



# Service Unit Communication Coordinator Quarterly Webinar

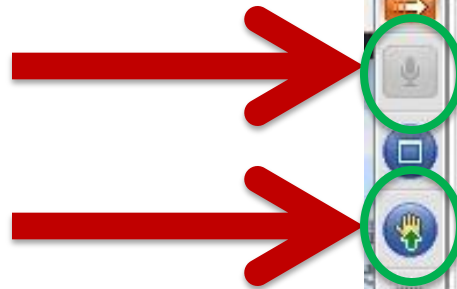


April 29, 2015

Melanie Larsen, Communications Manager, [mlarsen@girlscoutsla.org](mailto:mlarsen@girlscoutsla.org)



# Webinar How To:



File View Help

Attendee List (7 | Max 101)

Attendees (6) Staff (1)

NAMES - ALPHABETICALLY

	Kay Chilson
	Linda harmon
	lynn m-c
	Sandra Hardy
	Tracy Jackson

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Talking: Sheila Kennedy

Questions

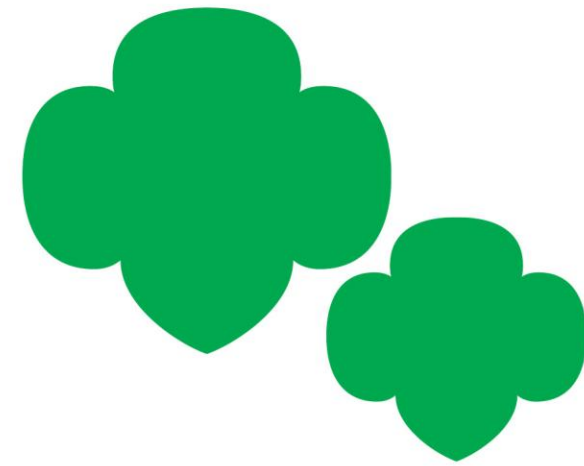
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EOA Curriculum Review

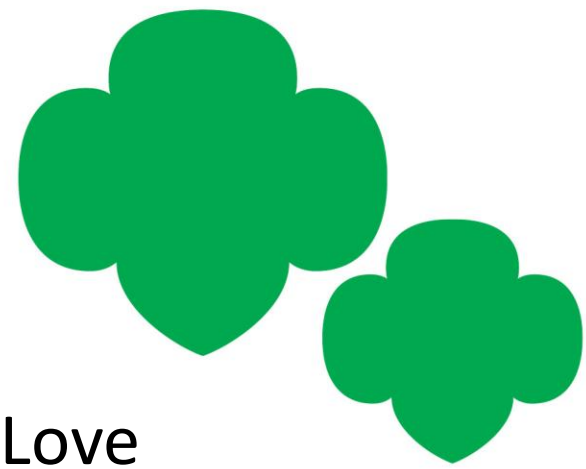
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## Communication Coordinator Agenda – 4/29



- Hot items to know about as CCs
- **Social Media:** Feed Your Neighbor, Locks of Love
- **Publicity:** Gold Award
- **Fliers/Design:** Design Cheat Sheet
- **Website:** Shutterfly Sample Sites (Heather Hetrick)
- Upcoming dates
- Open discussion/questions

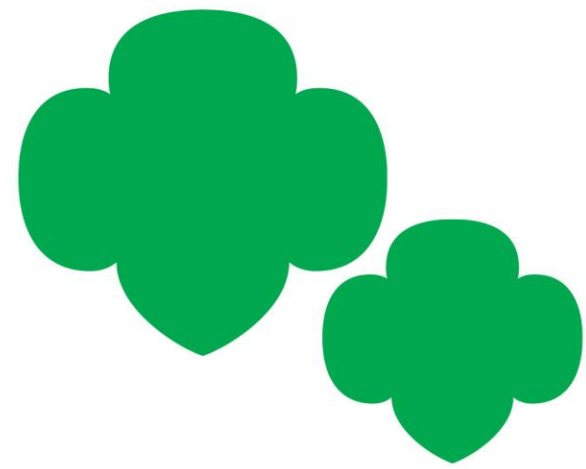


What's going on?

