

# Ideas & Tips to promote Girls State



**Use Social Media:** Let parents in your community know about Girls State via Facebook and even TikTok. Make up a simple flyer or video with a strong Call to Action to contact your Unit and learn more about a sponsorship.

Post your flyers and graphics on Community Bulletin Boards and be sure to provide a direct way for parents to connect with you. If possible, build an online form for students to fill out and be sure to follow up promptly.

**Reach out to Schools:** This includes homeschools, private, and public schools. Check your local high school directory and find email addresses and phone numbers. Be well prepared when emailing or calling contacts.

Check in with Athletic Booster Clubs, Math Clubs, Theatre, and Speech teams. Ask if you can attend a meeting to briefly explain Girls State and provide handouts.

**Make Connections:** Does your Unit run School and Toy drives every year? Talk with the individuals you coordinate with and provide them with flyers and brochures on Girls State. Encourage them to contact you about sponsoring students.

**Host Events:** Center 2-3 events around youth in the Community and be prepared to hand out information on Girls State, Scholarships, Youth Memberships, Poppy Poster Contests and more. If the opportunity arises, stuff brochures along with the event activity (example: Trunk or Treat - Hand out Coloring books with flyers and brochures along with candy)

Be sure to follow Department and National on Social Media for ideas and shareworthy content.