



Service Team Orientation
Position: Service Area Volunteer
Public Relations Representative

Thank you for volunteering with GSNWGL!

Today we will talk about...

- Preparing for your role as a Volunteer Public Relations Representative (Volunteer PR Rep)
- What tools and resources GSNWGL can provide
- What to expect as a Volunteer PR Rep





Girl Scout Volunteer Core Competencies

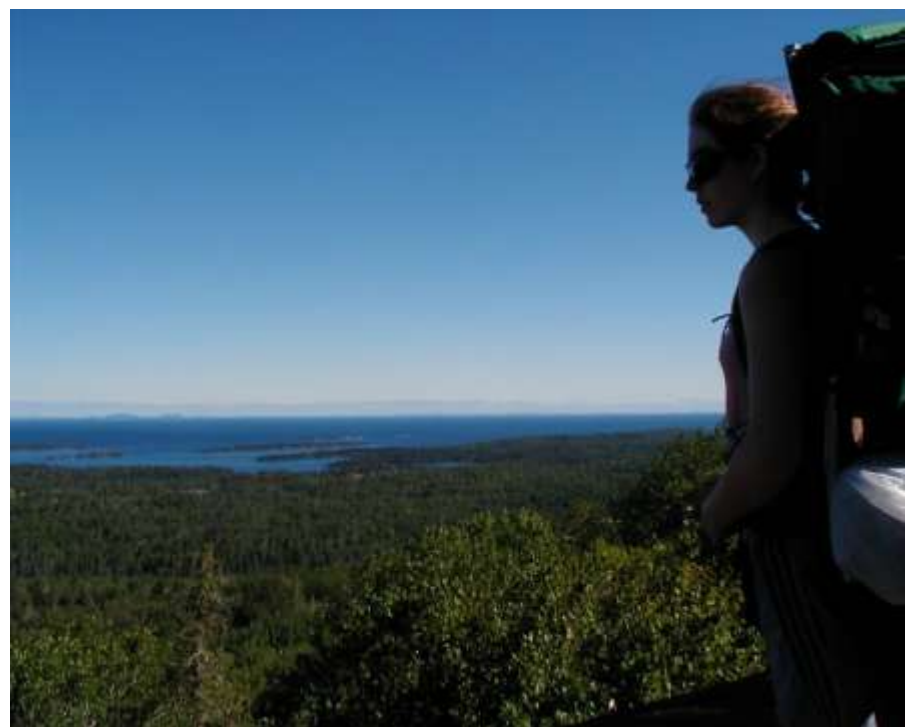
- **Girl Focus:** Demonstrates dedication and commitment to guiding girls toward reaching meaningful outcomes through the three keys to leadership: Discover, Connect and Take Action.
- **Adaptability:** Adjusts and modifies own behavior and remains flexible and tolerant in response to changing situations and environments.
- **Fostering Diversity:** Understands and embraces human diversity, and promotes inclusion of all people
- **Oral Communication:** Expresses ideas clearly and concisely.
- **Personal Integrity:** Demonstrates honesty, credibility and dependability.

Role of a Volunteer PR Rep

- Establish and maintain relationships with area media.
 - Arrange for local media to publicize events, projects and achievements.
 - Publicize and/or correlate with Creative Copy Editor on completing press releases about local events, projects and achievements.
 - Alert and forward media coverage to Creative Copy Editor.
 - Follow and reflect the Girl Scout brand in everything you create, following GSNWGL's graphic guidelines.
-

Sharing Our Story

All Girl Scout volunteers carry the important message in everything they say and do; especially those whose duty it is to capture and share our story with the world!



The Girl Scout Leadership Process is...

- Girl-led
- Experiential
- Cooperative

The Three Keys to Leadership:

- **Discover** her individual strengths, interests and values
- **Connect** with others of diverse backgrounds
- **Take Action** to identify and solve issues in her community and the world

Capturing Moments that Matter

To be a successful Volunteer PR Rep, one must have strong photography, writing and communication skills. These are important because as a professional organization, we need the ability to educate and inspire the public about Girl Scout Leadership Experience outcomes.



Moments to Capture

- Programs and events that display girls doing things they wouldn't get the opportunity to do outside Girl Scouts
 - Special awards or accomplishments of girls, volunteers/leaders, alumni, and donors (this of course includes Bronze, Silver and Gold Awards)
 - Moments that display girls Discovering, Connecting and Taking Action
 - Girl Scouts acting as leaders and taking part in career exploration
 - Girl Scouts following positive role models
- ...there is so much potential here!

