

Volunteer Flyer Procedures

We know that you are committed to providing high-quality leadership opportunities for girls throughout the council area. With so many recent changes—programmatic as well as geographic—it is more important than ever that we present information clearly, and with a consistent voice. To that end, we have created service unit and troop event flyer procedures and a checklist to assist you.

Any flyer, letter, or publication that will be distributed en masse to girls, volunteers, or the public must adhere to these procedures. After you have created your publicity, please have one other person look at it with a fresh set of eyes to help you double-check that the information is complete and make any changes. Then submit the piece to your community/membership development specialist for final approval.

1. Basic elements in the main body of each flyer should include:
 - Service unit name
 - What the event is
 - Where the event will be held (facility and city/town)
 - When the event will be held (day, date, and time)
 - Why the event is being planned (e.g. to celebrate Girl Scout Birthday, to kick off a new year of Girl Scouting)
 - RSVP information and deadline
 - Event contact person for questions
 - Girl Scout Mission Statement: “Girl Scouting builds girls of courage, confidence, and character, who make the world a better place.”Refer to the *Volunteer Flyer Checklist* for more complete information.
2. If a flyer will have an event registration form, please make sure to include the items listed on the *Volunteer Flyer Checklist*. If non-members will be invited, the Girl Scout Promise should be included on the flyer as well.
3. If the Girl Scout logo is used, its position and appearance on your flyer must be approved by the communications department. Please contact the marketing/PR specialist for the *Girl Scout Service Mark Checklist*. The best method for including the logo is to contact the marketing/PR specialist to let her know that you will be sending the flyer to her via email. She will insert the logo for you.
4. Before printing your flyer, have at least one person proof it for typos and suggestions, make any changes, then submit to your community/membership development specialist for final approval.

Please allow plenty of time to have others proof your flyer. If you have any questions about the flyer procedures, flyer checklist, or proofing process, please contact the communications department or your community/membership development specialist.