



Girl Scout Brand: Key Messages

Our Mission

Girl Scouting builds girls of courage, confidence and character, who make the world a better place.

Key Messages

- We are *the best* leadership development opportunity for girls in central and southern Missouri, northeast Oklahoma, and southeast Kansas.
- The Girl Scout Leadership Development Program allows girls to discover their personal best and prepare for a positive future, connect with others in an increasingly diverse world, and take action to solve problems and improve their communities.
- The Girl Scout Leadership Experience provides a safe environment for girls to experience cooperative and experiential learning, while continuing to have fun, friendships and exciting adventures.

Elevator Speech

Can you imagine what an entire generation of girls will do, given the confidence, the skills and the experience they need to lead? Girl Scouts is the world's largest organization of girls – for girls and the Girl Scout Leadership Experience gives girls the confidence and the tools to lead - to find, inside each girl, the citizen who will make a difference in her world. That's our commitment to girls ... to provide safe leadership experiences that help each girl discover who she can be and what she can do, wherever she chooses to put her energies. It's not only a commitment to the girls; it's a commitment to a generation.