

girl scouts
carolinas peaks
to piedmont

info@girlscoutsp2p.org
800-672-2148



The S.M.O.R.E.S. of Marketing Your Troop

Nothing says nostalgia like s'mores by a campfire. The gooey marshmallow goodness, topped off with a thick piece of chocolate, hugged between two graham crackers... yes please! Camping is a fundamental part of the Girl Scout experience and s'mores are a delicious parallel.

Have you been thinking about how you can connect your troop to your community? Do you want to promote your troop for spring renewal or extended membership opportunities?

The S.M.O.R.E.S. of Marketing Your Troop is a six-step formula to increase productivity and effectiveness. You are in for a Girl Scout treat!



Share your troop activities at <https://girlscoutsp2p.wufoo.com/forms/ml1v9ord0iz8cho/>
for a chance to be featured on GSCP2P's social pages!





Social Media

Each social media platform is unique and attracts different audiences for various reasons. Consider selecting one platform your supporters frequent and meet them where they are. Before posting photos of your Girl Scouts, make sure to get photo permission from your troop's caregivers! We have created a photo release form for you to use at bit.ly/3UNyl4Z.



Materials

The materials you put out are a direct representation of your troop. Marketing materials specifically are the tools that help you promote your troop, the brand you have created and the Girl Scout brand as a whole. Reach out to your Engagement Manager for recognizable and professional materials to promote your troop, recruit additional girls and build partnerships. Here is a great resource to make managing your troop a breeze at bit.ly/3HD9AFs.



Organization

Managing a troop requires a lot of organization. Even if it is not your strong suit, proper planning can help make marketing your troop a lot easier. Organization includes everything from putting marketing materials out in a timely manner to managing badges and beyond! Try creating a calendar where you plan a few months ahead to cut down on last-minute panic about posting.



Recruitment

Recruitment is such an important part of leading a successful Girl Scout troop! Although recruitment of Girl Scouts to join the troop is the primary focus, it can also be extended to recruiting parents and community partners who will help advance the experiences of your troop overall. GSCP2P Sign In and Sign Up nights are great recruitment opportunities. Invite them to sign up at bit.ly/3VAPa45.



Exposure

Your troop is doing amazing things to make a difference in the world. Don't keep all that good work a secret! In fact, you should be telling everyone you know about what your Girl Scouts are up to. The "know, like and trust" factor is important here. The more people get to know your troop, the more they like your troop. The more they like your troop, the more they trust your troop. The more they trust your troop, the more likely they are to partner with and provide opportunities to your troop.



Storytelling

Storytelling helps your troop build meaningful connections. When you tell your troop or troop leader's story, it gives a more impactful reason for an individual or organization to support your efforts. It also helps set your troop apart by highlighting its uniqueness. Share your troop activities at <https://girlscoutsp2p.wufoo.com/forms/m1lv9ord0iz8cho/> for a chance to be featured on GSCP2P's social pages!

The next time you are sitting around a campfire enjoying s'mores, remember the S.M.O.R.E.S. and consider what you can do to increase your troop's productivity by using these six simple steps.
We can't wait to see you apply these tips for a successful year!