

# The Girl Campaign Social Media Toolkit

This toolkit has a variety of social media post options for you to use throughout your fundraising efforts. Feel free to incorporate any or all the language into your own personal communications. Remember to keep posts short/direct and include an engaging photo. We recommend photo sizes to be a standard square 1200px by 1200px. If you'd like to overlay your personalized photo with the GSCTX service mark, we advise you review our [brand guidelines](#) and use [www.canva.com](http://www.canva.com) (a free online photo editor tool) .

For additional questions or branding assets, contact the Marketing and Communications Department at [communications@gscctx.org](mailto:communications@gscctx.org)



## General support:

When a girl becomes a Girl Scout, she leads a happier, more successful life. It's that simple, and our data proves it. Support The Girl Campaign to provide more girls in our community the freedom to be joyful, creative, bold, and uncover their potential.

*<include link to peer-to-peer fundraising page>*



## History option:

Girl Scouts has given central Texas girls a place to build courage, confidence, and character for over 100 years. Your support provides girls with skills and experiences that help them thrive today and throughout their lives.

Take the lead and show your support!

*<include link to peer-to-peer fundraising page>*

"With Girl Scouts, I've broken out of my comfort zone, given back to my community, and used my voice to speak on what matters to me!"

- Ashley,  
Girl Scout Senior



**Quote option:**

Today's Girl Scouts are tomorrow's leaders. Donate today to support the next generation of changemakers: *<include link to peer-to-peer fundraising page>*



**Personal story:**

Natalie had always been shy. At events she would hide behind my legs and whisper "can we go now?"

We were invited to a Girl Scout event to see if we'd be interested in joining. As soon as we arrived, a Girl Scout approached Natalie and invited her to sit with her. I stood aside in awe as they talked and worked on a project together. Natalie is now a Girl Scout Junior and has gained a tremendous amount of confidence.

Girl Scouts have a better sense of self and have healthier relationships than their non-Girl Scout peers, leading to positive results that last a lifetime. You can give more girls a happier, healthier life.

Donate to The Girl Campaign today:  
*<include link to peer-to-peer fundraising page>*



Invest in a Girl-Led Future  
This Giving Tuesday, November 30.

Donate Now

**Giving Tuesday sample (save the date):**

The world would be a better place if we all gave back a little more. #GivingTuesday this November 30<sup>th</sup> is your chance to make an impact that lasts well beyond the holiday season. Your donation to Girl Scouts of Central Texas gives girls in our area to the tools to become courageous leaders who make a difference in the world.

Learn more about what your donation can do for girls!

*<include link to peer-to-peer fundraising page>*



It's Giving Tuesday.  
Invest in a Girl-Led  
Future Today.



Donate Now

**Giving Tuesday sample (day of):**

Imagine a girl finding her voice.  
Imagine a girl using her voice to create change.  
Imagine a girl becoming a leader.

Now stop imagining and make this a reality!  
When you donate to Girl Scouts on #GivingTuesday, you provide more girls with experiences that help them become leaders in their own lives. Support today's girls and tomorrow's leaders. Donate now:

*<include link to peer-to-peer fundraising page>*



**Post-Giving Tuesday sample:**

As the end of the year approaches and you're checking each item off your to-do list, don't forget to give to Girl Scouts.

Your gift – no matter the amount – provides girls access to all-girl, girl-led experiences that boost their confidence and create bright futures. Support today's girls and tomorrow's leaders.

Give today:  
<include link to peer-to-peer fundraising page>



**Girl Scout Week sample:**

In my house, each year we celebrate Girl Scout Week around March 12, the day the first Girl Scout troop was officially registered in 1912. We celebrate because Girl Scouts has made a significant difference in our lives.

**[Optional: Insert Personal Girl Scout Impact Story.]**

I believe every girl deserves to grow up confident and to achieve her fullest potential. That's something Girl Scouts has been doing since 1912! But we need your help to bring the benefits of Girl Scouting to more girls right here in **[Insert City]** – regardless of their circumstances.

Please consider a gift to Girl Scouts in celebration of our birthday this week, and in honor of the important girls in your life.

Donate today:  
<include link to peer-to-peer fundraising page>



### Girl Scout Week sample 2:

Happy Birthday Girl Scouts! On March 12, 1912, Juliette Gordon Low assembled 18 girls together in Savannah, Georgia, for the first-ever Girl Scout meeting. It signaled the birth of a movement - reaching across class, culture, and ethnic boundaries - to ensure that all girls be given an opportunity to develop new skills.

You, too, can be part of that movement! Donate to Girl Scouts today. Because when you invest in girls, you change the world.

*<include link to peer-to-peer fundraising page>*



### End of school year sample 1:

As this school year winds to a close, I can't help but reflect on all my girls have accomplished. From [insert activity] to [insert activity], we've been busy. And one of the highlights of the year has been Girl Scouts.

**[Insert personal story about Girl Scout activities that have made an impact on your girl.]**

You can help bring experiences like these to more girls, including those who might not otherwise be able to participate in Girl Scouts. Please donate to Girl Scouts today to make a positive impact on the lives of girls!

Donate:

*<include link to peer-to-peer fundraising page>*



**End of school year sample 2:**

Research shows that girls who are interested in STEM excel at it, yet for a variety of reasons girls often don't pursue these opportunities. But Girl Scouts changes that by offering a variety of different STEM programs that encourage girls to get hands-on, try new things, gain more confidence, and even discover a newfound love of STEM.

With your help a girl can go from Girl Scout to rocket scientist. Support today's girls, tomorrow's leaders. Donate today: *<include link to peer-to-peer fundraising page>*



**Camp season sample 1:**

70% of girls said they first tried an outdoor activity in Girl Scouts, and half said they could not have experienced one if not for Girl Scouts.

Help more girls get outdoors this summer when you support Girl Scouts today: *<include link to peer-to-peer fundraising page>*



### Camp season sample 2:

This summer, [hundreds/thousands] of girls in the [insert city] area will be heading to summer camp. At camp, girls experience nature and gain new experiences that help them to gain independence and build confidence in themselves and their abilities.

Unfortunately, many families lack the means to provide girls with the life-changing experiences a week away at camp offers. That's where Girl Scouts comes in – providing affordable summer camp options paired with financial aid, made possible with the support of people like you. Give today: <include link to peer-to-peer fundraising page>



### Camp season sample 3:

#### [Use your own story.]

My first sleep-away camp experience occurred at Girl Scouts Camp Menzies when I was in 6<sup>th</sup> grade. That's the first time I slept under the stars without a tent, learned to boil stream water before drinking it, and obediently kept my elbows off the table while eating in the mess hall. I hated as many parts of camp as I loved. It was tough to be away from my family and to learn to like new girls and experiences with which I wasn't familiar.

30+ years later, I still remember Camp Menzies as clear as a bell. I taught my little sister all our camp songs when I got home, I went backpacking later that summer and felt "experienced," and I happily attended sleep-away camp the next year. I can still sing the first stanza of the camp song. To say that camp was memorable is an understatement. It was a pivotal moment of newfound independence and self-reliance in my life – one all girls deserve to experience.

At Girl Scouts, we strive to make camp, and so many other life-changing experiences, accessible to all girls. That's why I'm an active Girl Scout member and donor. Join me in making a

meaningful difference in the lives of girls right here in [area]. Your support has an impact that will last a lifetime: <include link to peer-to-peer fundraising page>

Extra photo options:

