

# Why Girl Scouts?

**You want a brighter, happier tomorrow for your girl— and that's exactly what we want, too.**

Studies show Girl Scouts improves girls' confidence and makes them better prepared for life's challenges. That's because we are dedicated to helping your girl follow her heart while she discovers new interests, strengths, and abilities. We're here with your family, hand-in-hand, to support:



## Her Dreams

**Girls love Girl Scouts** because it's where they call the shots.

Right now, Girl Scouts are learning about robots, hiking, painting murals, feeding the hungry, and even writing laws to change the world. If she can dream it, we'll help her do it.



## Her Growth

This is where **your girl can relax**, knowing she's accepted for exactly who she is today and all she can be tomorrow. At Girl Scouts we don't focus on perfection, only her potential.



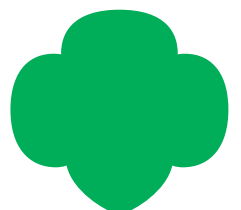
## Her Success

With her group (called a troop) of Girl Scout sisters by her side, your girl will reach farther, work harder, and bounce back faster. Get ready to **see her shine** like never before.

**Best of all, this is a journey you take with your girl and there's a place for the entire family.**

**Plus? Girl Scouts is fun!**

Head to [gsema.org](https://gsema.org)  
to say **YES** and start the adventure today.



# What is Girl Scouts?

**Girl Scouts isn't just a moment in her life, it's a Movement dedicated to building girls of courage, confidence, and character who make the world a better place.**

## Why do families love us?

Girl Scouts is a way of life that brings out the best in your girl, and helps her bring out the best in everyone around her. While she's learning about STEM, the outdoors, entrepreneurship, and important life skills, she's also discovering new ways to make your family and community stronger, kinder, and better for everyone.

## How does it work?

Groups of Girl Scouts from the same community, called troops, typically meet weekly or bi-weekly for an hour or two. Hand-in-hand with adult volunteers—often parents or caregivers—girls select exciting hands-on activities and projects, try new things, and cheer each other on. Together, they earn badges to reflect their successes and show the world what they're made of.

## What's the goal?

Making sure girls see and have the opportunity to reach their potential isn't just about helping them earn better grades, make better decisions, and have happier lives (although it helps with those things, too!). It's about creating a more fair, equal, and compassionate world where every girl has a seat at the table and can make her dreams come true. Check out our values in the Girl Scout Promise and Law.

## How can you get involved?

Girl Scouts of Eastern Massachusetts is excited to welcome you and your girl! Membership dues are \$40 annually, but financial aid may be available. Whether you want to start a new troop for your girl and her friends, join an existing troop, or have questions, send us a note at [customercare@gsema.org](mailto:customercare@gsema.org), call us at 844-306-4736, or find us at [gsema.org](http://gsema.org). We're here for you!

## Girl Scout Promise

On my honor, I will try:  
To serve God and my country,  
To help people at all times,  
And to live by the Girl Scout Law.

## Girl Scout Law

I will do my best to be honest and fair,  
friendly and helpful,  
considerate and caring,  
courageous and strong,  
and responsible for what I say and do,  
and to respect myself and others,  
respect authority,  
use resources wisely,  
make the world a better place,  
and be a sister to every Girl Scout.