



GIRL SCOUTS OF CALIFORNIA'S CENTRAL COAST

Service Team Resource

MEDIA REP GUIDE

2008-2009

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Welcome

Welcome to the rewarding and valuable volunteer position of *Service Team Media Rep*. This fun and exciting position offers you the opportunity to network with key officials and the “movers and shakers” in your community to increase the visibility of Girl Scouting for your Service Unit. Your role comes at an amazing time of transformation for Girl Scouts as we enter the 97th year of Girl Scouts.

As you may have heard, in keeping with the motto: “Be Prepared,” Girl Scouts has undergone a major re-evaluation to continue positively impacting the lives of girls of this generation and the future. While the geographic area of the council has changed, and the Girl Scout experience is transitioning to the new *Journeys* approach—a comprehensively researched leadership model for girls—the core mission of Girl Scouting has never changed.

We hope you will find this basic guide valuable, whether you are coming to Girl Scouting with an extensive public relations (PR) background or dipping your toe into the PR pool for the first time. Remember, you have a strong support system. When in doubt, discuss your ideas with the Service Unit Manager or your Service Team. Talk to the leaders to find out what dynamic activities are happening on the troop level. And, if you are in need of professional guidance, contact our council Communications Manager listed on the cover.

Throughout the Girl Scout year, supplemental information bulletins, and materials will be forwarded to Media Reps for utilization.

Good luck and thank you advance for all that you do for Girl Scouting!

Getting Started: What We Stand For

The first steps to building a communications plan for your Service Unit is to acquire an understanding of the overall Girl Scout movement— its mission and objectives, followed by an understanding of how your role fits into the council and larger community of Girl Scouting.

First, it is important to familiarize yourself with the mission and message of Girl Scouting.

The Girl Scout Mission Statement

Girl Scouting builds girls of courage, confidence, and character, who make the world a better place.

The Girl Scout Motto

Be Prepared

The New Girl Scout Leadership Experience (roll-out period: 2007-2010)

Discover: A Girl Scout understands her values and uses her knowledge and skills to explore her world.

Connect: A Girl Scout cares about, inspires, and teams with others locally and globally.

Take Action: A Girl Scout acts to make the world a better place.

In registering to become a Girl Scout member, all persons acknowledge to uphold the Girl Scout Promise, and to accept the Girl Scout Law as follows:

The Girl Scout Promise

On my honor, I will try:
To serve God and my country,
To help people at all times,
And to live by the Girl Scout Law.

The Girl Scout Law

I will do my best to be
honest and fair,
friendly and helpful,
considerate and caring,
courageous and strong, and
responsible for what I say and do,
and to
respect myself and others,
respect authority,
use resources wisely,
make the world a better place,
and be a sister to every Girl Scout.

Guiding Principles

We believe the Girl Scout Promise defines who we are and is the cornerstone of our Movement.

We work to ensure our Movement is open to all girls and adults who accept the Girl Scout Promise and satisfy the membership requirements.

We believe girls learn by doing and that they learn best in a safe, positive environment.

We believe adults partner with girls to guide and inspire growth and achievement and that these partnerships are essential to the strength and capacity of our Movement.

We are community partners, take a leadership role in the community, and believe in the core human virtue of service, in taking action, and in making a difference in the world around us.

We are committed to advancing diversity and pluralism in our Movement and in the communities in which we live.

We are active partners in a worldwide sisterhood through our affiliation with WAGGGS and work with WAGGGS to address girls' needs and build a network of global citizens.

We hold that the ultimate responsibility for the Girl Scout Movement rests with its members, and we govern by a decisive and nimble democratic process that demonstrates our leadership in response to a fast-changing world.

We are a premier voice for girls, give voice to them, and are expert on their growth and development.

The Media Rep Role

Your objective is to be active in finding ways to increase the visibility of Girl Scouting in your community.

Flyers, posters, speeches, stories in local media, and increasing public awareness of Girl Scout functions and activities are all ways of increasing visibility of Girl Scouting in your community. In this Media Rep kit you should find copy-ready flyers for girl and adult recruitment. Personalize these flyers, or create your own. Remember; when using the Girl Scout logo, please follow the graphic guidelines found in section four of this packet.

While the role of the council is to provide tools and information to empower volunteer Media Reps to be proactive, the Media Rep *indirectly* reports to the council Communications Manager. It is important to notify the council Communications Manager prior to distributing any uniquely created materials outside of the provided templates with ample enough time for review, additional support, and approvals.

