

The image features a central red rectangular sign held by a hand with red-painted nails. The sign contains the text 'BRA-velous Guide to Supporting the Girls' in white, bold, sans-serif font. The background is white and decorated with various illustrations of bra-related items: teal and pink bras, pink pads, pink tampons, and pink razors. The items are scattered around the sign, with some appearing in lighter colors as if faded or less prominent. The overall theme is related to menstrual health and supporting girls.

BRA-velous Guide to Supporting the Girls



CONTENT

- 1** Introduction
- 2** ISTG Programs
- 3** Getting Started
- 4** Inventory Management and Distribution
- 5** Brand Guidelines
- 6** Social Media
- 7** Media and Press
- 8** Corporate Partners
- 9** Policies and Procedures
- 10** General Meeting

INTRODUCTION

MISSION STATEMENT

Through an international network of affiliates, I Support the Girls collects and distributes essential items, including bras, underwear and menstrual hygiene products, allowing women and folx experiencing homelessness, impoverishment or distress to stand tall with dignity.

Note of Language

I Support the Girls aims to be inclusive and support anyone in need of a bra or menstrual hygiene product, including trans and non-binary individuals. Our language features inclusive such as "womxn" and "folx" and encourage others to do the same.

BACKGROUND



- **Origin:**

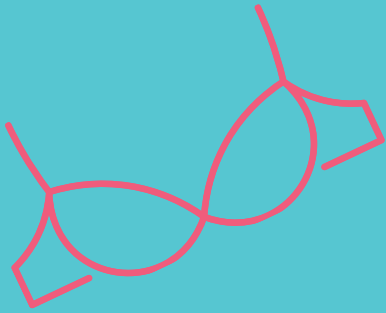
- Founded in July 2015 by Dana Marlowe.
- Inspired by the simple yet powerful insight, “Homeless women need bras, too.”
- Initially focused on the shortage and strong demand for bras and menstrual hygiene products among homeless women.

- **Official Name:**

- Officially became a nonprofit, For the Girls, Inc., in April 2016.
- Currently operating as I Support the Girls.

- **Expansion:**

- Expanded to focus on additional underserved communities including domestic violence survivors, LGBTQ+ groups, migrant women and more.

