



Women In Trucking Association/ Girl Scouts Event: Trucks are for Girls!

Purpose of the Event

Women In Trucking Association's mission includes encouraging the employment of women in the trucking industry. The opportunity to reach young women in the Girl Scout program to tell them about career opportunities in transportation supports this objective.

The Girl Scouts who participate in this event will learn about an important segment of our economy while getting an up close view of a tractor-trailer in a fun-filled day of learning. We are confident they will leave the event with a better understanding of what keeps America moving and know they can be part of it. Each girl will receive a custom Women In Trucking Association transportation patch.

We are thrilled this patch was piloted in the greater Chicago area and look forward to seeing it expand throughout the United States. Thank you for your support in this endeavor.

Process

If you wish to host a “Trucks are for Girls” event with your local Girl Scout Council, this is a general overview of the process. This is meant to be used as a guide and is not inclusive of everything the event might include. Please note the tips/suggestions section may help with some of these steps.

- Contact your local Girl Scout Council (<http://www.girlscouts.org/councilfinder/>) and Women In Trucking Association (wit@womenintrucking.org)
- Decide on the age group of the Girl Scouts
- Consider how many girls you expect to attend
- Choose a venue that will accommodate the girls and their families (insurance certificate may need to be provided)
- Choose a date for the event
- Pick an educational activity that is trucking industry related
- Schedule an influential female speaker within the trucking industry
- Some Councils have a Girl Scout Event Description Form. If your local Council does, you should complete the form to ensure the event gets into the Program Guide.
- Order patches from Women In Trucking Association
- Create a media outreach plan
- The girls will need to complete a release form if media will be present and taking photos

Your local Girl Scout Council and Women In Trucking Association can help with the above steps. The Girl Scouts will typically handle advertising the event to the girls. Any marketing material provided to the media will need approval by both Women In Trucking Association and the Girl Scouts prior to being published.

Requirements

Consider the goal of the event during the planning process. You must educate the girls about the trucking industry as it pertains to them. Plan an educational and fun activity that encourages teamwork and creativity. We want the girls to have FUN!

Tips/Suggestions

- 3-3.5 hours for the event is a good length of time.
- Keep things moving for the girls during the event. Keep them engaged with speakers and activities.
- Keep the activities targeted toward the age group of the registered girls.
- Provide snacks and/or a meal.
- You may have a goodie bag or another giveaway for the girls in addition to the patch.
- Be careful with terminology such as “earning” a patch, as each girl who attends the event will receive a patch regardless of scores or participation.
- Be careful with terminology of “badge” and “patch.” The girls will receive a patch at this event, not a badge. The difference: Badges are awards girls earn by completing skill-building activities. There are level-appropriate badges in each Journey book and Girl’s Guide to Girl Scouting. Patches are given to Girl Scouts for participating in fun events, activities, or other programs. Patches are to be worn on the back of vests or sashes, while badges are worn on the front.
- Provide any supplies the girls may need for the activity.
- Fees for the girls to attend will be worked out with the Girl Scout Council; some may not charge and others will.
- Events held on scheduled days out of school during the week may have higher attendance than evenings or weekends.
- Make sure you have enough volunteers to help. We recommend at least one volunteer per ten girls.
- Have an actual truck available on site for the girls to see.

Examples

Below are examples of what was used in the pilot event. This is meant to be used as a guide, but you are not required to follow these exactly.

Schedule

9:00-9:15am Welcome/Introduction of Guests
9:15-9:35am Purpose of Event
9:35-9:40am Introduction of Guest Speaker

