

Girl Scout Style Guide for Media

Girl Scouts of the USA

- We are Girl Scouts of the USA (not Girl Scouts USA, Girl Scouts of America, or Girl Scouts of the U.S.A.).
 - On first reference, feel free to use “Girl Scouts of the USA (GSUSA)” and then subsequently reference “GSUSA.”
- Feel free to reference the organization as Girl Scouts (not *the* Girl Scouts).
- Girl Scouts is comprised of 111 councils across the country and USA Girl Scouts Overseas (USAGSO)—girls in every U.S. zip code and around the world can be Girl Scouts.
- The Girl Scout mission: Girl Scouting builds girls of courage, confidence, and character, who make the world a better place.

Girl Scout–Specific Capitalization

- Do not capitalize ‘council’ unless it is part of a council’s proper name (or unless ‘council’ is the first word in a sentence).
 - “Have you talked to your Girl Scout council?”
 - “I worked with Girl Scouts Farthest North Council on the event.”
- Only capitalize ‘troop’ when referring to a specific troop.
 - Girl Scout troop versus Girl Scout Troop 564
- Only capitalize ‘leader’ and ‘volunteer’ when referring to a specific person.
 - Troop Leader Susan
 - “I’m a Girl Scout troop leader.”
 - “Martin is a Girl Scout volunteer.”
- Capitalize ‘Movement’ when referring to the Girl Scout Movement.

Girl Scout Cookie Program Capitalization

- Girl Scout Cookie versus cookie
 - ‘Cookie’ is capitalized when it comes after ‘Girl Scout.’
 - “Trefoils® are my favorite Girl Scout Cookie!”
 - “Lemonades® are my favorite cookie!”
- Girl Scout Cookie Program® versus the cookie program
 - ‘Program’ is capitalized when it comes after ‘Girl Scout Cookie.’
 - Girl Scout Cookie Program® should have a registered symbol on first mention.
- Girl Scout Cookie season versus cookie season
 - No matter the context, ‘season’ is never capitalized.

Girl Scout as an Adjective

- The proper adjective is “Girl Scout” not “Girl Scouts.” (E.g., Girl Scout uniform, Girl Scout event, etc.)

Facts and Figures

- We are nearly 2 million total members strong, including more than 1.1 million girl members.
 - Including our Girl Scout alums, we are a network of more than 50 million girls and women.
- Girl Scouts devote more than 1 million hours annually to making the world a better place.
- Each year, around 3,300 Girl Scouts earn the Gold Award, our highest award.
- Girl Scouts earn 3.8 million badges annually, all while gaining important life skills and confidence in the outdoors, STEM, and entrepreneurship.
- Nearly 700,000 cookie entrepreneurs participate in the Girl Scout Cookie Program®—the largest girl-run entrepreneurship program in the world—each year.