## Hot Items

### WEBSITE:

- Staff directory – now updated
  - About Us → Staff Directory
- Website “facelift” – this summer





What's going on?

## Hot Items



**It's Early Bird  
Renewal Time!**

**Renew your membership  
between 4/1-6/30**

**Earn this cool patch!**

**EARLY BIRD  
2015-2016  
GSGLA**

The banner features three children smiling and wearing sunglasses. A white arrow points from the text 'Earn this cool patch!' to a circular patch that says 'EARLY BIRD 2015-2016 GSGLA' with a penguin illustration.

- Web page has FAQs, recorded webinar, fliers
- Registration clinics now offered throughout April, May, June
- Troop incentives: ½ cent, 1 cent, or 2 cents per box sold
- Service unit incentives: \$50, \$75, or \$100 Visa gift cards
- Bonuses: patch, piece of mind

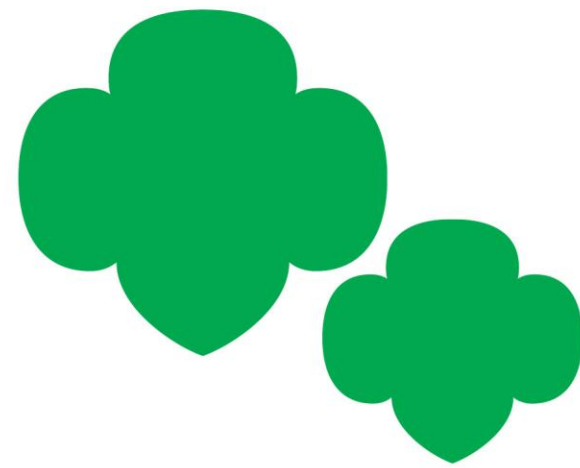
# What's going on?

## Hot Items



**April 1–June 30**

*Add s'more troops, girls,  
or service team members!*



### 3 Ways to Participate

#### **PROSPECTIVE MEMBERS: New troops**

- *Incentives:* BOGO registration, patch, invite to July event

#### **TROOPS: New girls in an existing troop**

- *Incentives:* Add 1+ girl = patch for new girls & leader; Add 2+ girls = invite to July event; Add 4+ girls = a bag for leader; BOGO registration for new girls
- Report at web page (link on homepage)

#### **SERVICE TEAM: New service team members in existing service unit**

- *Incentives:* New team members get patch, *Volunteer Essentials* and position handbook; SUM gets a patch (1+ new members), 50% discount to SU retreat (2+ new members), free ticket to SU retreat (4+ new members)
- Report at web page (link on homepage)

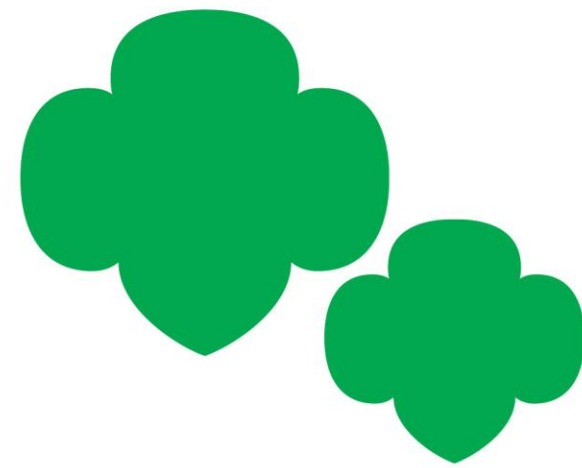


What's going on?

