



Girl Scout Success: Conveying the Message

As we get our message out to community members, donors, funders, potential volunteers and girls, we should convey the Girl Scout brand through our stories. We would like everyone to know, and feel, that when girls participate in the Girl Scout Leadership Experience, they are gaining leadership skills for life. Therefore, as we write our success stories – courage, confidence and character should be at the forefront of our minds. Below are a few samplings of the many success stories we have received this year!

Samples (taken from the Girl Scouts of the Missouri Heartland Donor Newsletter *The Promise*, by Anne Hyde)

Courage

A Girl Scout Daisy saw her father deployed to Iraq this year, and her troop banded together in support. The girls set a goal of sending one box of cookies to each of the soldiers in her father's unit, and exceeded that goal by 110 boxes! The girls helped one of their own remain strong and brave during a scary time, and were able to send a little bit of home to some adults who also had to demonstrate courage this year.

Confidence

A Girl Scout Brownie who was not good at reading was apprehensive when her troop voted to read the Brownie Quest Journey book together. But over time, in the safety and support of her Girl Scout sisterhood, she grew more comfortable. Now, she not only has the confidence to read in front of the group, but she raises her hand to volunteer to read!

Character

A Girl Scout Ambassador originally from Cuernavaca, Mexico attended the Girl Scout Leadership Institute in Indianapolis. She says that she learned a lot from the experience, including "how to take care of myself emotionally, and physically [and] how to accept myself from the inside out, and be proud of who I am and what I've become." After returning from the trip, she declared: "It was an amazing and unforgettable experience that I will never forget, and I will take it with me wherever I go!! [...] I will use my experience as a Girl Scout, by being a leader in my community, and using my leadership skills to share and spread the word to all the girls in my community, so they can become leaders just like me someday!!"