



Writing Tips

Whether you're new to communicating about Girl Scouts or a seasoned pro, here are some quick pointers and refreshers to guide you.

Say it straight, then say it great.

Be clear and concise. Then find a way to add color where appropriate to make your content more compelling.

Say more with less.

When we keep our writing concise, we invite readers to imagine more. We don't have to spell everything out to be understood.

Keep girls front and center.

Remember: as a girl-first organization, everything we say should focus on girls first and foremost. Sometimes it's appropriate to talk about Girl Scouts as an organization but limit these instances. Avoid language that brags about ourselves and our expertise, unless specifically appropriate. It's not about us, it's about her.

A good opening sentence makes eye contact.

Your own ears are your best editor. They'll be able to hear where any bumps are that you can smooth out with a quick edit.

Be a ruthless editor.

Good things come to those who spell check and proofread. Always review your writing once or twice (maybe even three times). And never underestimate the value of another set of eyes!