



Social Media PLAY BOOK

Social Media ESSENTIALS

Girl Scouts of Greater Los Angeles is participating in **#GivingTuesday** (Nov. 27, 2018) for the first time ever! This year, we're promoting **#GiveForTheGirl**, a day-of-giving dedicated to starting more troops in underserved communities and bringing Girl Scouts to the girls who need our program most. Read on to discover how you can **#GiveForTheGirl** and make Girl Scouts possible for every girl.

There's many ways you can promote **#GiveForTheGirl** in your network and local community:

- Share **#GiveForTheGirl** graphics on social media
- Email your family and friends
- Send out a text to the Girl Scout parents and volunteers in your area
- Take a moment to announce **#GiveForTheGirl** at any Girl Scout meetings prior to Nov. 27

Remember to use **#GiveForTheGirl** and tag us!

GSGLA HANDLES



@GSGLA



@GirlScoutsLA



@GirlScoutsLA



Girl Scouts of Greater Los Angeles

HASHTAGS

#GiveForTheGirl

#GivingTuesday

TIPS

Personalize it! Talk about what's important to you and why you decided to give back. Share your most important Girl Scout story or memory.

Remember to use **#GiveForTheGirl**, include girlscoutsla.org/GiveForTheGirl, and tag GSGLA!

Sample MESSAGING

INSTAGRAM

****Links do not work in Instagram captions. Please consider linking girlscoutsla.org/GiveForTheGirl in your bio.****

- [@GirlScoutsLA](#) is participating in [#GivingTuesday](#) to bring the Girl Scout experience to every girl by starting troops in underserved communities! Save the date for Nov. 27 and [#GiveForTheGirl](#). Check out the link in my bio.
- [@GirlScoutsLA](#) is starting more troops in underserved communities so every girl can experience Girl Scouts! Let's send a message to all the girls out there. You are courageous, imaginative, and a future Girl Scout! Join me and [#GiveForTheGirl](#) on [#GivingTuesday](#). Check out the link in my bio.
- I [#GiveForTheGirl](#) because [your reason here]. Join me and give to [@GirlScoutsLA](#) so every girl out there has the chance to be inventive, bold, and adventurous! Donate now at the link in my bio and share why you [#GiveForTheGirl](#) on [#GivingTuesday](#)
- Now more than ever, girls need to know they're important and equal. That's why I decided to [#GiveForTheGirl](#) and help [@GirlScoutsLA](#) start more troops in underserved communities. Let's make sure the next generation of female leaders knows they're daring, creative, and powerful! Join me and donate this [#GivingTuesday](#)! Check out the link in my bio.
- Thank you to everyone who chose to [#GiveForTheGirl](#) and help [@GirlScoutsLA](#) start more troops in underserved communities! It takes a village to make sure every girl is prepared to be the courageous and daring leader that this world needs!

TWITTER

- [@GirlScoutsLA](#) is crowdfunding to start troops in underserved communities! Save the date for [#GivingTuesday](#) on Nov. 27 and [#GiveForTheGirl](#). girlscoutsla.org/GiveForTheGirl
- [#GiveForTheGirl](#) is today! Join me & donate to help start troops in underserved communities [@GirlScoutsLA](#) girlscoutsla.org/GiveForTheGirl [#GivingTuesday](#)
- We need you to [#GiveForTheGirl](#) to make sure every girl is prepared to be the courageous and daring leader that this world needs! Join me and give back to [@GirlScoutsLA](#)! girlscoutsla.org/GiveForTheGirl [#GivingTuesday](#)
- Only a few hours left! Let's make sure every girl can be a Girl Scout! [#GiveForTheGirl](#) now! girlscoutsla.org/GiveForTheGirl [@GirlScoutsLA](#) [#GivingTuesday](#)
- Thank you for supporting [@GirlScoutsLA](#) this [#GivingTuesday](#) [#GiveForTheGirl](#)

Sample MESSAGING

FACEBOOK/LINKEDIN

- Save the date for **Giving Tuesday** on Nov. 27! **@GSGLA** is bringing the Girl Scout experience to every girl and starting troops in underserved communities! Join me and **Give for the G.I.R.L.** at girlscoutsla.org/GiveForTheGirl.
- I **Give for the G.I.R.L.** on **Giving Tuesday** because [your reason here]. Join me and give back to **@GSGLA** so every girl out there has the chance to be inventive, bold, and adventurous! Donate now at girlscoutsla.org/GiveForTheGirl and don't forget to share why you **Give for the G.I.R.L.**
- **Giving Tuesday** and **@GSGLA** is starting more troops in underserved communities so every girl can experience Girl Scouts! Let's send a message to all the girls out there. You are courageous, imaginative, and a future Girl Scout! Join me and **Give for the G.I.R.L.** at girlscoutsla.org/GiveForTheGirl.
- Now more than ever, girls need to know they're important and equal. That's why I decided to **Give for the G.I.R.L.** this **Giving Tuesday** and help **@GSGLA** start more troops in underserved communities. Let's make sure the next generation of female leaders knows they're daring, creative, and powerful! Join me and donate at girlscoutsla.org/GiveForTheGirl.
- Thank you to everyone who chose to **Give for the G.I.R.L.** on **Giving Tuesday** and help **@GSGLA** start more troops in underserved communities! It takes a village to make sure every girl is prepared to be the courageous and daring leader that this world needs!

Visual ASSETS

CLICK PHOTO TO DOWNLOAD



Sample EMAILS

Dear Friends and Family,

Did you know that **Giving Tuesday** is on November 27 this year? Giving Tuesday is a global movement – millions of people donate to non-profits, like Girl Scouts. This year, I'm supporting Girl Scouts of Greater Los Angeles (GSGLA) to help start 20 new troops in underserved communities across Greater Los Angeles. **Save the date for November 27!** Together, we can make it possible for all girls to become Girl Scouts.

Check out Girl Scouts of Greater Los Angeles' Give for the G.I.R.L. Day of Giving!

I hope you will consider joining me in giving back to a very worthy non-profit like Girl Scouts.

Yours in Girl Scouting,

[YOUR NAME]

Dear Friends and Family,

As many of you know, I'm a supporter of Girl Scouts of Greater Los Angeles (GSGLA). Girl Scouts is an incredible leadership development for girls, and I want to help GSGLA give every girl the chance to be a Girl Scout. **That's why I'm asking for your help.**

GSGLA launched **Give for the G.I.R.L.**, a campaign dedicated to raising money to start 20 new troops in underserved communities across Greater Los Angeles.

Will you donate to GSGLA and give the gift of Girl Scouts to a girl who needs it?

Donate today to help us start 20 new troops!

I hope you will consider giving back to a very worthy philanthropy like Girl Scouts, especially now when we need all girls to know that they are important! **Thank you for your support!**

Yours in Girl Scouting,

[YOUR NAME]

Staff CONTACTS

For any questions or concerns, email giving@girlscoutsla.org or contact:



Shelby McNabb
Database Analyst
626-677-2203
smcnabb@girlscoutsla.org



Elise Herrera-Green
*Senior Manager,
Engagement & Stewardship*
626-677-2264
eherrera@girlscoutsla.org



Adriana Lopez
*Specialist,
Engagement & Stewardship*
626-677-2234
alopez@girlscoutsla.org