



## **We need communications gurus to help:**

- Streamline communication within the service unit (SU)
- Develop and maintain communication tools (SU website/ Shutterfly, blogs, social media, newsletters)
- Publicize Girl Scout accomplishments and service unit activities to the community (*see back for details*)
- Act as a liaison between the GSGLA marketing team and your service unit

## **A ton of training and support is available!**

### **How can I sign up?**

- Express interest to your service unit manager (SUM)
- Review the quick CC Orientation on [girlscoutsla.org](http://girlscoutsla.org)
- Confirm training completion with your SUM
- Join the Oct. 21 webinar (on adult education calendar)

**Questions?** Email [serviceunitsupport@girlscoutsla.org](mailto:serviceunitsupport@girlscoutsla.org).



## **Become a Public Relations Facilitator\***

### **Share your SU's awesome Girl Scout news w/ local media!**

- Write press releases about your troop or service unit (SU)
- Train others (and yourself) on how to master interviews with reporters
- Work with GSGLA marketing staff to promote SU and troop accomplishments in regional stories

### **A ton of training, tools, and support is available!**

#### **How can I sign up?**

- Express interest to your service unit manager (SUM) and communication coordinator (CC)
- Review the quick Publicity Training on [girlscoutsla.org](http://girlscoutsla.org)
- Confirm training completion with your SUM
- Join the Oct. 21 webinar (on adult education calendar)

**Questions?** Email [pr@girlscoutsla.org](mailto:pr@girlscoutsla.org).

\* CCs can take on this role or appoint another to do so. Anyone interested in public relations is encouraged to take the training and work with marketing staff to promote Girl Scouting!