



May 7, 2018

Dear Members and Friends of Girl Scouts,

With the recent news of Boy Scouts changing one of its program names from Boy Scouts to Scouts BSA, you may be getting more questions than usual about Girl Scouts.

BSA is marketing their recruitment of girls into their program on the basis of "convenience" to families. We think girls' leadership development should be based upon more than just convenience, and that girls should be more than an afterthought or a tagalong. So I'm writing you today to right-size the issue and clear up some myths and misperceptions.

We are not merging with Boys Scouts of America. We are Girl Scouts. We will continue to put girls front and center, ensuring that everything we do is in their best interest and equips them to be fearless leaders and change makers. We are for girls, by girls, for ALL girls.

We've been heralding the unique value and positive outcomes of the Girl Scout Leadership Experience all along, [as I described in my blog last fall](#). Now, with news around this latest BSA announcement, we've been handed a virtual microphone to share what we know and love about Girl Scouts—and people are listening more intently.

This is a great opportunity for us to tell our story, and ***this is our time***.

On the flip side, because of the heightened conversation around "scouting," there is some confusion in the marketplace and many people are formulating their own, potentially misguided, opinions based on stereotypes and gender biases.

Here are a few ways you can help clear up confusion and strengthen our Girl Scout community:

1. **Keep the "Girl" in "Girl Scouts."** When we use the word "Scouts" or "Scouting," it plays into the confusion that both Girl Scouts and Boy Scouts are the same organization. We are not. We are called **Girl** Scouts because we put girls first. We're proud to be a girl-led, girl-focused organization, and we're proud to be Girl Scout strong for more than 100 years.
2. **Be a myth buster!** We hear a lot of misperceptions about Girl Scouts, particularly related to outdoor adventure. We know firsthand that girls can do anything—and do! From healthy risk-taking to leadership skill-building to civic engagement, Girl Scouts get experiences that shape them into prepared, productive citizens. [Here's a resource](#) to help you bust the myths and advocate for Girl Scouts with the facts.
3. **Share your Girl Scout** stories about your high awards, life skills, high adventure, and sisterhood on social media and tag us (@GirlScoutsLA)! There is nothing more impactful than telling your own personal Girl Scout story.

Our history and [results speak for themselves](#). We have led the way in helping girls develop leadership skills through time-tested, research-backed programs, and our work has never been more important.

Most importantly, Girl Scouts is the BEST girl leadership experience in the world. Period.

Thank you for being a champion for Girl Scouts,



Lise L. Luttgens
Chief Executive Officer
Girl Scouts of Greater Los Angeles

P.S. If you have any questions or concerns, please reach out to support@girlscoutsla.org or call our customer care line at 213-213-0123. As always, our team is available as a resource to support you.

