



Marketplace Competition Talking Points

Why Girl Scouts?

Organization History & Development

- Girl Scouts is for every girl no matter their race, ethnicity, socioeconomic status, sexual orientation, ability, gender identity, religion, or geographic location ⁵
- For the last 107 years, Girl Scouts has prepared girls for a lifetime of leadership ⁶
- Girl Scouts is the largest girl-serving organization in the world, serving more than 1.7 million girls across the globe
- Girl Scouts is based on time-tested methods and research-backed programming provided by the Girl Scout Research Institute
- Girl Scouts of Western Washington serves more than 25,000 girls across 17 counties ⁶

Courage, Confidence & Character

- When girls participate in Girl Scouts, they benefit in 5 important ways: Strong sense of self, positive values, challenge seeking, healthy relationships and community problem solving ⁸
- **90%** of girls felt Girl Scouts has made a positive impact in their life last year ⁵
- **65%** of girls said Girl Scouts helped them have more confidence in themselves ⁵
- **80%** of Girl Scouts say they have a strong sense of self—that they're confident in who they are and what they can do in the world. ⁹ Girls don't have to compete in order to be heard.
- **64%** of girls indicated that Girl Scouts helped them be more responsible ⁵
- **73%** of girls credited Girl Scouts for helping them challenge themselves ⁵
- Girl Scouts (**62%**) are more likely than non-Girl Scouts (**42%**) to seek challenges and learn from setbacks
- Girl Scout Alumnae credit Girl Scouting with preparing them to face life's challenges and opportunities with resourcefulness, ingenuity, and discipline ¹

Take Action & Service

- **73%** of girls said Girl Scouts helped them find ways to help others and their community ⁵
- Girl Scouts (**80%**) are more likely than non-Girl Scouts (**51%**) to take an active role in decision-making.

01 Girl Scouting Works: The Alumnae Impact Study

02 GSRI_four-ways-Girl-Scouts-builds-girl-leaders-in-the-outdoors_0419.pdf

03 The Girl Scout Difference (printed document) - statistics provided by GSRI

04 Why Girl Scout statistics postcard (printed document)

05 Why Engage with Girl Scouts (printed document)

06 girlscoutsww.org

07 Mythbusters (printed document)

08 how-GS-benefits-girls.pdf
09

<https://www.girlscouts.org/en/about-girl-scouts/the-girl-scout-difference/girls-first.html>

10 Girl Scout Research Institute. (2016). How Girl Scout STEM Programs Benefit Girls.



Girl Experiences

- **90%** of parents say their daughter has gained more new experiences through Girl Scouts than in other after-school activities ⁹
- **95%** of parents say she's made more friends through Girl Scouts ⁹
- Girl Scouts are more likely than non-Girl Scouts to have an adult in their lives who helps them pursue goals and plan for the future. ¹⁰

Girl Leadership & Awards

- Girl Scouts develops leaders who value diversity, inclusion and collaboration and are committed to improving their neighborhoods, communities and the world
- Gold Award Girl Scouts earn college scholarships, demonstrate high educational and career outcomes and are active in their communities ³
- **50%** of female business leaders were Girl Scouts ³
- **73%** of female U.S. Senators were Girl Scouts ³
- 1 out of 2 business women were Girl Scouts ³
- **50%** of female astronauts who have flown in space were Girl Scouts ⁴
- Girl Scouts contributes to girls' academic success by helping them develop important leadership skills, such as resourceful problem solving and challenge seeking. ⁸

STEM

- Girl Scouts (**60%**) are more likely than non-Girl Scouts (**35%**) to participate in STEM activities, like science experiments, coding workshops, & building robots
- Girl Scout programs focus and develop growth in STEM, the outdoors, life skills, and entrepreneurship ³
- Girls who participate in Girl Scout STEM programs become more confident in their math and science abilities and more interested in STEM subjects and careers ¹⁰

Camp & Outdoors

- **70%** of Girl Scouts say they got the chance to build their skills or try new outdoor activities because of Girl Scouts ⁹
- Girls engage in outdoor activities through Girl Scouts that they wouldn't otherwise have access to ²

Cookies & Financial Literacy

- The Girl Scout Cookie Program is the largest girl-run business ⁶
- Girl Scout Cookie money stays local and helps local communities ⁷

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