Your communications activities, while localized, *directly* reflect on the council and the larger Girl Scout organization. It is important to know that our council is a charter member of the parent organization—Girl Scouts of the United States of America (GSUSA), who diligently sets brand guidelines for consistency of portrayal and messaging for the organization.

With that, as a Media Rep, the development of communications activities are governed by the following GSUSA policy and procedural documents in-part:

- What We Stand For
- Safety-Wise

Please contact your council Service Unit Manager or Communications Manager for a hard-copy of these procedural documents.

Thank you for assuming this role for your Service Unit.

Protocols:

As a volunteer, you may need to answer questions about routine, as well as sensitive issues. These queries can come from parents, guardians, or community members. They may occur during an impromptu meeting in the supermarket, via e-mail, or at a Girl Scout or other community event.

So how do you handle these queries?

- Never answer if you feel uninformed about the situation.
- Direct any questions about a sensitive situation to the council Communications Manager
- If you are contacted directly by the media, always redirect them to the council.
- Never conduct an interview with the media without consulting the council Communications Manager or Regional Vice President.
- Assume that anything you say to the media will be considered “on the record.”

Additional protocols:

- Photographs
 - Before you submit any photos to any publication, website, flyer, etc., you must have secured a photo release form from all girls and adults in the picture. See the appendix for photo release forms.
- Consider your Service Unit Neighbors
 - It is important to understand media “markets” and consider the activities of other Service Units when conducting communications activities. For example, a press release issued regarding a specific Brownie Troop Tea Party in one community, may land in a newspaper that distributes across communities where other troops are also holding tea parties.
- Third-Parties
 - Never respond or provide information regarding a third-party non-Girl Scout entity without permission from the third-party entity *and* the council Regional Vice President and Communications Manager. Approved Girl Scout promotions, partnerships, and collaborations are an exception, but protocols are still important prior to the interview or speaking opportunity.

Basic Messaging:

While special events necessitate the creation of key message points to deliver the facts regarding your activities, the following simple statements can help when talking to the general public about Girl Scouts and its purpose in the community:

1. Girl Scouting builds girls of courage, confidence, and character, who make the world a better place.
2. In Girl Scouts, girls discover their world and their values, connect with those around them through understanding and empathy, and take action to better their world.
3. Girl Scouting is where today's girls become tomorrow's leaders. Through activities that are fun, cooperative, and girl-led, girls learn decision-making skills and build self-confidence.
4. Character, conduct, and community service are core qualities of Girl Scouting. Girl Scouting is an asset to the community. Through leadership and taking action for sustainable change, its members enrich the lives of those around them.
5. Girl Scouts discover the fun, friendship, and power of girls together.
6. Girl Scouting is for every girl, everywhere. Girl Scouts not only welcomes but also seeks members from all racial, ethnic, cultural, and socioeconomic groups.
7. Girl Scouting is based on a code of values, expressed in the Girl Scout Promise and Law, which every girl can understand and apply in her everyday life.
8. Adults of all ages and backgrounds make Girl Scouting possible and gain personal satisfaction and growth by helping girls succeed.

When speaking to the general public about Girl Scouts, it's important to use the above messaging but always add a positive personal experience to your story. ***Another important practice is to always use standard Girl Scout terminology for consistent messaging. See the Girl Scout Glossary in the appendix.***

Five Keys to Marketing Girl Scouting in Your Community



The Community Profile is a very useful tool for every Public Relations Manager.

To save time in the future, take the time to conduct a “Community Profile” of your community. What is the available school/home school population of girls ages 5-17? Who are the principals and their secretaries? What are their phone/FAX numbers and their email addresses? The schools are the obvious venue for getting our recruitment message out to girls. Take the time to cultivate relationships with the people who decide if and when fliers can be distributed.

Knowing Your Market

Knowledge of the community is basic to the success a Media Rep achieves in helping her/his Service Team achieve the goals of:

- Recruiting and placing team members.
- Building and maintaining a girl and adult membership reflective of the population groupings in the Service Unit.
- Cultivating community support and creating a positive attitude toward Girl Scouting.
- Ensuring that Girl Scouts are visible in their community

In the “olden days of Girl Scouting” Service Teams were asked to create community profile by intensely researching their communities. This information is now readily available on the web.

