



A YEAR IN THE LIFE OF JULIETTE
PATCH PROGRAM

JANUARY: PROMOTE OUR PROMISE



GIRL SCOUTS OF THE GREEN AND WHITE MOUNTAINS
Serving New Hampshire and Vermont

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Juliette Gordon Low helped to create one of the first public service announcements. The Golden Eaglet was written by Josephine Daskam Bacon (who was also a Girl Scout) and it was a recruitment film for Girl Scouts. Juliette Low even acted in the film (she pinned the Golden Eaglet pin on Margret, the main character in the film). When the film was made, there were no color movies or even sound in films (a pianist would accompany the film with music). World War I was ongoing and Juliette knew that Girl Scouting was what girls were looking for to help make a contribution to their country. Juliette made sure the film was shown around the county and it helped the Girl Scout movement grow.

The goal of this patch program is to help girls learn about making a great PSA, choosing a topic they want to promote and finding the media to get their message out to others. The following patch activities are for all age levels Daisy-Ambassadors. You know your girls best, encourage them to do the activities at a level that is appropriate for their age. Always remember to follow Safety Activity Check points for all activities.

LEARN ABOUT PSAS

Do two activities from this section:

1. Watch the Golden Eaglet <https://www.youtube.com/watch?v=k5UBGJAeDFM> talk about how Girl Scouting was different when the Golden Eaglet was filmed (uniforms, activities, etc.) and how it is still the same (earning badges, community service, etc.). Would watching this PSA still make you want to join Girl Scouts? Create a story board showing how you could recreate the Golden Eaglet to reflect Girl Scouting today. See Resources for support in creating storyboards.
2. Explore what it takes to be a director. Go to <http://bethedirector.girlscouts.org/> and try your hand at making decisions about wardrobe, lighting, music and scripts. Now share what you learned with others.
3. Watch the following two cookie PSA's, one from the 1970's <https://www.youtube.com/watch?v=jbHGjgQFcpG> and one from 2015 <https://www.youtube.com/watch?v=1ALsnAjhdaU>. What are the common themes in each PSA? How are those themes important to share with audiences? Create your own story board for a cookie PSA you would like to produce.
4. Visit a TV or radio station. Learn about how they provide information to the public. Go prepared with questions about how they support the creation and marketing of PSAs. Learn about how their media reaches audiences and what careers are involved in their business.
5. Visit a newspaper. Talk to a reporter about what they look for in stories to print. Talk about any upcoming Girl Scout events in your community that they may be interested in sharing with the public.

CREATE A PSA

Decide on a topic you would like to promote through a PSA. Visit <https://www.youtube.com/watch?v=J85cXpDtMQ> for ideas on how to make a PSA. Your PSA can be about one of the product sales (and how it supports your troop), encouraging new girls to join Girl Scouts, showcasing the great things you have done in Girl Scouts or choose another topic that you feel is important for your group to promote through a PSA. See PSA examples in the resources list.

Choose one activity to do below:

1. Create a poster and/or handouts that your troop can display that promotes a topic that you feel it is important to communicate to others. If you are using photography, make sure that all your subjects have given written consent for their picture to be taken and used (use the annual permission slip if needed).
2. Write and record a PSA that could be used on the radio. Work as a group to decide on sound effects, choosing who will speak and who will be doing the recording. Remember radio manners: no gum, be excited, no rattling papers, no leaning/kicking the wall.
3. Visit your local public access TV channel. Learn what types of equipment they have for organizations to create and promote their organizations using a PSA. Create a PSA with your troop and record it to be shared with others.
4. Create a PSA skit about a topic. Write up your script, working to make sure that everyone has a part. Practice your skit and make sure you are performance ready.

SHOWCASE YOUR PSA

To complete this patch program, attend a community event, Girl Scout event, school event or other gathering where you can present your PSA. Create an evaluation to ask the audience for feedback about your PSA. Did your PSA inform them of the topic you presented? Did it inspire them to take action about the topic you presented? What other comments do they have to help you make your PSA even better?

If you are interested in sharing your PSA on social media, TV, radio or print, please contact the GSGWM, customercare@girlscoutsgwm.org for support.

RESOURCES

Online Safety Pledge: <http://www.girlscouts.org/en/help/help/internet-safety-pledge.html>

Storyboard Resources:

- Steps to create a story board: <http://www.wikihow.com/Create-a-Storyboard>
- Program you can use to create a storyboard: <http://www.storyboardthat.com/>

Sites about creating PSAs:

- Great site with "how tos" of successful psa: <http://www.govtech.com/education/news/How-to-Create-the-Perfect-Public-Service-Announcement.html>
- Great how to with step by step instructions: <http://www.readwritethink.org/parent-afterschool-resources/activities-projects/mytube-make-video-public-30157.html>

Examples of PSAs:

- Girl Scouts of the USA *To Get Her There* PSA: https://www.youtube.com/watch?v=yTnt8zn_IBg
- Girl Scout troop video about emergency preparedness: https://www.youtube.com/watch?v=TEwwAJR_ilo
- PSA from our National CEO to encourage adults to volunteer: <https://www.youtube.com/watch?v=DQlu3aYbfSo>
- Girl Scouts of the USA *Lifetime of Leadership* PSA: <https://www.youtube.com/watch?v=cID3ggLLHyQ>



TAKE YOUR BEST SHOT: PHOTO TIPS

Thank you for taking pictures at your event! Including photos with the information you send to your local and regional newspapers or online sites boosts the chances of seeing your news printed. Please check that you have releases for girls depicted before sending them out to the media. Also send photos to customercare@girlscoutsgwm.org. We may use them to promote activities available to girls through Council publications, at displays, on our website or Facebook, or to illustrate programs we offer.

