

How to Use the Volunteer Press Kit

Our Council's Volunteer Press Kit materials are enclosed here, and always online at girlscoutsaz.org/marketing-guidelines. It offers key tools for securing media coverage in your local neighborhood papers, newsletters, etc. Whether you've already been promoting Girl Scouts through press outreach or are new to the process, we're excited to have you tell the Girl Scout story in your community or secure an opportunity for the girl to tell it. You are an important link to neighborhood reporters and editors, and we need your help to champion Girl Scouts, and promote Girl Scout events and opportunities in your immediate community.

Most community newspapers, blogs, and websites need area-relevant stories. Share Girl Scout news, events and achievements (girls' accomplishments, a community service project, or anything else that shows the strong ties of Girl Scouts to their communities) to garner awareness and recognition for the positive impact of Girl Scouts.

GSUSA handles all national media outreach and GSACPC staff reaches out to all major regional magazines, TV and radio. Volunteers should focus on hyper-local community media outlets only, like neighborhood newspapers and newsletters, blogs, websites and neighborhood radio stations. If you wish to contact other media, please coordinate with marcom@girlscoutsaz.org to avoid causing confusion or duplicating efforts.

Media Examples:

- » Local media outlets: Peoria Times, Foothill Focus, West Valley View, Sedona Red Rock News, Jewish News of Greater Phoenix, local radio stations, etc. View the [Local Media List](#) to review contact information for media outlets in your area for pitching.
- » Regional media outlets: The Arizona Republic, Fox 10 Phoenix, ABC 15, 12 News, etc.
- » National media outlets: Good Morning America, Huff Post, The New York Times, NPR, etc.

Who is the Press Kit for?

This kit is for troop leaders, co-leaders, service unit managers, program volunteers, and any other adult member/volunteer who has a compelling story about Girl Scout(s) accomplishments.

When should the Press Kit be used?

- » Use the Volunteer Press Kit to connect with local media to promote inspiring girl stories, promote recruitment events, or to show how Girl Scouts are taking action, in your neighborhood.
- » Always promote membership recruitment! When your service unit or troop is welcoming new members, let the public know what Girl Scouts does for girls and the local community. Find girls and volunteers who are willing to be quoted and give their testimonials about what they like about Girl Scouting – from leadership and taking risks, to fun, friendship and opportunity.
- » If your girls made a donation, participated in a service project, earned a high award, hosted or took part in an awesome program, pitch stories about that, too! The community love to hear feel-good and inspiring stories from girls making an impact.

What does the Press Kit contain?

- » A [list of the local media](#) by area. Note, this is a living document. If you see a publication or contact is missing or outdated, please add to and update the list.

- » [Best practices for working with media.](#)
- » A [template for submitting a story](#) to a publication. This format is meant to report something good AFTER it has happened, and should always include hi-res images to visualize the story.

Can I use social media to share even more?

- » Yes! Social media is an easy and fun way to garner attention to the accomplishments of Girl Scouts.
- » Tag @gsacpc and use the hash tag #GSACPC.
- » Be sure to follow [GSACPC Social Media Guidelines](#) when representing Girl Scouts online.

When should I seek council support regarding media relations?

- » If you are approached by the media in a crisis or an uncertain situation (such as being asked for your Girl Scout opinion on potentially controversial topics), please do not respond to the media. Instead, contact the Council Communications team immediately at marcom@girlscoutsaz.org or call 602.538.2274.
- » If a reporter invites girls to be interviewed live or featured on TV, radio or other major publications and outlets, please contact marcom@girlscoutsaz.org. Council provides support and media training for all spokes-members (a.k.a., “Media Ambassadors”).

When your stories are published, please let us know.

We would love to share it through our Council’s social media, blog, and/or magazine! Happy pitching, and THANK YOU for bringing attention to Girl Scouts and the impact of our Movement’s important mission.