Girl Scout Giving Day Social Toolkit

This year we’re celebrating Girl Scout Birthday by posting Girl Scout Giving Day on March 12! We encourage you and your friends to give $19.12 in honor of the year Girl Scouts was founded.

Girl Scouts of Ohio’s Heartland will be creating a Facebook fundraiser as a part of Girl Scout Giving Day. You can use the following sample posts below when you share the fundraiser.

Sample posts

1. Happy Birthday to Girl Scouts! Support Girl Scouts of Ohio’s Heartland today by donating $19.12, in honor of the year the organization was founded.
2. Girl Scouts has been supporting girls and changing lives since 1912. Make a gift of $19.12 and help empower girls to be anything they set their mind to.
3. For 108 years Girl Scouts has built courage, confidence and character in girls. Help them celebrate their birthday by giving $19.12. Together we can help girls thrive.
4. When you invest in girls, you change the world. Make a gift of $19.12 in honor of Girl Scouts birthday. With your help girls can dream big and become our leaders of tomorrow.
5. When you are a Girl Scout, you learn leadership skills that last a lifetime. Make a gift of $19.12 in honor of the organization’s founding and help ensure girls have a place to practice a lifetime of leadership, adventure and success.

Create your own fundraiser

You can also create your own Facebook fundraiser for our birthday. Here are six easy steps to set it up.


Step 2: Set your fundraising goal. Some suggested goals are $100 for one girl to attend day camp, $300 to cover 10 memberships for girls, or $500 for one girl to attend resident camp.

Step 3: Set the end date for your fundraiser as March 13 and click “Next.”

Step 4: Give your fundraiser a title.

Step 5: Write about why you are supporting Girl Scouts of Ohio’s Heartland. This would be a great spot to highlight what you love about Girl Scouts.

Here’s an example of a description: It’s Girl Scouts birthday! Help me give back to this organization that has given so much to me and my Girl Scout. You can make a gift of $19.12 to honor the year Girl Scouts was founded. My goal is $300, which would cover a year-long membership for 10 girls! Thank you for your support!

Facebook also generates a description you can use.
Once you have finalized the description, click “Next.”

Step 6: Select a cover photo. You can use one of the cover photos included in this kit. Then click “Create.”

**Graphics and cover photos**

These graphics can use be used when posting about Girl Scout Week and Girl Scout Giving Day. You have a choice of two cover photos if you decide to great your own fundraiser.