Taking a quality photo boosts your chances of getting published. Here are a few tips:

1. Every picture tells a story, right? Make sure.
2. Have subjects face a source of light - sun, window - not backlit (this will put faces in shadow).
Turn calendar off!
3. Focus on the Girl Scout! Make girls the focus of your photo, especially ones wearing uniforms or something identifying them as a Girl Scout.
4. When using a digital camera, remember there is a second or so lag between pressing the button and the photo being recorded, so hold still for an extra second to avoid blurry pictures.
5. You should have no more than about four people in your photo - more than that will result in tiny faces you'll never see. But sometimes group shots are appropriate.
6. Action shots are more interesting. If you must shoot people posing, have them *smile* (if appropriate). Give editors a choice: vertical, horizontal, close up. Offer editors at other publications different photos when possible.
7. Avoid photos taken from a distance (long shots). Avoid photos that feature someone's backside. Watch for trees or flagpoles growing out of heads. Try some interesting angles instead of shooting everything straight on.
8. Most cell phones today take good photos. Set your photo size to large. Newspapers require high resolution to print a sharp photo.
9. When sending photos to a newspaper, always identify people in the picture from left to right and write a brief paragraph that describes what is going on. Newspapers won't print unless there are first and last names of the girls - again, make sure you have a signed release for each. Include their hometowns.
10. Send electronic photos in usable formats: 200 dpi (dots per inch) as a JPG (pronounced J-peg) is usually good, at least 6 inches wide. Check newspaper or TV and radio station websites for their tips and instructions on how to send. Most prefer the photos as separate attachments, not embedded in a document.

NOTE: If publishing photos of girls on your troop or community website, or on Facebook, do not give girls' last names or "tag" the photos.

The importance of branding

What is branding? Branding is a name (Girl Scouts), symbol (trefoil) or design (logo) that sets us apart from other groups, that is instantly recognizable. Think Coca-Cola red and white or the Nike “swoosh.” People connect with, are loyal toward, and trust a brand.

Among American nonprofits, Girl Scouts of the USA (*not* “of America”) is the second most recognizable brand in the country. (The first is the American Red Cross.)

The American Marketing Association says, “Your brand resides within the hearts and minds of customers, clients, and prospects. It is the sum total of their experiences and perceptions, some of which you can influence, and some that you cannot. A strong brand is invaluable as the battle for customers intensifies day by day; it’s the source of a promise to your consumer. It’s a foundational piece in your marketing communication and one you do not want to be without.”

Why should I care?

Before writing or reproducing any publication, flyer or newsletter item, ask “What is the purpose? What am I trying to do?” Are you trying to inform, entertain, call readers to action, direct them someplace? And why should they care?

Time is precious so make every word count. We want to communicate clearly, concisely, and correctly. Think KISS Principle: Keep it short and simple.

Every news item should include these 5 Ws: who, what, where, when, why, and sometimes how.

CAPITALIZATION

Writing a headline for a flyer or newsletter? There are 2 styles: capitalizing important words (This Is My Article Headline) or the more contemporary, so-called sentence style (This is my article headline). If using the former, remember to capitalize all nouns and verbs. (“It” and “is” are only 2 letters, but they are a noun and a verb and should have initial caps.)

Girl Scouts of the USA has many words that are capitalized: Ambassador, Brownie, Cadette, Cookie Dough, Cookie Locator, Daisy, Girl Scout, Girl Scout Cookies, Girl Scout Leadership Experience (or GSLE after first use), Journey, Junior, Pathway

OUR STYLES FOR CURRICULAE

Journey, Journeys: always capitalized, use correct style for Journey book titles.

- It’s Your Story—Tell It! *Not* It’s Your Story, Tell It! (dash, not comma)
- The Girl’s Guide to Girl Scouting (singular girl)

But, the 2014 Girls’ Guide to Summer (camp guide, plural girls)

KISS PRINCIPLE

Shorter, easier to read is always better. You can edit out a lot of words without changing the meaning. Example:

Before 61 words:

The Girl Scouts Beyond Bars program is in need of volunteers from the Upper Valley to help transport girls from their homes to the women's prison in Goffstown once a month for a troop meeting inside the prison. The meetings take place the second Saturday of the month from 4-6 p.m. If you are interested, please contact Maura O'Neill at moneill@girlscoutsgwm.org.

