

How to Use the **VOLUNTEER PRESS KIT**

The press kit offers key tools for securing local media coverage. Whether you've already been promoting Girl Scouts in your local media or are new to the process, we're excited to have you tell the Girl Scout story in your community. You are an important link to neighborhood reporters and editors, and we need your help to promote more 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.

WHO IS THE PRESS KIT FOR?

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

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 If you see a publication or contact is missing or outdated, please add to and update the list.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 [press release template](#) for announcing recruitment events to the media. This format is intended to promote/make people aware of the event/story BEFORE it happens.
- » 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.

WHEN SHOULD THE PRESS KIT BE USED?

- » GSUSA handles all national media outreach and GSACPC staff reaches out to all major regional magazines, TV and radio. Please focus on your local neighborhood newspapers, blogs, other websites and radio stations, to avoid overlapping outreach. If you wish to contact other media, please coordinate with marcom@girlscoutsaz.org to avoid causing confusion or duplicating efforts.
- » 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, share about it with your local media! It's better to over-share than not share at all.

CAN I USE SOCIAL MEDIA TO SHARE EVEN MORE?

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



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WHEN SHOULD YOU 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 602.430.8852.**
- » If a reporter invites girls to be interviewed live or featured on TV, please contact marcom@girlscoutsaz.org. Council provides support and media training for all spokes-members.

WHEN YOUR STORIES ARE PUBLISHED, PLEASE LET US KNOW.

We would love to share it on GSACPC social media, blog, and/or magazine! Happy pitching, and THANK YOU for garnering recognition for all the great work girls do!