## Hot Items

# EMERGING LEADER 2015

- Grades 10-12 by 2015-16 school year
- Completed Gold Award by Oct. 2015
- Apply online, under "What's New"
- **Deadline is JUNE 15**

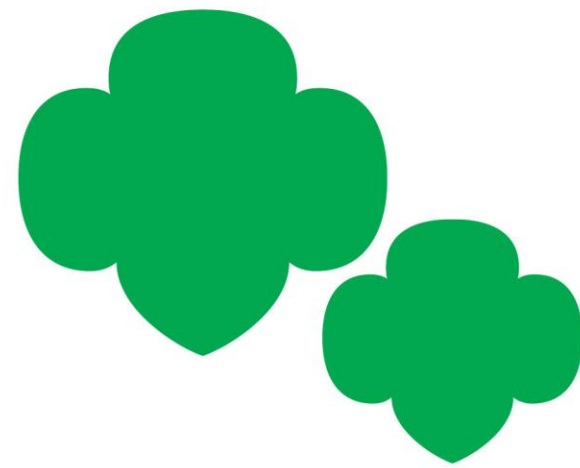




## Social Media

# Feed Your Neighbor & Service Saturday May 2, 2015

- Ways to participate:
  - Work on patch program
  - *NEW!* GSGLA Service Squad at the food bank (girls 14+)
  - Ralphs/Food 4 Less food drive booth
- What you can do as CC:
  - Spread the word—especially to older girls (deadline: Friday)
  - Set a SU goal!
  - Take pictures! Send to [photos@girlscoutsla.org](mailto:photos@girlscoutsla.org)
  - Go social (on Instagram & Twitter)!
    - Service Squad **#GSservicesquad**
    - Food drive booths **#feedyourneighbor #servicesaturday**
    - Tag us: **@GirlScoutsLA**

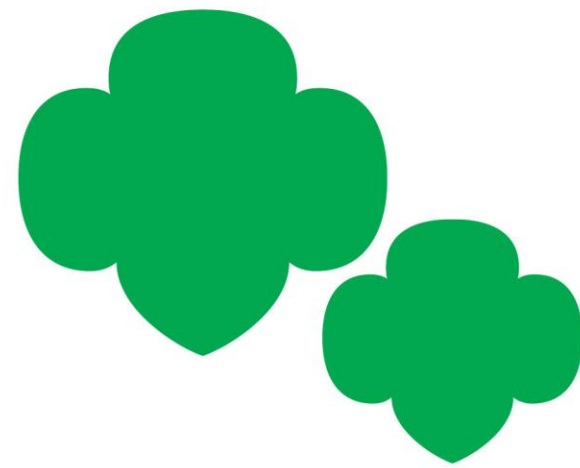




# Social Media

## Locks of Love Week, June 1-7

- How it works:
  - Need 10 inches of hair
  - June 1-7, go to Supercuts for free haircut & donation
  - Share before & after picture at service center for patch
- What you can do as CC:
  - Spread the word!
  - Set a SU goal!
  - Take pictures! Send them to [photos@girlscoutsla.org](mailto:photos@girlscoutsla.org)
  - Go social (on Instagram & Twitter)!
    - **#LOLweek**
    - Tag us: @GirlScoutsLA



**HELP KIDS IN NEED & FREE HAIR CUT! JUNE 1-7**



# Publicity – Success Story



Contact: Joan Hasler, Volunteer  
Golden Oak Service Unit  
661-259-2057  
has200431@yahoo.com

Melanie Larsen,  
Communications Manager  
626-677-2339  
mlarsen@girlscoutsla.org

**From:** Kirsten Quinn  
**Date:** April 22, 2015 at 3:21:47 PM PDT  
**To:** Joan Hasler  
**Subject:** RE: Press Release Community

Hi Joan,

I will absolutely run this in the Our Community section! Beautiful job. 😊

We currently have a large backlog of material waiting to be published in the section, so it may be a bit of a wait. But I will be sure to let you know when it publishes, so you won't miss it! Thank you for your patience!

Best wishes,  
Kirsten  
Signal Features Editor

Send your stories and photos to [ourcommunity@signalscv.com](mailto:ourcommunity@signalscv.com).