After 34 words:

Girl Scouts Beyond Bars needs volunteers in the Upper Valley to drive girls to the women's prison in Goffstown, NH the second Saturday of each month for troop meetings from 4-6 p.m. Contact Maura moneill@girlscoutsgwm.org.

ACTIVE VOICE

Purchase tickets now, *not* Tickets may be purchased at...

FREQUENTLY USED WORDS

- badges, not merit badges (merit badges are what Boy Scouts earn)
- Cadettes (Girl Scout word, will show up in spellcheck as misspelled—add it to your dictionary) campfire
- Cookie Dough cookout
- Do-si-dos
- Girl Scout Cookies
- Facebook
- Girls Rock the Capitol (*ol*, not *al*)
- Girl Scout Gold Award
- Journey, Journeys
- Jump-In
- Pathway, Pathways
- Samoas
- Scout's Own
- sing-along or singalong
- s'mores (the snack), S'mores (the cookie based on the snack)
- SWAPS (Special Whatchamacallits Affectionately Pinned Somewhere)
- tagalong (extra kid), Tagalongs (peanut butter patty cookies)
- Thin Mints
- Trefoils (cookies upper case, otherwise trefoil for the symbol)
- T-shirt or T shirt; be consistent
- Virtual Book Club

When in doubt, check www.dictionary.com.

NUMERALS

Preference is lower case: 7 am-3 pm (informal, uses fewer characters) or 7 a.m.-3 p.m. (formal). Whichever you use, be consistent.

When using a date, do not use suffix such as “st” or “rd.” May 1, not May 1st. (The suffix can be a problem with some fonts, and using the numeral without it is less formal and more contemporary.)

Always use the day before the date when writing about an event or program — it’s easier for people to figure out when it is. For example, World Thinking Day is Sat, Feb 22. But these abbreviations (Sat, Feb) without periods are very informal and are meant for enewsletters where every character counts. Spell out these words when part of a sentence.

OUR MISSION STATEMENT

Girl Scouting builds girls of courage, confidence, and character, who make the world a better place. (*Note commas.*)

PASSIVE VOICE

Tickets may be purchased by, *instead*, Purchase tickets now

PUNCTUATION

Hyphens versus dashes: dash: technically called an “em” dash (He grabbed all the Girl Scout Cookies—then ran). If Microsoft Word doesn’t do it as above, use two hyphens: -- with no space around them. Don’t use - (hyphen space).





SAMPLE 60-SECOND PSA SCRIPT TIME TO JOIN GIRL SCOUTS—GENERAL

Calling all girls: It's time to join Girl Scouts!

Girl Scouts of the Green and White Mountains offers more than 100 programs for girls, and registration is only \$40 a year.

Through Girl Scouting, girls **discover** themselves and their values, **connect** with others, and **take action** to make the world a better place.

We have a blast, make friends, and have new and exciting experiences in the best leadership program for girls in the U.S.

There are many ways to be a Girl Scout.

In a troop!

At camp!

Through travel!

Learn about nature and the environment, go hiking and sailing, do service projects and much more. We even run our own business. Ever hear of Girl Scout Cookies?

Adults, girls need you too! Volunteers receive training and learn marketable skills, make new friends and make a difference in girls' lives. Go to our website and click on Volunteer to see the many opportunities available.

Girl Scouting builds girls of courage, confidence, and character, who make the world a better place. Join us! See www.girlscoutsghm.org or call 888-474-9686.

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*Troop Age Level(s): **Daisy**__**Brownie**__**Junior**__**Cadette**__**Senior**__**Ambassador**__

*Please write the number of girls per level

Troop Leader: _____

Street: _____ City: _____ State: _____ Zip Code: _____

Day Phone #: _____ Night Phone: _____ Cell: _____

1. Which activities did your troop enjoy the most?
2. In what ways did the girls give service in relation to this patch?
3. What activities did your troop complete?
4. Did you change or adapt any activities? In what way?
5. How did the Journey suggestions help you connect this to your age level journey?
6. Would you suggest any changes?
7. Comments:

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Please return your Promote Our Promise patch order form AND evaluation forms together!

Troop Age Level(s): Daisy _____ Brownie _____ Junior _____
 Cadette _____ Senior _____ Ambassador _____

Troop Leader: _____

Street: _____ City: _____ State: _____ Zip Code: _____

Day Phone #: _____ Night Phone: _____ Cell: _____

_____ # of patches @ **\$2.00 each:** \$ _____

*Shipping/handling: \$ _____

Total enclosed: \$ _____

VISA and MasterCard are also accepted.

Please charge my (circle one): **VISA** or **MasterCard**

Card #: _____ Expiration Date: _____ / _____ CVC _____

Signature: _____

(A signature is required on all Credit Card orders)

*For shipping and handling rates, please go to <https://www.girlscoutsgwm.org/en/our-council/shop.html>.

If you have any questions, please contact Customer Care at 1-888-474-9686. You may also email Customer Care at customercare@girlscoutsgwm.org.

Please mail this order form **AND** your evaluation to:

**The Mountain Top Shop
Girl Scouts of the Green and White Mountains
1 Commerce Drive
Bedford, NH 03110**