



CLIENT:

Girl Scouts of Oregon and Southwest Washington

A.wordsmith
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elevated
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GSOSW and its
programs and
community impact
while positioning
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thought leader.

Client Description

In partnership with more than 4,600 adult members, Girl Scouts of Oregon and Southwest Washington (GSOSW) prepares nearly 9,000 girls in grades K-12 for a lifetime of leadership, adventure and success. Girl Scouts' programs in civic engagement, financial literacy, the outdoors and STEM serve girls in 35 counties in Oregon, and Clark, Klickitat and Skamania counties in Southwest Washington. The Girl Scout mission is to build girls of courage, confidence and character, who make the world a better place.

Project Description

GSOSW engaged A.wordsmith in an ongoing PR effort aimed to raise awareness about its scouts and volunteers; in telling those stories, we were driving awareness of all the good Girl Scouts do in the community and helping spur member interest as a result. The primary focus was earned media, specifically for local audiences with the potential of broader media exposure through thought leadership storytelling.

To be successful, A.wordsmith embraced a strategic and results-driven media relations campaign, conducting timely and ongoing outreach to local publications and broadcast stations in Oregon and SW Washington. The media engagement strategy focused on sharing human-interest and community stories – those of its troop members as well as volunteers, including Gold Award winners and volunteer spotlights. Secondary elements included the promotion of key events and responding to key issues and trends.

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Key Results

As a result of our partnership, A.wordsmith successfully elevated awareness of GSOSW and its programs, fundraising initiatives, events and community impact while positioning its CEO as a crucial thought leader in the local youth community. The impactful and emotional stories of young girls working to better their local communities are what makes these stories powerful. In year one of working together, A.wordsmith secured 37 media placements in local and regional publications, generating over 168,000 estimated views and 1,500 engagements.

Snapshot of Coverage:

- **Valley Times:** [Tigard Girl Scout's project focuses on acceptance of those with Down syndrome](#)
- **KOIN 6 News:** [Girl Scout trains Vancouver high schoolers on Narcan use](#)
- **The Oregonian:** [If it wasn't for Girl Scouts': Prison program helps incarcerated moms bond with their daughters](#)
- **Oregon Business:** [Tactics: Shannon Evers Is Guiding the Next Generation of Girl Scouts](#)
- **KOIN 6 News:** [Girl Scout helps local homeless swap cardboard for waterproof sleeping mats](#)