Take the time to “Search” for the following updated information:

For Community Information Go To:

City-Data.com

This is a wonderful site that will give you the bulk of the information you need to know about your community:

- Demographics (male/female, racial/ethnic, income, population, occupation, etc.)
- Socioeconomic information
- Educational facilities
- Religious institutions
- Community leaders
- Business
- Plans for community growth

Looking at this data will help you determine which pockets of the population are not currently being served by Girl Scouting.



A Communications plan will help guide your Service Unit.

Developing a communications plan is the next important step. A documented plan will allow you to obtain buy-in from all stakeholders, help identify resources, and establish deadlines and a timeline for overall materials development and preparedness. The following is a suggestion for your Service Team Media Rep Plan:

June, July and August To-Do List

- Finalize autumn recruitment plans and a “to-do” list to promote Girl Scouting.

- Publicize fall recruitment information and plans to entire community.
- Do you still need adult volunteers? Don't forget to do targeted publicity for the vacant Service Team positions and leaders!
- Publicize local day camps or summer events in local papers.
- Display recruitment posters/fliers (see appendix.) Meet with community leaders and distribute brochures.
- Include flyers or brochures in community welcome packets. Contact local realtors to get information on their packet.
- Prepare public service announcements (PSAs) and ask your local media to promote girl and adult participation. Have community newsletters and papers run free ads.
- Discuss with your Service Team plans for publicizing the Girl Scout Nut sale.
- Note special days and holidays.

September, October, November To-Do List

- Contact local services or department of recreations, community and city offices and arrange for local Girl Scout events to be included on the community calendar of events.
- You may purchase Girl Scout nuts as a Service Unit Send or deliver the annual Girl Scout nuts to community leaders, business contacts, and other groups who might provide support to Girl Scouts of California's Central Coast.
- Publicize girl and adult recruitment efforts. Use flyers in the Appendix or create your own. Publicize *Give your Daughter the Gift of Girl Scouting*, flyer.
- Work with the Event Chair in planning the publicity for Girl Scout Birthday (12 March) or the whole Girl Scout week (10-16 March.)

Possible Themes

- ✓ Leadership Experience
 - ✓ Courage, Confidence and Character
 - ✓ Discover, Connect and Take Action
 - ✓ Today's Girl Scouts – More Than Cookies and Camping
- Publicize United Way designations, Family Giving, and employer matching gifts throughout the community. Sample wording:

- When giving through United Way, you can designate all or a portion of your gift to go directly to Girl Scouts of California’s Central Coast by writing this on your United Way donation form.
- Family or individual gifts can be made directly to the council by using the donation form at the bottom of your/your daughter’s membership registration form.
- Check with your employer to see if they will match your gift to Girl Scouts—many will!

December, January February To-Do List

- Review Girl Scouts of California’s Central Coast *Summer Activities Guide* and include highlights in your publicity campaign.
- Create and invitation list of dignitaries and prominent former or current Girl Scouts to invite to Girl Scout Week events.
- Determine with the Service Team whether a follow-up recruitment event such as, “Did We Miss You in the fall?” is appropriate for your location. Arrange for publicity. (See Appendix.)
- Request space on bulletin boards and other locations to promote Girl Scout Week in March.
 - ✓ Cookie Sales time is a great time to get publicity about the Girl Scout program. Have a photographer take pictures for your community’s local publication. A photo op of a Girl Scout presenting the first box of Girl Scout cookies in your community to the local Mayor, School Superintendent, or other dignitary/official is a good way to insure coverage of the cookie sale.
 - ✓ Write and distribute an article to your local publications to emphasize the program benefits of the Girl Scout cookie sale. Please note: The Girl Scout cookie sale is a financial literacy program vs. a competition for selling cookies.
- Contact local radio and newspapers regarding the Girl Scout Cookie Sale.
- Review Service Team progress in meeting membership and racial/ethnic diversity goals for girl and adult members. Is the Service Team serving the needs of girls in the community? If not, what targeted publicity can you do?

- ✓ Are your Service Team flyers reflective of the diversity in your community?
 - ✓ Is there an opportunity to speak to under-served groups (ex.: Conducting a Girl Scout presentation at a local service group luncheon.)
 - ✓ Do all populations understand the goals of the Girl Scout organization? If an adult did not grow up with the availability of the Girl Scout program sometimes we need to take a step back and explain what the Girl Scout program is all about!
- To help reach your membership goal, have a “Winter Fun Day” event indoors and distribute flyers to schools throughout the community announcing the date and activities.
 - With the Service Team determine what publicity is needed for Thinking Day.
 - Prepare to deliver a gift basket of baby items (donated by the troops) to the first baby girl born on Girl Scout Birthday.
 - Contact community religious organizations and arrange for Girl Scout observances during their services in celebration of Girl Scout Week.
 - ✓ Duplicate and distribute Girl Scout inserts for religious programs.

