



School Toolkit

Thank you for celebrating the Girl Scouts in your school!

This special week is designed to celebrate the courage, confidence, and character of Girl Scouts in schools across Eastern Pennsylvania, while inspiring more students to get involved in their communities.

Checkout the participating schools at www.gsep.org/shineon

How to Participate

Participating schools may choose one or more ways to celebrate Girl Scouts during the week. You are also welcome to add any activities that align with your school culture.

1. Welcome Girl Scouts to wear their uniform — Wednesday, October 28

Invite Girl Scouts to wear their uniform, sash, vest, or other Girl Scout insignia to school on Wednesday, October 28. It is a simple, visible way for girls to show their Girl Scout pride and spark conversations with classmates about joining.

2. Recognize Girl Scouts during morning announcements

- Give Girl Scouts a shoutout over the loudspeaker. A staff member can read the recognition, or invite Girl Scouts to read it themselves. Name specific troops, girls, or recent projects whenever you can. A few ideas:
- Have the principal read a short recognition to kick off the day.
- Invite two or three Girl Scouts to read — or record — the announcement.
- Share a fun fact, such as how many Girl Scouts are in your school or district.
- Give a special shoutout to staff members who are Girl Scout alums or current volunteers.

Ready-to-use announcement scripts are provided on the next page.

3. Offer a photo or recognition moment with the principal

Create a moment that makes Girl Scouts feel celebrated — and gives you a great photo to share. Ideas:

- **Girl Scout lunch with the principal:** reserve a special table, host a pizza or ice cream lunch, or have the principal join a "lunch bunch" with your Girl Scouts.
- **Group photo:** take a picture with the principal to share on social media or in your newsletter, and tag @GirlScoutsEPenn.

4. More ways to celebrate

Pick anything that fits your school. A few more ideas:

- Post photos and shoutouts of your Girl Scouts on the school's social media — tag @GirlScoutsEPenn (sample captions are below).
- Highlight Girl Scouts at a monthly assembly or all-school gathering
- Feature Girl Scouts in the school newsletter or a family email.
- Add a Shine On, Girl Scouts! message to the marquee, bulletin board, or morning slides.
- Display the certificate of participation in the main office or a common area.

We also encourage schools to recognize staff members who are lifelong Girl Scouts or current volunteers, as they serve as role models helping to build strong, engaged students and communities.

Communicating with Families

Help your school community get excited about Shine On Week by sharing information with families approximately one week before the campaign. Please include Shine On Week in at least one regular family communication, such as a newsletter, school email, parent portal, website, social media post, or school bulletin board. GSEP has provided templates and sample communications that can be customized to fit your school's needs.

GSEP can provide general information about the number of Girl Scouts and troops affiliated with your school but cannot provide individual member or contact information. GSEP will also email the families and troop leaders we currently have identified as being affiliated with your school. Please note that our records may contain inaccuracies or may not include every Girl Scout family or troop connected to your school.

Your help is important in reaching families! Please use the provided resources to share your school's participation and encourage families to learn more, get involved, and celebrate the Girl Scouts in your school community.

Resources Provided

Below you will find sample scripts for school announcements, social media posts, and other communications.

Along with this packet, you have received:

- **Flyers** to share about joining Girl Scouts
- Family **communication templates**
- **A certificate of participation** for your school to display

Contact us with any questions or ideas!

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Sample Message to Families

Share this with families ahead of the week — through your newsletter, family app, or email — so Girl Scouts know to wear their uniform on Wednesday, October 28. Add your school's name and any activities you have planned.

Newsletter or email

Subject: Celebrate Shine On, Girl Scouts! Week — Wear Your Uniform Wednesday, Oct. 28
Dear Families, [School Name] is proud to celebrate Shine On, Girl Scouts! Week, October 26–30 — a chance to recognize the courage, confidence, and character our Girl Scouts bring to our school and community. On Wednesday, October 28, we invite all Girl Scouts to wear their uniform, sash, or vest to school to show their Girl Scout pride. [Add any other activities your school is planning.] Interested in learning more about Girl Scouts? Visit www.gsep.org/join. Thank you for celebrating with us!

