



#### Get Started:

- Appoint a staff coordinator to implement the Girl Scout "Dress Down Day"
- Choose a Friday and tell the staff about the campaign (see email template below)
- Collect donation from staff who are partaking
- Send donation to:
  - Girl Scouts of Eastern Massachusetts  
Attn: Mandy Darnell – Dress Down Day  
95 Berkeley Street  
Boston, MA 02116

Below is a list of downloadable items that can assist you in promoting the Girl Scouts "Dress-Down Days" campaign:

- [Email](#) - Use this email about the campaign to be distributed to your staff about participation.
- [Getting Started/Sign-up sheet](#) - to collect donations.
- [Press release](#) - Use this press release to inform the local media that your company is participating in The Girl Scouts "Dress Down Days" campaign and helping to support sending girls to Girl Scout camp this summer.
- [Tax receipts](#) - If employees need proof of a donation for tax purposes, download these receipts and distribute to the employees.

"Our daughter made great new friends at camp. Now she is singing camp songs and can't wait to teach them to her troop! She would love for everyone to share in the great experience camp provides" – *Parent of Brownie Girl Scout*

For more information on Girl Scouts of Eastern Massachusetts, please visit [www.hergirlscouts.org](http://www.hergirlscouts.org) or contact Community Marketing Manager, Mandy Darnell at 857-453-5312 or [adarnell@girlscoutseasternmass.org](mailto:adarnell@girlscoutseasternmass.org).

Thank you for your consideration!