March, April, May To-Do List

- Follow-Up to Cookie Sale-thank you letter to the community in the local paper for their support of Girl Scouting.
- Implement Girl Scout Week Publicity
- With the Service Team determine if there are any events that can be offered to non-members as a recruitment event.
- Prepare and implement a Leader’s Day Thank You Campaign
 - ✓ Leader’s Day is 22 April.
 - ✓ Letter to the editor thanking Girl Scout volunteers.
 - ✓ Thank You signs on community bulletin boards or marquis celebrating the Girl Scout adult volunteer.
 - ✓ Proclamation from the community Mayor declaring 22 April Leader’s Day.

- ❑ Begin to advertise summer recruitment activities.
- ❑ Publicize Leader Awards and Bronze, Silver and Gold Girl Awardees.
- ❑ If you are moving insure that a proper “pass-down” of PR information is scheduled with the new PR manager or the Service Unit Manager.



Stay “on-message” for all Girl Scout publications.

The Girl Scout mission statement is a powerful one: **“Girl Scouting builds girls of courage, confidence, and character, who make the world a better place.”** Try to include the mission statement in articles and speeches.

Other important Girl Scout statements include:

- **Girl Scouting: For Every Girl, Everywhere.** This is our Membership Initiative Statement.
- The official name of the Girl Scout experience (what girls do in Girl Scouting) is the “Girl Scout Leadership Experience.” Discover, Connect and Take Action are central themes to the Girl Scout Leadership Experience.
- The change of the program underway is a “renewal” and/or “revitalization” of the Girl Scout experience.



We no longer use the “Where Girls Grow Strong” tag line.

- Girl Scouting is for girls. Girls have unique needs and interests that are best met in a program designed especially for them in an all-girl setting.
 - ✓ Girl Scouting is open to girls between the ages of 5-17, and to men and women over the age of 18 who make the Girl Scout Promise, accept the Girl Scout Law, and pay annual membership dues.

Girl Scouts of California’s Central Coast vision statement:

Girl Scouts of California’s Central Coast develops generations of great women.

We create leaders, serve our communities, embrace diversity, foster innovation and honor traditions.

- Girl Scouting is committed to pluralism. To reflect the diversity of our communities that Girl Scouts of California’s Central Coast serves, the highest priority is given to inclusion of all girls and adults.
- Girl Scouts does not discriminate against men. Men, over 18, are encouraged to volunteer with Girl Scouting. All Girl Scout adults, women and men, bring talents that enrich Girl Scouting. Interaction with women in leadership positions is especially important to the development of girls, therefore, men working directly with girls are asked to serve as part of a leadership team that includes women.
- **We are Girl Scouts – NOT Scouts!** Girl Scouts of the USA and Boy Scouts of America are two separate organizations with two different programs, two sets of policies, two sets of standards, and two different insurance coverages. When the two groups are doing an event together, two organizations need to be identified.



Correct use of the Girl Scout logo and Girl Scout graphics is very important!*

- The Girl Scout name, uniform, and insignia are protected by trademark registration and may not be used by other groups without permission. If you plan to sell any item with the Girl Scout service mark (this includes patches, t-shirts, and any other items used at events where money is charged), you **MUST** have the design approved by the Communications Manager and you **MUST** use one of the GSUSA licensed vendors.
- Girl Scouts of California's Central Coast has permission to use wording identifying your location (ex.: Girl Scouts of California's Central Coast- _____) on T-shirts, patches, etc., as long as you do not use the Girl Scout logo.

Graphic Guidelines:

- ✓ The Girl Scout service mark must be used in its entirety.
- ✓ Pulling the symbol apart from the logotype and using it as a design element is not acceptable.
- ✓ The Girl Scout service mark should never be screened, shaded, or gradated. Do not place the service mark against a complicated background photo, design, or pattern. The service mark must clearly stand out from its background.
- ✓ The minimum size for the Girl Scout service mark shown below is 1 1/16 inch in length.



- ✓ The stacked version of the Girl Scout service mark must be at least 3/4 inch in length. See below.



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- ✓ The service mark will have the greatest impact when sufficient space, called “airspace,” is left around it. This draws attention to the service mark and provides a good setting for it. A minimum airspace of one-third the width of the symbol must be allowed on all sides.
- ✓ The name of your location must be below the word-part of the service mark. See example below.



