQr30dIX0N>