**PHOTO CAPTION:** Remarkable volunteers honored by Girl Scouts of Greater Los Angeles: Jenelle Hamilton, Patty McGothlin; Second Row: Liz Miller, Michelle Roberts, Joan Hasler, Barbara Karpp and Ed Langness

## About Girl Scouts of Greater Los Angeles

Girl Scouts of Greater Los Angeles serves more than 40,000 girls in partnership with more than 20,000 volunteers throughout the diverse communities of Los Angeles County and parts of Kern, San Bernardino, and Ventura counties. The council engages girls through programs in Leadership, Business and Financial Literacy, Outdoor Adventure, STE[A]M (science, technology, engineering, art, math), and Healthy Living. To join, volunteer, reconnect, or support, visit [www.girlscoutsla.org](http://www.girlscoutsla.org) or call 213-213-0123.

# Publicity – Gold Award PR Toolkit

## Communication

### Website/Social Media

[Troop/Group Website Guidelines](#)

[Sample Shutterfly Site - Service Unit](#)

[Sample Shutterfly Site - Troop](#)

The following two forms can be used by the SU communication coordinator and/or website/social media facilitators to request information from their SU for posting on the SU website, social media, etc.

[Service Unit Request to Post Form - Fillable Word Doc](#)

[Service Unit Request to Post Form - Print Version](#)

[How-to's of Online Communication](#) - Resources for getting started with Twitter, Facebook, and Shutterfly

(Event flier design cheat sheet, which includes logo and trademark usage, and templates is under [Special Events/Money Earning](#))

### Public Relations

Important: The following templates and tools can be used to publicize service unit news to local media by all SU communication coordinators and/or publicity facilitators *who have completed the required [GSGLA Publicity Training](#)*. **All volunteers must send drafts of press releases to [pr@girlscoutsla.org](mailto:pr@girlscoutsla.org) for approval before sending to local media.**

[Press Release Template](#)

[Media Alert Template](#)

[Media Contacts Excel Table](#)

[GSGLA Editorial Style in a Pinch](#)

[GSGLA Fact Sheet](#)

[Photo Consent Form - Minors](#)

[Photo Consent Form - Adults](#)

[Gold Award - Press Release Template \(for communities/service units\)](#)

[Gold Awardees by City](#)

For Volunteers →  
I am a Volunteer →  
Resources & Tools



# Publicity – Gold Award PR Toolkit

## Gold Awardees by City

- Team up with neighboring SUs to combine efforts
  - Email [data@girlscoutsla.org](mailto:data@girlscoutsla.org) for names of neighboring CCs



Agoura Hills – 3	Downey – 1	Playa del Rey – 1	Temple City – 5
Alhambra – 2	El Monte – 1	Rancho Cucamonga – 7	Upland – 2
Alta Loma – 1	El Segundo – 3	Rancho Palos Verdes – 12	Valencia – 9
Altadena – 7	Glendale – 6	Redondo Beach – 4	Venice – 2
Arcadia – 10	Glendora – 2	Rolling Hills – 2	West Covina – 2
Beverly Hills – 1	Hacienda Heights – 1	Rolling Hills Estates – 4	West Hills – 1
Burbank – 1	La Canada – 26	Rosamond – 2	Whittier – 5
Calabasas – 5	La Crescenta – 8	Rosemead – 2	Woodland Hills - 1
Calabasas Hills – 1	Lakewood – 2	Rowland Heights – 3	
Cerritos – 5	Los Angeles – 8	San Gabriel – 5	
Chino – 3	Manhattan Beach – 5	San Marino – 15	
Chino Hills – 7	Monrovia – 1	San Pedro – 1	
Claremont – 1	Montebello – 1	Santa Clarita – 3	
Culver City – 2	Monterey Park – 2	Santa Monica – 4	
Diamond Bar – 4	Northridge – 4	Saugus – 1	
	Oak Park – 1	Shadow Hills – 1	
	Ontario – 1	Sherman Oaks – 2	
	Pacific Palisades – 1	Sierra Madre – 2	
	Palmdale – 1	South Pasadena – 10	
	Palos Verdes – 1	Studio City – 1	
	Palos Verdes Estates – 5	Sunland – 1	
	Pasadena – 27	Sylmar – 1	





# Publicity – Gold Award PR Template

## [YOUR CITY/NEIGHBORHOOD] GIRL SCOUTS GO GOLD

**[# OF GOLD AWARDEES IN YOUR SU]** local girls lead impactful projects, earn Girl Scouts' highest honor

**[YOUR CITY, DATE]** – Girl Scouts are using their leadership skills to make positive changes in **[YOUR CITY/NEIGHBORHOOD]**. Their sustainable projects have earned them Girl Scouts' highest honor, the Girl Scout Gold Award, which they will receive in a ceremony on June 6.