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Girl Scouts of California’s Central Coast

- ✓ When placing the service mark near another logo, be sure to use the version that is closest in size and aspect to that of the other logo.
- ✓ If you need a logo or you want to have your worked double-check for correct use of the Girl Scout service mark, contact your council Communications Manager.

*Graphic use information adapted from *Girl Scout Graphic Guidelines*.



Public Relations opportunities in your community.

AS the Media Rep for your Service Team you have permission to contact your local publication editors without permission from Girl Scouts of California's Central Coast. Emails to media should also be copied to the council Communications Manager. For stories with larger media possibilities, please complete the *News Alert Form* and send it to the attention of the council representative. See appendix for the *News Alert Form*.

Remember that you are the image of Girl Scouting. Be a positive role model for the organization and do everything within your power to increase visibility of the organization in your community.

Visibility Ideas:

- ✓ Banners
- ✓ Marquis
- ✓ Bookmarks in Libraries
- ✓ Tear-off strip flyers in laundromats, apartment lobbies, grocery stores and in other prominent locations
- ✓ Flyers on the inside of restroom doors ("Have you thought about volunteering for Girl Scouting?")
- ✓ Flyers in Welcome/Newcomer's Packets
- ✓ Girl Scout Week displays.
- ✓ Follow-up articles after every Service Team event.

- ✓ Presentations to clubs.
- ✓ Email links on community web pages.
- ✓ Girl Scout pride day, where all registered girls and adults wear T-shirts, uniforms and/or pins.

Journeys: The New Girl Scout Leadership Experience

The transition to the new leadership model is occurring this fall 2008 through 2010. It is important for Media Reps to become familiar with the new framework and to understand the rationale for this comprehensive update of the Girl Scout program and the incredible 15-point outcomes for girls. Please contact your Service Unit Manager for more details about the new program and roll-out in your area.

New Levels for Girl Scouting

- Girl Scout Daisy (grades K-1)
- Girl Scout Brownie (grades 2-3)
- Girl Scout Junior (grades 4-5)
- Girl Scout Cadette (grades 6-8)
- Girl Scout Senior (grades 9-10)
- Girl Scout Ambassador (grades 11-12)

Girl Scout Glossary of Terms

Baden-Powell: Lord and Lady Robert Baden-Powell were the founders of the Boy Scouts and Girl Guide movement for boys and girls. Olave his wife, was the World Chief Guide.

Badge: Round embroidered recognition for Junior and Cadette Girl Scouts to indicate increased knowledge and skill in a particular subject.

Bronze Award: the highest award earned by Juniors. It shows a girl has made a promise to help others, improve her community and world.

Bridging: The move from one program age level of Girl Scouting to the next (e.g., from Junior to Cadette Girl Scouting.)

Buddy System: A safety practice in which girls of equal ability are paired to help and to keep track of each other.

Camp Name: a personally chosen name used during camp. Examples: Frog; Chipper; Sunshine.

Color Guard: Is a team that guards/honors the flag, usually during a flag ceremony. The **Color Bearer** is the person who carries the flag.

Core Camping: Troop camping with some council provided volunteer staff (e.g., cook, waterfront, program director) at a given campsite.

Counselor-in-Training (CIT): A Senior Girl Scout who is taking a course to learn outdoor group leadership skills as a camp counselor.

Court of Awards: A ceremony that can be held any time during the year at which badges, recognitions, and awards are presented.

Court of Honor: Committee made up of the leader, patrol leaders, troop secretary and treasurer for decision making purposes.

Day Camp: Camping by the day for a minimum of four consecutive days.

Destinations (Travel): Any Girl Scout activity that takes girls outside their own troop or council.

Dunk Bag: A mesh bag holding cup, plate & flatware to air-dry dishes while camping.

Fly-up: The ceremony in which a Brownie Girl Scout "graduates" to Junior Girl Scouts.

Founder's Day: Juliette Low's birthday, October 31.

Friendship Circle: The friendship circle is often formed at the end of meetings or campfires as a sort of closing ceremony. Everyone gathers in a circle where they cross their right arm over their left in front of them and hold hands with the people on either side. Once everyone is silent, the leader starts the friendship squeeze which is passed from hand to hand. Often the girls will make a wish after their hand has been squeezed before they pass the squeeze along. Also, in some larger groups, the girls put their right foot out into the circle when they receive the friendship squeeze, so that everyone can see it travel along the circle.