The Girl Scout Year (in a nutshell)



Fall

- Registration
- Fall Product Program
- Founder's Day
(10/31, Juliette Gordon Low's birthday)

Spring

- Cookie Booth Sales
- Girl Scout Week
- Girl Scout Birthday (3/12)
- Volunteer Appreciation Day (4/22)
- Bridging Ceremonies
- Spring Registration

Winter

- Cookie Program
- Adult Recognition
- World Thinking Day (2/22)

Summer

- Camp
- Bronze, Silver and Gold Award Galas

Also...

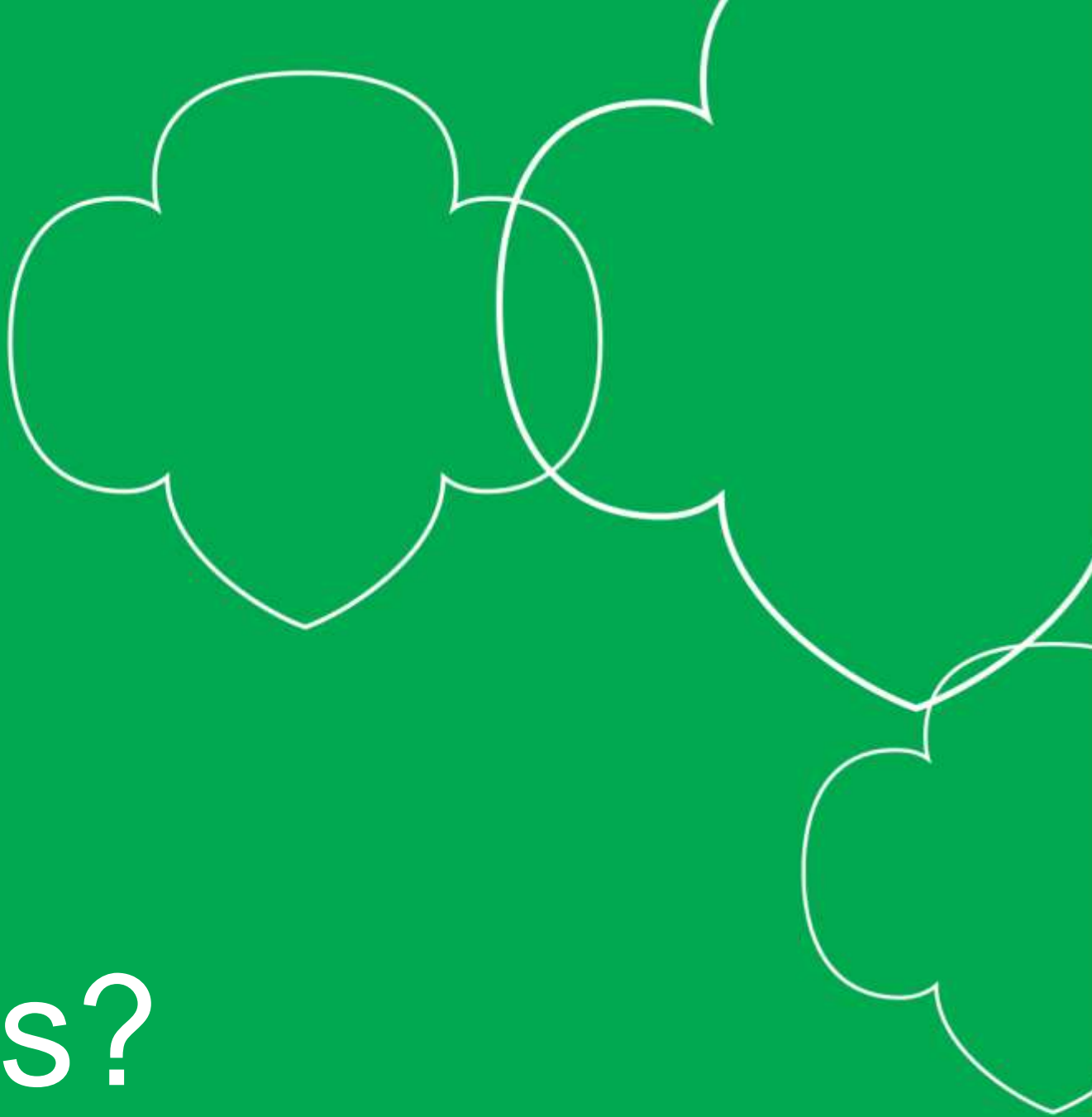
- Programs or Events
- News at the Service Area Level
- Any Additional Newsworthy Moments

Resources

The following resources are available to help you along the way!

- Taking Great Pictures (80x20) How-To
- Month-by-Month Planning Calendar
- Key Messages about Girl Scouting
- GSNWGL Style Guide
- Promoting Girl Scouts How-To
- Media Contacts List

For more, contact Jess (Creative Copy Editor) at 888.747.6945, ext. 5515 or jradke@gsnwgl.org



Questions?
Thank you!!