

**Check out our new look!**



# girl scouts of southern illinois

Although the Girl Scout brand is being updated, its mission of providing all girls with first-rate leadership experiences, opportunities and programs that will help them grow into leaders for America has not changed. The Girl Scouts of the USA (GSUSA) with its trefoil logo, is one of the most well known and well loved organizations in America.

Why the change? To continue to serve girls and reach out to a new generation of girls, GSUSA needed to make some changes. After extensive research and development, GSUSA debuted a multichannel brand campaign designed to re-acquaint the country with our iconic organization and communicate the power girls have to change the world through Girl Scouting.

“A revitalized and energized brand is absolutely essential for us and our future growth,” said Kathy Cloninger, Chief Executive Officer of GSUSA. “About one out of every 10 girls participates in Girl Scouting and that’s a tremendous number when you think about it. But that means that we have a great opportunity to grow even after almost 100 years.”

According to Cloninger, GSUSA has literally revamped the entire organization to appeal to that 90 percent of girls who aren’t benefitting from the Girl Scout Leadership Experience.

The refreshed GS brand, shown here, is based on GSUSA’s national research on remaining relevant to girls today. In addition, a brand idea was developed, asking girls a powerful question: **What did you do today?**

This message challenges girls to look at Girl Scouts from a new perspective, and to consider the choices they make every day. Although each individual girl’s answers will vary, one thing is consistent - Girl Scouting offers a multitude of possibilities to every girl, everywhere.

The Girl Scout Mission is that ***Girl Scouting builds girls of courage, confidence and character who make the world a better place.*** Today’s Girl Scouts not only enjoy camping and crafts, but they also explore math and science and learn about diversity, good citizenship, leadership and teamwork. Girl Scouting is the place where girls experience the fun, friendship and power of girls together.

Girl Scouts is the world’s pre-eminent organization dedicated solely to girls - all girls - where, in an accepting and nurturing environment, girls build character and skills for success in the real world. In partnership with committed adults, girls develop qualities that will serve them all their lives - like strong values, social conscience, and conviction about their own potential and self-worth.

Girl Scouting has inspired more than 50 million girls and women since its founding in 1912. As we approach the 100th anniversary of Girl Scouting, councils nationwide are joining in a historic organizational transformation centered around the best leadership development experience for girls in the 21st Century, while ensuring the traditions and values that have been core to Girl Scouting since its beginning remain strong and relevant.

The Girl Scouts of Southern Illinois is a not-for-profit organization supported by various United Ways throughout the region. The Girl Scouts is a Proud Partner of United Way. For any questions on Girl Scout branding, please contact Tricia Higgins, GSSI Communications & Marketing Manager, at 618.242.5079 or [thiggins@gssofsi.org](mailto:thiggins@gssofsi.org).