



Girl Scouts make a difference. A leadership tradition that works!

Share these messages when talking to the general public about Girl Scouts:

1. **Our mission:** Girl Scouts 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 (K-12 grades), and every adult who accepts the Girl Scout Promise and Law. Girl Scouts not only welcomes but also seeks members from all racial, ethnic, cultural, and socioeconomic groups.
7. Adults of all ages and backgrounds make Girl Scouting possible and gain personal satisfaction and growth by helping girls succeed.
8. 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.
9. The inclusive, girl-focused environment of a Girl Scout troop creates a safe place where girls can try new things, develop a range of skills, take on leadership roles, and just be themselves.
10. The **Girl Scout Gold Award** is the most prestigious award in the world for girls. It's a one-of-a-kind opportunity for girls to engage in a rigorous process that calls for leadership at the highest level, as they tackle issues they feel passionately about. Gold Award Girl Scouts:
 - Earn college scholarships and demonstrate high educational and career outcomes;
 - Are active in their communities; and
 - Have access to the powerful and supportive Girl Scout network.