Girl Guides: The original name for Girl Scouts, still used in many countries.

Girl Scout Birthday: March 12 is the Girl Scout birthday because it marks the first meeting of Girl Scouts in the U. S. A. in Savannah, Georgia, in 1912.

Girl Scout Handshake: This is the way many Girl Scouts and Girl Guides greet each other. They shake their left hands while making the Girl Scout sign with their right hand. The left handed handshake represents friendship because the left hand is closer to the heart than the right.

Girl Scout Leader's Day: April 22, a special day to honor Girl Scout leaders.

Girl Scout Sign: The official Girl Scout greeting. The right hand is raised shoulder high with the three middle fingers extended and the thumb crossing over the palm to hold down the little finger. These three fingers represent the three parts of the **Girl Scout Promise**.

Girl Scout's Own: A quiet inspirational ceremony that has a theme and is planned by Girl Scouts and their leaders.

Girl Scout Week: An annual celebration during the week of March 12th, the Girl Scouts birthday.

Gold Award: the highest award in Girl Scouts, focuses on a 14- to 17-year-old Girl Scout's interests and personal journey through leadership skills, career explorations, self-improvement, and service.

GSCCC: Girl Scouts of California's Central Coast

GSUSA: Girl Scouts of the United States of America.

Interest Project: Rectangular embroidered recognition for Cadette and Senior Girl Scouts.

Investiture: A special ceremony in which a new member makes her Girl Scout Promise and receives her membership pin.

Kaper Chart: A chart that shows the delegation of jobs and rotation of responsibility meeting-by meeting, day-by-day and/or meal-by-meal.

Leader-In-Training (LIT): A Senior Girl Scout who is taking a course to learn leadership skills as a troop leader.

Low, Juliette Gordon (nicknamed Daisy): Founder of Girl Scouting in the United States, she formed the first troop that met in Savannah, Georgia on March 12, 1912.

Motto: "Be Prepared."

Program Aide: Cadette and Senior Girl Scouts who have been trained to assist younger Girl Scout groups with songs games, crafts, ceremonies or skills.

Patrol: A widely used form of troop government where the troop divides into small groups.

Program Trail: A diagram for planning program activities in which one idea sparks another.

Quiet Sign: The Girl Scout signal for silence in a group situation. In order to maintain order at lively Girl Scout functions, the leader raises her right hand for silence. The girls follow in the motion; as their hands go up, the conversation stops, until everyone has their hand up and the room is silent.

Rededication: A formal ceremony at which a girl or adult, who was previously invested, renews her Girl Scout Promise.

Resident Camp: A sustained camping experience for a minimum of three nights, with overnight sleeping at a council owned, leased, rented or borrowed facility.

Safety-Wise: A GSUSA book with safety program standards and guidelines.

Service Team: A group of adult volunteers responsible for organizing and delivering service to Girl Scouts directed by service unit manager.

Service Unit: A geographic subdivision within the council.

Silver Award: Symbolizes an 11- to 14-year-old Girl Scout's accomplishments in Girl Scouting and community activities as she matures and works to better her life and the lives of others.

Sit Upon: A "cushion" often made by Girl Scouts to use when the ground is damp or to keep their clothes clean.

Slogan: "Do a good turn daily."

S'mores: Traditional Girl Scout snack made around the campfire with graham crackers, chocolate and toasted marshmallows.

S.W.A.P.: an acronym for "Sharing With Another Person." Usually a handmade token, pin, etc., given in exchange for a S.W.A.P. from another person.

Thinking Day: Celebrated by Girl Guides and Girl Scouts throughout the world, February 22 is the birthday of Lord & Lady Baden-Powell. This is the day for Girl Scouts and Girl Guides to think about their sisters around the world, through special projects, international program activities or pen pal projects.

Trefoil: The international symbol of Girl Scouting. The three leaves of the trefoil represent the three parts of the **Girl Scout Promise**.

Try-it: Triangular embroidered recognition for Brownie Girl Scouts.

Wide Game: A game played by following a trail with stops at several stations.

Wider Opportunities: Previous name for Destinations. AKA: Wider Ops.

World Association of Girl Guides and Girl Scouts (WAGGGS): An international educational association for girls with a membership of eight million.

World Trefoil Pin: A pin worn by all Girl Scouts and Girl Guides.

World Centers: Four program activity centers owned by WAGGGS. The centers are located in Mexico, England, India, and Switzerland.