The Girl Scout Gold Award is a national award with significant standards that elevate a girl's leadership skills, creativity, value, and efforts to make the world a better place. Earning the Gold Award requires spending at least 80 hours planning and implementing a challenging, large-scale project that is innovative, engages others, and has a lasting impact on its targeted community. The prestigious award recognizes Senior and Ambassador Girl Scouts—girls in ninth through 12th grades—for outstanding accomplishments in leadership, community service, career planning, and personal development.

In 2015, 274 girls in greater LA collectively spent nearly 22,000 hours using everything they've learned in Girl Scouts to lead positive change in their communities and beyond.

In **[YOUR CITY/NEIGHBORHOOD]**, the following girls earned their Gold Award this year:

**[LIST NAMES OF GIRLS; IF DIFFERENT CITIES/NEIGHBORHOODS, NOTE THOSE. ]**

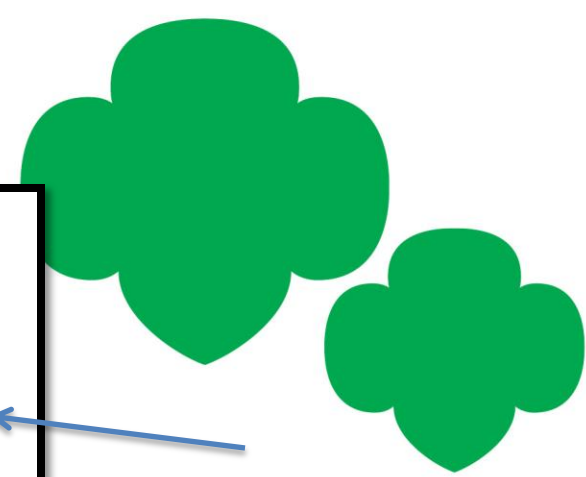
**[WRITE ABOUT EACH PROJECT IN A SENTENCE OR TWO. IF THE GROUP OF AWARDEES IS VERY LONG, INCLUDE A SEPARATE DOC WITH GIRL PROJECT INFO AND SEND THAT WITH THIS RELEASE.]**

**[INSERT A QUOTE BY ONE OF THE GIRLS SUMMARIZING WHAT SHE HAS LEARNED THROUGH THE GOLD PROCESS. EXAMPLE OF A QUOTE: "Through earning my Gold Award, I have learned responsibility, how to be an accountable individual, honesty, and the importance of both the individual and teamwork," said Gold Awardee Victoria Vitalich. "I'm proud that my project has made such a big impact on our community."]**

Nationwide, only six percent of all eligible Girl Scouts achieve the Gold Award. Approximately one million Girl Scouts have earned their Gold Award or its equivalent since 1916. Girls who earn their Girl Scout Gold Award automatically enter the military one rank higher, and qualify for college scholarships, additional national service awards, and more.

### About Girl Scouts of Greater Los Angeles

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Send drafts to  
[pr@girlscoutsla.org](mailto:pr@girlscoutsla.org)

## Design Cheat Sheet



www.girlscoutsla.org/pages/for\_volunteers/Cool\_Tools.html#Specialevents

### Special Events & Money Earning

#### Event Forms

[Special Events & Money Earning e-Form](#)

[Event Change Request e-Form](#)

[Final Report e-Form](#)

[Special Events & Money Earning e-Form \(Sample\)](#)

[Special Events FAQ](#)

#### Planning

[Special Events & Money Earning Manual](#)

[Event Budget Tracking Tool \(Excel\)](#)

