



GOLD
AWARD
**MEDIA
OUTREACH
TOOLKIT**



Hey there, Gold Award Girl Scout!

Whether you've just embarked on your Gold Award Journey or recently completed your project and earned the award, this toolkit is for you. You are doing so many impactful things to better your neighborhood and the world. This toolkit will help you share your story with friends, family, and the larger community. You've committed time, energy, and passion into your Gold Award Project, you deserve to show it off and get recognition for your hard work!

This toolkit provides you with templates, resources, and tips to promote your project to the media, engage with community leaders, and share your story on social media.

GSEP can help elevate your Gold Award project. Email communications@gsep.org with the subject line "My Gold Award Story" and we'll be in touch to help promote your work.

*Congratulations, Gold Award Girl Scout.
Now, let's share your story!*

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MEDIA OUTREACH

Telling your story to journalists and getting your hard work featured in the newspaper, on websites, and blogs is a great way to highlight your impact and let the world know you're a Gold Award Girl Scout.

TEMPLATES

The most common way to get a reporter's interest is by emailing him or her (and following up with a phone call) a media advisory with detailed information about your project. It's always a good idea to invite a reporter to an event. Depending on where you are in the stage of your project, tweak your email to apply. TIP: Invite a reporter to attend milestone events related to your project (for example, breaking ground at a park site and then the ribbon cutting event to unveil the new park). Customize the **Event Media Advisory Template** with details about your project.

Another great way to get a reporter's attention is to send a photo or two of you and your project. Make sure to take high-quality, large photos. A newspaper or magazine will not publish small, grainy photos. To pitch a photo, customize the **Photo Caption Pitch Template** with specific details about the photo and your Gold Award Project.

MEDIA CONTACTS

Once you've completed one of the templates above, it's time to email a reporter. For a list of publications, both print and digital, organized by county, check out the **Media List by County** excel sheet.

Depending on your project topic, there may be a reporter or publication that is particularly interested in covering your story. Look at the **Media List by Category** to find reporters specializing in the following topics: education, the environment, STEM, health, and veteran's affairs.



THE PITCH EMAIL

If you are currently working on your project, invite a reporter to attend an event or cover your progress by customizing the **Pitch Email- Working on Project template**. If you've completed your project or are hosting an event to unveil your work, customize the **Pitch Email- Completed Project Template**.

Check out the **Gold Award Pitching Tips** for helpful hints to ensure your email is read and suggestions for follow up. Be confident and persistent. You've got a great story to tell!

THE INTERVIEW

Once you've secured media coverage, it's time to prepare for an interview with the reporter. Review the **Sample Interview Questions** and rehearse your answers with a parent, friend, or Gold Award Committee member. Be confident and friendly with the reporter; you've done amazing work for your community and now is your chance to share that!

Follow up is very important. After the interview, send a thank you letter to the reporter. Ask when the article will be published and whether he or she needs any follow-up information about your project..

Once your story runs, send an email to **communications@gsep.org**. with a link to your article so we can share it, too!

SOCIAL MEDIA

You've got a great tool at your fingertips: social media! Utilize your social media accounts to share your project with friends, family, and your networks. Girl Scouts of the USA and GSEP have created graphics and suggested messaging to accompany your photos. Tag any organizations or supporters who were instrumental in your project and ask them to share your story. Always use **#gsGoldAward** and **#GirlScoutStrong** in your posts.

Check out the **Social Media Graphics** for images to use on Facebook, Twitter, and Instagram. Update your Facebook profile picture with a Gold Award Girl Scout frame. For suggested content to post, download the **Social Media Messaging** resource. Tag **@GirlScoutsEPenn** in your posts and we'll share your story with our followers.

OTHER OUTREACH SUGGESTIONS

Beyond connecting with the media, there are many local officials to inform about your work. Check out a list of suggested representatives to reach out to the officials.

GSEP will invite PA reps and Senators to attend the Gold Award Ceremony, but if you have a specific event and/or celebration planned for your project, invite community leaders to attend. Also, many local representatives will send a letter of commendations for your project!



WE SUGGEST EMAILING THE FOLLOWING GROUPS ABOUT YOUR GOLD AWARD:

- **City and county officials:** Your mayor, city council officials, school board president, parks and recreation director
- **Education leaders:** Superintendent, school principal and teachers, college admissions staff (mention in school newsletter, website, school presentations)



- **Religious leaders** (if applicable) and local religious centers (place of worship bulletin, website, newsletter)
- **State officials:** The governor, PA State Rep, and Senator
- **Business leaders:** CEOs and executives at major corporations based in your city that have relevance to your project topic
- **U.S. officials:** The president, cabinet members, senators, representatives, military leaders, government agencies (National Park Service, EPA, etc.) ([found here](#))
- **Past presidents or elected officials no longer in office**
- **Prominent national people:** astronauts, athletes, filmmakers, actors, and famous Girl Scouts
- **United Way of your area**
- **Groups or organizations whose mission and work are relevant to your topic** (Society of Women’s Engineers, animal rescues, local 4H clubs, hospitals, etc.)
- **Anyone who helped you complete your Gold Award:** Get creative! Did a teacher inform your project? Is there someone who has meant a lot to you in your Girl Scout journey? Share this news with them!



GSEP requests a letter of commendation from the following person/entity on behalf of each Gold Award Girl Scout:

- **County**
- **Township**
- **Town/City**
- **Governor**
- **PA State Rep**
- **US Rep**
- **US Senator**
- **High School**
- **College**, if one is indicated on the Recognition Form
- **GSUSA**



WHAT TO INCLUDE IN YOUR EMAIL OR LETTER?

Include your full name, troop number, hometown, council information (explain you're a member of Girl Scouts of Eastern PA) and a short (two paragraphs, maximum) description of your Gold Award Project, highlighting its long-term impact on the community. Include photos and an invitation to an event, if applicable. For best results, address it to a specific person, not an organization.



TIP: Including a self-addressed stamped envelope makes it that much easier to get a response.



Congratulations, Gold Award Girl Scout!

You've earned the highest honor a Girl Scout can achieve. Thank you for giving back to your community. We can't wait to see how your community thanks YOU for that commitment.

Questions or suggestions for this toolkit? Email communications@gsep.org.



If at any time you have questions about promoting your Gold Award project, please contact us:

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