

Fall Membership Toolkit

Where

Curiosity

Grows

@girlscouts



Where Adventure Grows



@girlscouts



Toolkit Overview

Get everyone excited to discover Girl Scouts! Use one of the graphics below with a general discover Girl Scouts message in the caption, or call out a specific information session in the description!

WHERE TO POST:

- *Social Groups: (mom boards, school Facebook groups, neighborhood Facebook groups)*
- *Faith-Based Organizations (Churches, Synagogues, Mosques)*
- *Community bulletins (online) & event calendars*
- *Online school groups, including home school groups*

TIPS FOR USING SOCIAL POSTS AND GRAPHICS:

Where should I post a link?

If you are posting on Facebook, Twitter, or LinkedIn, include the link at the end of each caption. We don't recommend posting about your recruitment events on Instagram, but if you would like to, include the link in your bio and make sure each caption says "Register at the link in my bio." at the end.

What if I don't know which caption to use?

Any of the captions are good to use, but if you are having a hard time picking one, or if you're in a hurry, we went ahead and highlighted a few posts in **purple** so you can get started! Also, any information that needs to be inserted is highlighted in **green**. (Don't forget to remove the brackets!)

How often should I post?

Post once or twice a week on your personal page and once or twice week in a single Facebook group. We want to avoid spamming!

What time of the day should I post?

Since caregivers and parents are busy, posting first thing in the morning, at lunch time, or after dinner are typically the ideal times. (Also note the times you see your audience posting the most.)

Where do I put my event information in the post?

You can include that information in the caption. Do not upload an image of your flyer to social media because the text will be too small to read on mobile devices—touch on the main information in the caption, and the rest they can find on the event page!

To find your local event information, visit bit.ly/gsnc-fall-info-nights-2025 or scan the QR code.



Social Media Captions

GENERAL RECRUITMENT CAPTIONS:

A squad that will cheer you on. A chance to try new things. That's what being a Girl Scout is all about. Your Girl Scout community is a place to call your own, test your limits, and have a blast. Learn more about Girl Scouts today: gsnc.org/join

Anyone can tell others what to do. A true leader can make smart decisions, act fairly and responsibly, and let others on the team shine as they work together. gsnc.org/join

What do Girl Scouts do? Anything they set their mind to. They're discovering who they are and what they love to do. No two Girl Scout stories are the same, but every single one will inspire you. Learn more today! gsnc.org/join

Forever friendship is a powerful thing. It's what gives Girl Scouts the confidence to be themselves, unapologetically. Get started today! gsnc.org/join

It's what makes them feel safe enough to try new things and cheer each other on in tough times. It's the support that can get them up on tough mornings, help them raise their hand in class, and even climb to the top of a mountain. Contact Girl Scouts today, to get the support you need! gsnc.org/join

80% of Girl Scouts say they're confident in who they are and what they can do in the world—and you can help her take on the world together. gsnc.org/join

VOLUNTEER RECRUITMENT CAPTIONS:

95% of parents say she's made more friends through Girl Scouts. And volunteers do too! [WINK EMOJI] >> gsnc.org/volunteer

Girl Scouts gives her the tools to make the world a better place, and you can help! With your support, girls will become their best, bravest, and boldest selves. Share your skills today! >>> gsnc.org/volunteer



Social Media Graphics



To download these social media graphics, scan the QR code or visit bit.ly/gsnc-fall-recruitment-toolkit-2025.



Social Media for Community-Specific Recruitment Information Sessions

Below you will find a social media caption and links designed to help promote Girl Scout Information Sessions in your community.

CAPTION

Fun, friendship, and new adventures are what Girl Scouts is all about. Girls make new friends, challenge themselves, write their own stories, and take action to change the world for the better. Learn more about Girl Scouts in [insert Community Name] on [insert Date] at [insert Time] at Girl Scouts [insert Event]. Sign up to join us: [insert registration link for your community from the next page].

SAMPLE (*specific to Baldwin's information session*):

Fun, friendship, and new adventures are what Girl Scouts is all about. Girls make new friends, challenge themselves, write their own stories, and take action to change the world for the better.

Discover more about Girl Scouts in Baldwin on Tuesday, October 15, 2025 at 7:00 PM at the Baldwin Library. Sign up: <https://bit.ly/43gh4qQ>

SOCIAL MEDIA GRAPHICS

When sharing on social media, please be sure to share the graphic and add specific community details. (Girl Scout information sessions and community-specific details are available on the OLC Volunteers group.)

INFORMATION SESSION LINKS BY COMMUNITY

When sharing the above caption, please be sure to share the link associated with your community's Girl Scout Information Session.