[Event Flier Checklist](#)

[Design Cheat Sheet for Volunteers](#) (AKA event flier guidelines, proper logo/trademark usage, and tips)

[Event Flier Template for Word](#) (for flier design ideas, view Design Cheat Sheet)

[Event Flier Template for Publisher](#) (for flier design ideas, view Design Cheat Sheet)

[Back to top](#)

For Volunteers →  
I am a Volunteer →  
Resources & Tools

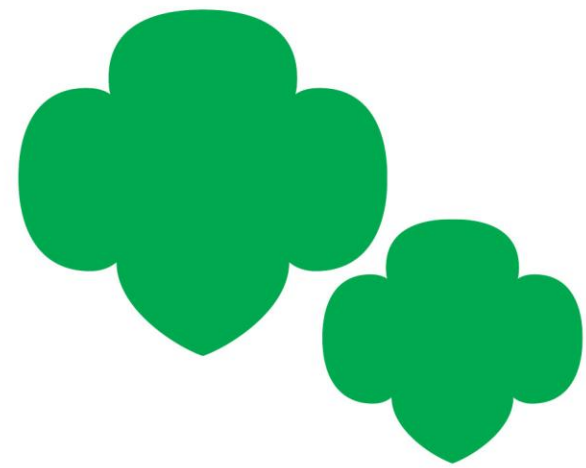


Website

# Shutterfly Sample Sites Overview

*Heather Hetrick*

*Communications Go Team*





## Important Dates

Feed Your Neighbor, May 2 (#GSservicesquad)

### Silver Award Ceremonies

May 12 – Southwest

May 13 – Southeast

May 14 – North

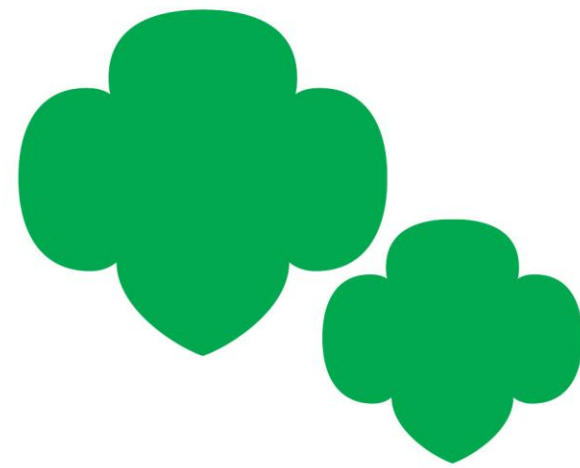
Gold Award Ceremony, June 6

SUM Retreat, June 26-28

(SUMs, Level Consultants, Recruiters)

SU Appointment Meetings – June & July

**Next Communication  
Coordinator Meeting:  
Tues., July 21  
7:30-8:30 p.m.**

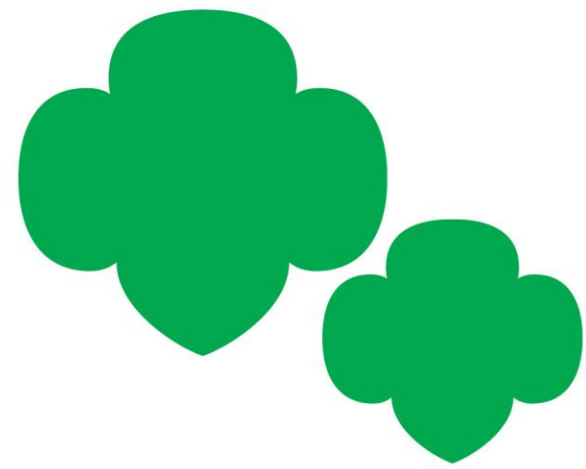




## Discussion

**What do you need to do this job?**

**Any changes to the manual that you think would be helpful?**



# Thank you!

**Next meeting:**

Tuesday, July 21, 2015, 7:30-8:30 p.m.

Melanie Larsen, [mlarsen@girlscoutsla.org](mailto:mlarsen@girlscoutsla.org)