Quick reminder (text or app blast)

Reminder: This week is Shine On, Girl Scouts! Week! Girl Scouts, wear your uniform to school on Wednesday, Oct. 28, to show your Girl Scout pride. Learn more about the benefits of Girl Scouts at www.gsep.org/join.

Sample School Announcement Scripts

Option 1

Good morning, [School Name]! It's Shine On, Girl Scouts! Week, and we're proud to recognize the Girl Scouts right here in our school. Girl Scouts earn badges, build friendships, and take on projects that make our community stronger. A big shoutout to Troop [XXXX] for [insert example — e.g., collecting school supplies]! Way to go, Girl Scouts!

(Swap in your school's troop names, student names, or projects.)

Option 2

This week, we're celebrating our Girl Scouts, who are innovators, problem-solvers, and community leaders. They earn badges as they explore STEM, the outdoors, entrepreneurship, and life skills, while taking on projects that support our neighbors and strengthen our school. We also want to recognize any teachers and staff who are Girl Scouts or Girl Scout alums — thank you for showing us what's possible when girls lead!

Uniform Day — Wednesday, October 28

Good morning, [School Name]! Today is Girl Scout Uniform Day for Shine On, Girl Scouts! Week. If you see classmates in their Girl Scout uniforms, sashes, or vests today, give them a shoutout! Girl Scouts earn badges, lead service projects, and grow their confidence and courage all year long. Keep shining, Girl Scouts!

Girl Read (One Reader)

Hi, everyone! We're Girl Scouts from Troop [####] here at [School Name]. As Girl Scouts, we earn badges, try new adventures, and lead service projects to make the world a better place. This year, our troop [insert quick project or activity]. We also want to give a special shoutout to [Teacher Name] — a proud Girl Scout alum! Thank you for inspiring us every day!

Girl Read (Group)

Girl 1: “Hi, [School Name]! We’re Girl Scouts from Troop [####], and this week is Shine On, Girl Scouts! Week!”

Girl 2: “Did you know there are over 1.7 million Girl Scouts across the country?”

Girl 3: “Here in our school, Girl Scouts are [insert project or accomplishment — e.g., helping the community, earning STEM badges, cleaning up local parks].”

Girl 4: “And we want to give a special shoutout to [Teacher Name(s)] — our proud Girl Scout alum(s)! Thank you for inspiring us!”

All together: “Keep shining, Girl Scouts!”

Sample Social Media Posts

Save the image/graphic and post it on your social media channels. Then copy and paste a caption below. Add your school’s or district’s name where it reads [School Name] or [District Name]. Don’t forget to tag your school or district and @GirlScoutsEPenn.

For Schools

[School Name] is proud to celebrate Shine On, Girl Scouts! Week! We’re highlighting the leadership, confidence, and impact of Girl Scouts in our school and community. Learn more at www.gsep.org. #ShineOnGirlScouts #GSEP #FutureLeaders

This week, we’re shining a spotlight on the amazing Girl Scouts at [School Name]! From leading service projects to building new skills, these girls inspire us every day. #ShineOnGirlScouts #GSEP #FutureLeaders

Our Girl Scouts aren’t just learning — they’re leading! This week, we celebrate their courage, confidence, and character. Keep shining, [Mascot Name] Girl Scouts! #ShineOnGirlScouts #GSEP #FutureLeaders

From STEM to community service, Girl Scouts at [School Name] are exploring, learning, and leading. We’re proud to support their journeys during Shine On, Girl Scouts! Week. #ShineOnGirlScouts #GSEP #FutureLeaders

Highlight a specific troop (customize the details)

This week, we’re celebrating Troop [####] at [School Name]! These Girl Scouts — [names] — recently [insert accomplishment, e.g., led a schoolwide kindness challenge and collected over 300 cards for local nursing homes]. We’re so proud of their leadership! #ShineOnGirlScouts #GSEP #FutureLeaders

For Districts

Showcasing participation across multiple schools.

Across [District Name], we’re celebrating our incredible Girl Scouts this week! These students are exploring new passions, serving their communities, and growing as leaders. #ShineOnGirlScouts #GSEP #FutureLeaders

Girl Scouts in [District Name] are making a difference — in their schools, neighborhoods, and beyond. Join us in celebrating their courage, confidence, and character this week! #ShineOnGirlScouts #GSEP #FutureLeaders