

Girl Scout Recruitment Op-Ed Tips & Examples

What is an op-ed?

An op-ed is a piece in a newspaper or magazine that presents the opinion of its writer—someone who is not employed by the newspaper or magazine. The name comes from the words “opposite editorial,” as an op-ed usually appears opposite the editorial page.

How do you submit an op-ed to your local newspaper?

Look at your newspaper’s sections: Is there an op-ed or opinion section that includes opinions of local community members? Do they print a “Letters to the Editor” section? Often time, these sections include instructions on how to contribute and where you can email your op-ed. If you can’t easily find that information, simply contact the newspaper and ask how you can get an op-ed placed in the paper. They’ll direct you to someone who can help. **IMPORTANT:** Be ready to talk about why you are submitting an op-ed right *now*. Your answer: The new Girl Scout year has begun, and local Girl Scouts in your community have the biggest need for new volunteers. You want to talk about why we need Girl Scouts *now*. In the fall, parents are presented with so many options for extracurricular activities. Leadership programming for girls is vital. Mention any upcoming recruitment events you are having as time-sensitive and, lastly, ask them for deadlines and word count information. (You could also mention Juliette Gordon Low’s birthday AKA Founder’s Day on Oct. 31!)

Where else can you submit your op-ed?

Does your community have a blog, such as a Patch, where community members can submit opinion pieces or run press releases verbatim? Do some research and post your op-ed. (Remember to send it to pr@girlscoutsla.org for approval first.)

Examples of Op-eds

IMPORTANT NOTE: The following are op-ed examples. Use these as *examples only*! Please do not use the language verbatim in your version. Rather, use them as inspiration for flow and formatting and write from your own perspective, as a Girl Scout volunteer and/or parent of a Girl Scout. You are welcome to pull some wording/elements of these op-eds for use in your own. Think of your piece as a testimonial about why Girl Scouting is so important and why we need more volunteers and/or members. All op-eds must include a clear call to action: Giving your reader the information they need to find out more about becoming a volunteer or signing up their daughter for Girl Scouts. Also, please keep your op-ed under 400 words—your newspaper may have a maximum word count, so check with them. **Another idea is to recruit a girl in your service unit to write an op-ed piece from her perspective.** Regardless of who writes it, you still need to send it to GSGLA Communications Manager Melanie Larsen at pr@girlscoutsla.org for editing support and approval before submitting to your local newspaper.

Example 1:

Join Girl Scouts of Greater Los Angeles to Inspire Tomorrow’s Leaders: Girl Members and Adult Volunteers Alike Benefit from Their Girl Scout Experiences

How does a girl accomplish her goal of learning about robotics? Or defy gender stereotypes and become a firefighter, leading a team of other heroes? Or set in motion her dream of becoming a leader when opportunity seems like only a buzzword to her? How? It's simple: Girl Scouts.

Whether you sign your daughter up for a troop or sign yourself up as a volunteer, Girl Scouts offers a wide range of opportunities to brighten a girl's future. At Girl Scouts of Greater Los Angeles, we serve 40,000 girls in the greater Los Angeles area—that's [number in local paper's region] here in [city of newspaper]. We want to reach more girls than ever before, but in order to do that, we need more volunteers.

Girl Scouts is making the world a better place while making a lasting impression in the lives of both its volunteers and girl members. Demonstrating this, recent Girl Scout research shows that 94 percent of Girl Scout volunteers and 97 percent of girl members believe Girl Scouts provides them with new, fun, and exciting experiences.

[ANECDOTE ABOUT HOW THE OP-ED AUTHOR, A COUNCIL VOLUNTEER, OR GIRL MEMBER HAS BEEN IMPACTED BY GIRL SCOUTS, OR AN EXPERIENCE THE AUTHOR, VOLUNTEER, OR GIRL MEMBER HAD THAT POINTS DIRECTLY TO THE POSITIVE BENEFITS OF BEING A GIRL SCOUT.]

Let's get more girls in [city/neighborhood of newspaper] exploring, imagining, and amazing. To join or volunteer, please visit girlscoutsla.org. I encourage you to RSVP to our upcoming local recruitment event at [date/time/information about any recruitment events your SU has coming up] to register and find out how to join Girl Scouts.

Example 2:

Adults play a big part in Girl Scouts

More than 50 years ago, my now 89-year-old mother got on her bicycle and rode to my elementary school to sign up to be a Girl Scout troop leader.

She really didn't know what it would entail, but she had heard about Girl Scouting and the difference it made in the lives of girls. She wanted her three daughters to have the experience of Girl Scouting in order to realize their full potentials.

A half-century later, mothers are doing the same thing – signing up to lead Girl Scout troops to ensure their daughters receive the Girl Scout Leadership Experience. And we're starting to see today women and men who are not parents – but are aunts, uncles, young college graduates, and professionals with grown children – stepping up and volunteering to be Girl Scout leaders. We no longer rely on moms alone to lead Girl Scout troops.

In [city/neighborhood of newspaper], we want to reach more girls because we know Girl Scouting works.

According to recent research, 90 percent of caregivers believe that because of Girl Scouts, their girls are more confident. In fact, women who were Girl Scouts as children display more positive life outcomes: They obtain more college degrees, vote regularly, and have a higher perception of self.

It's our mission to build girls of courage, confidence and character who make the world a better place. In order to achieve this important mission, we need more adults to step up and volunteer.

Won't you please join us in this mission by becoming a Girl Scout volunteer? Whether you can lead a troop – our greatest need – conduct a training or speak at an event, the volunteer opportunities are endless.

Together, we will help girls learn for themselves what we already know: Girls can do anything!

My mom remembers her time as a Girl Scout troop leader as if it were yesterday. She shares wonderful stories of the girls in her troops, their personalities and achievements. She's proud of the volunteer work she did to give her daughters – and other girls – the Girl Scout leadership experience. What an incredible legacy. Join the Girl Scout Movement today by visiting girlscoutsla.org.

Example 3:

Girl Scouting changed my life—it can change yours, too

Everyone has their hobbies and sports they have stuck with since they were little. When they graduate high school they look back and reflect on how they have grown in that area. They talk about how they started out playing soccer when they were four and now have a scholarship to their school for soccer.

When I look back at my childhood and growing up, one hobby sticks in my mind. Girl Scouts has made me who I am today—and now that the new school year has begun, I want girls and parents in [town of newspaper] to know why they should also consider joining our nation's premier leadership organization for girls.

Girl Scouts is more than just cookie sales. Yes, the cookies are delicious, but Girl Scouts is so much more. Through elementary school, I was a kid with a speech impediment. I was extremely shy at making friends or even talking in front of a few people. However, through the help of my troop and amazing leaders, I found so much confidence in myself to the point that I competed in my school's Toastmasters program and even won! For a girl in elementary school, I felt like I had won the world. This was just the start of my journey in Girl Scouts.

In Junior High I made an amazing group of friends in my own Girl Scout troop. A group of friends that I am proud to say I am still best friends with today. These are friends that even though we are going to colleges in different states, we are already planning how we are all going to stay in touch.

When you volunteer for Girl Scouts, you have the opportunity change a girl's life—like my troop leaders did for me. This fall, please consider joining the Girl Scout Movement so that more girls can stand up, stand out, and stand tall. For more information, visit girlscoutsla.org.