

Public Relations and Marketing

GSWCF's public relations & marketing team is proud to support you in working with girls year-round as you lead them on their distinct journeys!

Quick Contacts:

- **Usage of Girl Scout branding and logos:**
 - o Jessica Magniccari, jmagniccari@gswcf.org
- **Website or social media requests, and/or if you're not receiving council mailings or emails from us:**
 - o Alice Benefiel, abenefiel@gswcf.org.
- **PR & media relations support:**
 - o Alexa Rodriguez, arodriguez@gswcf.org
- **Production support (flyer review and printing, recruitment printing, etc.) and council meetings:**
 - o LaMonica Boddie, lboddie@gswcf.org

What kind of council communication and support can you expect?

GSWCF sends monthly membership emails, mails postcards/posters to promote major upcoming Girl Scout programs and initiatives (based on needs), produces an annual *Program Events & Family Guide* (fall distribution), and summer camp guide (winter distribution), is active on social media (particularly [Facebook](#), for our members), and maintains a favorable image of Girl Scouts in our local communities through public relations and media efforts. We also provide services for volunteers such as flyer review and proofing when using trademarked Girl Scout icons, printing for recruitment efforts (coordinated through your staff external recruiter), Girl Scout logo support and usage guidance, and much more.

Spreading the Word about Girl Scouts – We're All Advocates for Girls!

At GSWCF, we love to spread the word about all the great things Girl Scouts are doing in our community and how each girl benefits from the Girl Scout program. We send press releases, make community contacts, coordinate media opportunities and interviews, and participate in community events. But did you know that you also play an important role in spreading the word about Girl Scouts? Each time your troop, girls, or volunteers in your area participate in a community service project, attend an event as a troop, or wear their uniforms and Girl Scout apparel in public, they are generating publicity for Girl Scouts! We even have a place on our website where you can share your stories with us anytime, just visit <http://www.gswcf.org/en/about-girl-scouts/story-submission.html>.

Do you need media support or have a great idea for a media story? We'd love to work with you! Please contact Nicole Gonzalez, Public Relations and Media Manager, at 813-262-1774 or ngonzalez@gswcf.org.

Controversial or Sensitive Girl Scout News

If there is ever a situation where you're contacted by the media about anything considered controversial or sensitive in nature, please immediately refer all inquiries to Public Relations and Media Manager Nicole Gonzalez: 813-262-1774 (office), 813-270-0924 (cell): ngonzalez@gswcf.org. The public relations and media manager will seek an incident report from you (if appropriate), and prepare a statement to ensure we deliver a consistent message, on behalf of GSWCF, to the media and our community, most importantly ensuring the safety of girls at all times.

Again, please don't comment on sensitive, council-wide issues. Only official council spokespersons should speak to the media on these issues.

Submitting Photos for Council Publications & Social Media

GSWCF produces several designed marketing pieces each year so we're always on the lookout for compelling photos of Girl Scouts and volunteers making a difference! We're also always seeking local Girl Scout photos to share via GSWCF's social media accounts. To submit photos for consideration, please include a brief description of the activity taking place and names of those in the photos, as well as (if applicable) troop number, city name, and name of the Girl Scout service unit, submit via the Story Submission form:

<http://www.gswcf.org/en/our-council/story-submission.html>

How do I go about using or obtaining the Girl Scout logo?

The official Girl Scout logo must be used according to guidelines provided by Girl Scouts of the USA.

If you wish to use the Girl Scout logo on printed items such as troop banners, posters, T-shirts, cakes, etc., please contact Creative and Brand Manager, Jessica Magniccari, jmagniccari@gswcf.org, for assistance and approvals. If your request can be approved at the council level, you will be provided a logo in proper digital format. If your request must be approved by GSUSA, the Creative and Brand Manager will help you coordinate with GSUSA.

Note: Please do not download the Girl Scout logo from the GSWCF or GSUSA websites for use in print; logos used online are often low-resolution images and are not often suitable for use in printed materials.

Flyer Templates & Approval

GSWCF has [flyer templates available](#) for the Bronze, Silver and Gold Awards and general Girl Scout event promotion. To access these, visit the Forms & Documents section at gswcf.org (look for the link at the top of the page above the search bar) and search for "templates." Once you're finished inputting your information in the designated space on the flyer template, email the Word document to lboddie@gswcf.org for editing and approval.