

Press Kit for Girl Scout Bronze, Silver, and Gold Awardees

Congratulations on your Girl Scout accomplishment! Use the templates below and follow these five tips to help you prepare a press release to send to local media about your Girl Scout accolade.

To think about as you draft your press release:

- 1. Use the templates provided by GSWISE.** These templates provide a useful framework for presenting your message in a way that is meaningful to journalists and newspaper editors. If your press release is succinct and well-written, some newspapers may choose to print it verbatim.
- 2. Your lead paragraph should be no longer than three lines in length.** It should provide the *who, what, when, where, and why* of your story. Imagine that readers can only see the very first paragraph in your press release – what is the most vital information for them to know?
- 3. Use colorful quotes from Girl Scouts or the troop leader.** Quotes in a news release shouldn't repeat information that you've already stated; they should add support to your story. Be sure to include quotation marks and list the person's name, title, and organization. For example: "We're so proud of Sarah's hard work toward earning the Bronze Award," said Jane Doe, leader of Troop 123. "The volunteers at the animal shelter are especially grateful!"
- 4. Write in a concise, active voice and try to limit your release to around 300 words.** Journalists always use active voice ("Jenna won the award") instead of passive voice ("The award was given to Jenna"). Newspapers tend to be tight on space, so keep your release short and sweet, and don't forget to proofread before you send!
- 5. Include a photo with your release.** Choose an action shot, if possible, and provide a descriptive caption that explains what's happening and identifies all subjects in the photo.

Tips adapted from Girl Scouts of Maine

Where to send your press release

Your best bet is to email your release to your hometown or neighborhood newspaper, blog or online publication.

My Community NOW (an arm of the Milwaukee Journal-Sentinel) has several local websites/newspapers dedicated to specific communities in southeast Wisconsin (go to mycommunitynow.com). There are also numerous Patch.com sites that accept article submissions from community members. Big daily newspapers and TV stations might not have enough space to print or air your notice, but you can always try.



Template: Girl Scout Bronze Award

(City) resident earns Girl Scout honor with (project)

MILWAUKEE—Girl Scouts of Wisconsin Southeast (GSWISE) has awarded **(city)** resident and Girl Scout **(first name, last initial)** the Girl Scout Bronze Award – the highest award a Girl Scout Junior can earn. Girl Scouts who receive this award demonstrate achievements in leadership development, project planning and taking action to make a positive, sustainable impact in the community.

By earning the Girl Scout Bronze Award, **(name)** has become a community leader. Her accomplishments reflect leadership and citizenship skills that set her apart.

(Include two- to three-sentence quote from troop leader.)

(Name's) project focused on (describe the project in no more than 150 words).

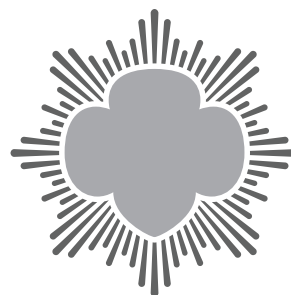
(Include two- to three-sentence quote from Girl Scout.)

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About Girl Scouts of Wisconsin Southeast (GSWISE)

Girl Scouts bring their dreams to life and work together to build a better world. Girl Scouts of all backgrounds and abilities can be unapologetically themselves as they discover their strengths and rise to meet new challenges. Backed by trusted adult volunteers, mentors, and millions of alums, Girl Scouts lead the way as they find their voices and make changes that affect the issues most important to them. We serve approximately 11,700 girls in grades K5-12 and 5,800 adults who believe in our mission of building girls of courage, confidence, and character, who make the world a better place. With programs in Kenosha, Milwaukee, Ozaukee, Racine, Walworth, Washington, and Waukesha counties, we give every Girl Scout in our council the chance to reach their full leadership potential. To volunteer, reconnect, donate, or join, visit gswise.org, email customercare@gswise.org, or call 800-565-4475.

Template: Girl Scout Silver Award



(City) resident earns Girl Scout honor with (project)

MILWAUKEE—Girl Scouts of Wisconsin Southeast (GSWISE) has awarded **(city)** resident and Girl Scout **(first name, last initial)** the Girl Scout Silver Award – the highest award a Girl Scout Cadette can earn. The award represents a girl’s accomplishments in Girl Scouting and her community as she grows and works to improve her life and the lives of others.

By earning the Girl Scout Silver Award, **(name)** has become a community leader. Her accomplishments reflect leadership and citizenship skills that set her apart.

(Include two- to three-sentence quote from troop leader.)

(Name’s) project focused on **(describe the project in no more than 150 words).**

(Include two- to three-sentence quote from Girl Scout.)

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Please note that Gold Award candidates *must* speak with a council representative before contacting the media. Contact Emily Roethle, eroethle@gswise.org for more information.



Template: Girl Scout Gold Award

(City) resident earns top Girl Scout honor with (project)

MILWAUKEE—Girl Scouts of Wisconsin Southeast (GSWISE) has awarded **(city)** resident and Girl Scout **(first name, last initial)** the Girl Scout Gold Award – the highest award a Girl Scout can earn. The award represents outstanding accomplishments in leadership development and advocating for others.

By earning the Girl Scout Gold Award, **(name)** has become a community leader. Her accomplishments reflect leadership and citizenship skills that set her apart.

(Include two- to three-sentence quote from troop leader.)

(Name's) project focused on **(describe the project in no more than 150 words).**

(Include two- to three-sentence quote from Girl Scout.)

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