

Community Builders: A Public Relations Challenge



Tell the World About Girl Scouts!

Girls Scouting is great for girls . . . so tell the world! All Girl Scouts – from the youngest Daisy Girl Scout to the oldest adult volunteer – represent the Girl Scout Movement and should be ready to tell everyone how they're making a difference.

Community Builders may be earned by the entire Service Unit or on a troop level.

***A Service Unit must complete a minimum of 12 items on the Selection List including all starred (*).
Troops must complete a minimum of 7 items on the Selection List including all starred (*).***

Submission Guidelines

Submissions may be made by individual Girl Scout troops or as a Service Unit.

Please use the **Publicity Activity Reporting Form** included with this packet for EACH activity. Complete one form and submit it in a timely manner - 3 to 4 weeks prior to activities with media involvement or within one week following events for EACH REQUIREMENT. The Public Affairs Director will keep records of all entries at the Central Service Center in Redlands.

All Community Builders participants who successfully complete the requirements will be recognized in the council newsletter. Troops completing the program are eligible to purchase the Community Builders patch while Service Units will receive a Community Builders certificate. All items must be sent to the Central Service Center in Redlands.

Be Creative

Getting the Girl Scout message to the masses requires hard work and creativity. All ideas you have to increase Girl Scout visibility will be heard and considered as possible submissions for the Community Builders: A Public Relations Challenge. Call or e-mail the Public Affairs Director to discuss your ideas!

Activities

A total of 12 [including those starred (*)] items must be completed by Service Units and 7 [including those starred (*)] by troops. Submit a Publicity Activity form to the council **prior to each** media contact or **after each** event.

1. * Submit a minimum of two (2) photos or stories about Girl Scouting to your local newspaper. You must have prior approval from your Service Unit News Coordinator or the council Public Affairs Director.
2. Host one event for Girl Scout Week, Girl Scout Sabbath/Sunday, Thinking Day, or Juliette Low's Birthday. (Be sure the event information is distributed throughout your Service Unit at least six (6) weeks before the event.)
3. Find Girl Scouts in the paper! Submit copies of any articles you find featuring or mentioning Girl Scouts.
4. Create a Girl Scout display, poster board, or other visual element AND place it in a prominent place. (Example: public library, school, church, fair, or community center.) It must be visible for two (2) days or more.
5. * Submit at least three (3) photos and captions for consideration in the council newsletter, calendar* or website. You will get credit toward Community Builders for all submissions, printed or not. Photos will NOT be returned, so please send a duplicate. (* Calendar submissions must be a color slide)
6. Submit a photo to a community publication of Girl Scouts participating in a community service activity or product sales booth. Include a caption describing the photo(s), girl(s) name(s), what is happening in the photo. If it's a product sale, include goals and an explanation of what the money will be used for.
7. During the cookie sale, assist by delivering cookies and milk to a radio station, newspaper office or TV station. These visits must be scheduled with the Public Affairs Director to avoid duplication.

8. Participate in a local parade as a troop or Service Unit. Girls must be in uniform or Girl Scout T-shirts. Banners and flags are available for check out.
9. Have a local official recognize Girl Scout Week or another Girl Scout Event with a proclamation. Sample proclamations and proclamation request letters are available through the Public Affairs Director.
10. * Obtain publicity through a local newspaper, radio station, newsletter or other media for a service project you are doing in collaboration with another organizations. Example: if you have a service project in collaboration with the Kiwanis Club, include the project in their own publication or newsletter as well as sending it to the general media sources.
11. Participate in a community activity as Girl Scouts in uniforms or Girl Scout T-shirts. Example: an annual community event such as a festival, county fair, community clean up, parade, flag ceremony, etc. Submit a picture with your Activity Reporting Form.
12. * Host a recruiting event designed to bring in new girls and adult volunteers. This can be at the Troop or Service Unit level. Example: Have a Girl Scout activity open to non-Girl Scouts with the option of becoming members. You must collaborate with your area Membership Specialist or the Director of Adult Development/ Membership.
13. Promote Girl Scout events such as Girl Scout Week, Thinking Day, and Leader Appreciation Day on at least 3 community bulletin boards or reader boards. Take a picture of the bulletin board with your promotion on it and include it with your Publicity Activity Reporting Form.
14. Serve as hostesses at an event for another organization and submit a picture of your participation. Your Public Relations Representative can call local organizations early in the year to let them know of this service. PTA meetings and United Way luncheons are excellent opportunities. Hosting may consist of serving refreshments, passing out programs, helping with set-up, showing people to their seats, etc.
15. Contact your local newspaper about a feature story about a girl member or adult volunteer for unique involvement, award recipients, Wider Opportunity participants, and council-sponsored trips. Examples: Girl Scout Gold or Silver Awards, Appreciation or Honor Pins, Outstanding leader, highlights of other Girl Scout achievements. These stories have a good chance of being published if they relate to something that is going on in the news. You must utilize your News Coordinator or Public Affairs Director for assistance.
16. * Participate in a community service project in Girl Scout uniform or T-shirts and submit pictures with story lines of the activity to local media.
17. Design your own troop or Service Unit web site on the Internet. You must review GSUSA internet guidelines before you begin (www.gssgc.org). Contact local servers for assistance and sponsorship. Include Website address on Activity Report.
18. OTHER: You may choose any activity that you would like to create or that happen during the year. Please contact your News Coordinator or council Public Affairs Director in advance in order to receive permission to use the activity as part of Community Builders. It must be newsworthy, initiate publicity, or at least make Girl Scouting visible in the community.

Please submit copies of any publications where your Girl Scout troop or Service Unit received publicity or mention, i.e., newspapers, community newsletters, housing authority newsletters, church bulletins, kid publications, etc. with the Publicity Activity Reporting Form.



Community Builders Publicity Activity Reporting Form

Please fill out this form in its entirety and mail to: Girl Scouts of San Geronimo, Attn: Community Builders, 1751 Plum Lane, Redlands, CA 92374, or fax to (909) 307-6526. **Please fill out a separate Publicity Activity Reporting Form** for each activity to be counted for credit in the Community Builders. Copy this form as needed. Example: A troop will send in 7 of these forms throughout the year, a Service Unit 12.

Date of Submission: _____ Service Unit or Troop: _____

Give corresponding number from the Activity Selection list: _____ Number of participants: _____

Please fill out the items below regarding those submitting the form:

Contact: _____ Day/Eve Phone: _____

2nd Contact: _____ Day/Eve Phone: _____

Check item enclosed: Photo _____ Newspaper _____ Newsletter _____ Event Flyer _____

ACTIVITY INFORMATION

Briefly describe the event, activity or newsworthy item (include date and location if applicable):

ACTIVITIES COMPLETED TO DATE

Activity #	Date Completed	Date Submitted	Activity #	Date Completed	Date Submitted
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____

To earn the Community Builders patch or certificate, this sheet must be submitted for each requirement completed. Make copies or print additional forms at www.gssgc.org.

- This is our final submission. Please send us our certificate (Service Unit) or notify the shop that we are eligible to purchase the Community Builders patch (Troop).

Signature of News Coordinator or Service Unit Manager

Date

- Be sure to make photocopies of all submissions for your records!

Questions? Contact (909) 307-6555 x254, fax (909) 307-6526 or email kknox@gssgc.org.