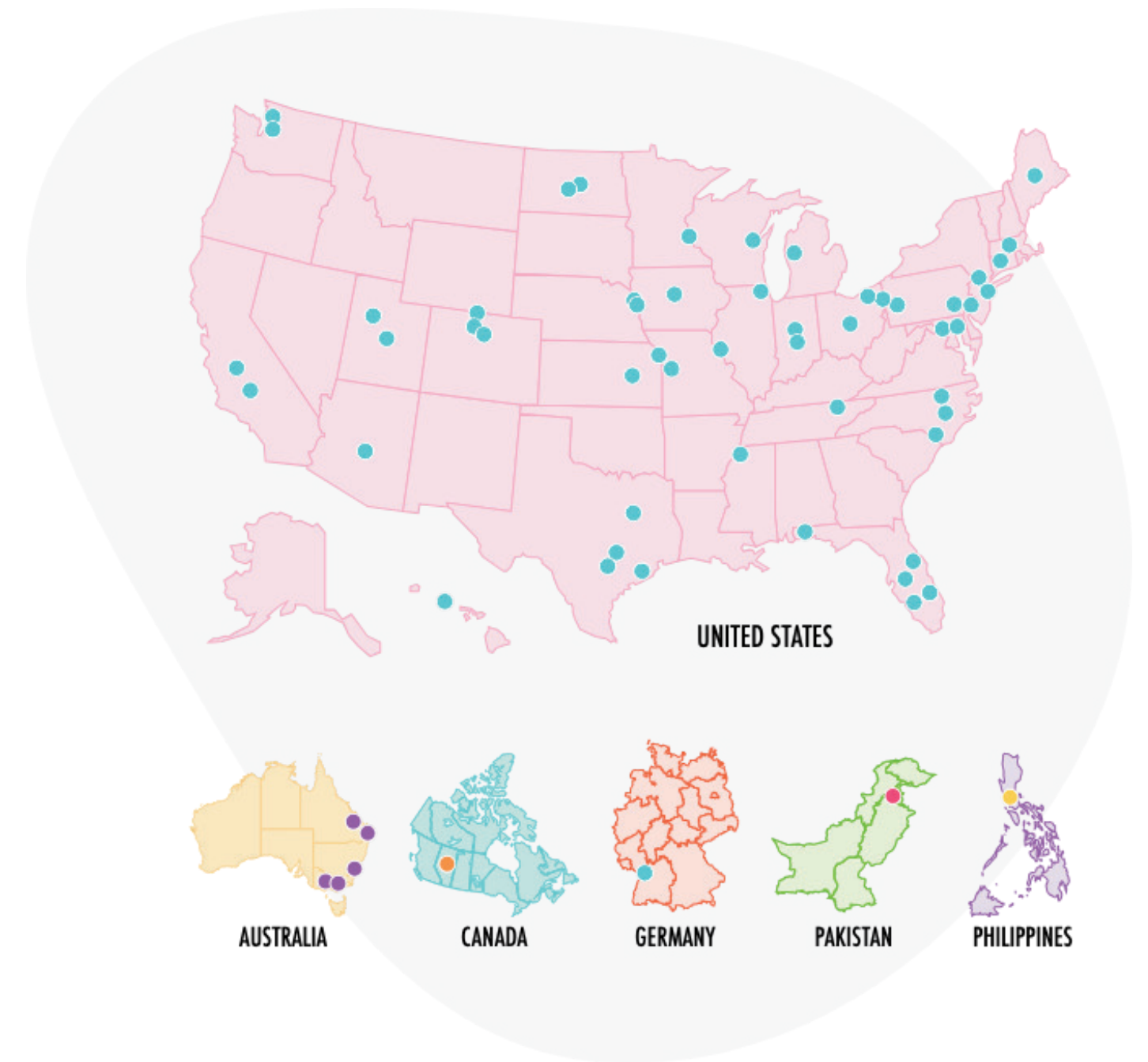


ISTG PROGRAMS

AFFILIATE NETWORK

The Affiliate Network is ISTG's scalable model developed to help volunteers utilize their regional knowledge and directly help their communities.

Affiliates undergo a vetting process before getting officially approved. They work independently to fit the needs of their unique communities and are driven by the "collect locally, donate locally" methodology.



ISTG PROGRAMS

FORCE FOR CHANGE PROGRAMS

These programs encompass advocacy, unique populations and special requests received from partners. ISTG is working to help all those groups and individuals.

- Breast cancer survivors
- School districts
- Native American reservations
- Correctional facilities
- Immigrants and refugees
- Transgender teens and adults
- Veterans
- Migrant farm workers
- Youth programs

DISASTER RELIEF PROGRAM

The program focuses on helping areas affected by flooding, fires and other natural disasters. Hygiene products and bras are rarely on the mind in a situation of a sudden evacuation. ISTG steps in with immediate responses to provide those necessary products to everyone in need.

ISTG PROGRAMS

A.S.H. KITS

Aid, Safety, Hygiene

Customizable care packages that individuals can request directly from ISTG and delivered directly to people in need by mail.

D.A.S.H. - supporting survivors of domestic violence fleeing abusive situations.

FLASH - supporting women experiencing homelessness or other distress, who undergo menopause.

SLASH - specifically designed for transgender and nonbinary folx to provide gender-affirming products that are often difficult to access.

GETTING STARTED

Social Media and Email

The key is stay connected!

1. You will receive a Facebook for your region
 - a. Instagram and Twitter/X are optional but encouraged.
2. Email your friends and family
 - a. Let them know how they can support you.
3. Contact local Facebook Groups
 - a. There is power in community.

Set Goals

- Make sure your goals are measurable.

Engage with Businesses and Local Organizations

- Harness their power and influence.

Other Ways to Collect

- Get creative!

INVENTORY MANAGEMENT AND DISTRIBUTION



I SUPPORT THE GIRLS

INVENTORY MANAGEMENT

Organize Your Donation

You'll need: floor space, index cards, markers, garbage bags or boxes.

What Can People Donate?

Bras, underwear, menstrual hygiene products and more.

PRODUCT DISTRIBUTION

Final Steps:

Take pictures and log your donations using the form.

Tips:

Follow up, plan ahead and encourage family and friends to join you.

WORKING W/ RECIPIENT GROUPS

Tracking Donations

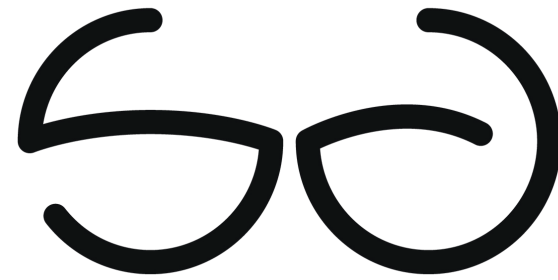
In addition to the mandatory form, we encourage affiliates keep their own records as well.

Tracking helps us stay accountable and organized!

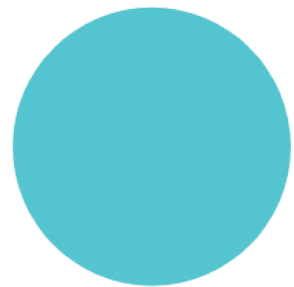
BRAND GUIDELINES



I SUPPORT THE GIRLS



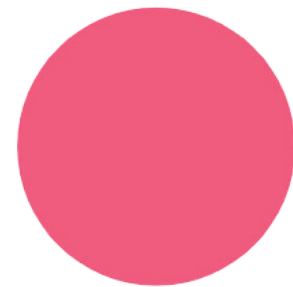
I SUPPORT THE GIRLS



#14D2DC

Pantone 311C

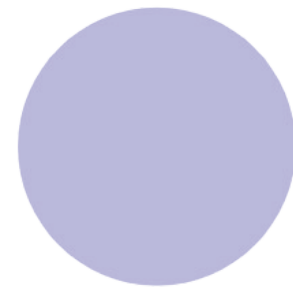
CMYK: 65, 0, 25, 0



#FA5078

Pantone 1915C

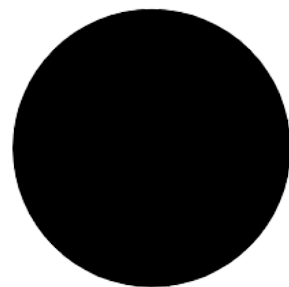
CMYK: 0, 0, 25, 0



#C3B6F9

Pantone 0631C

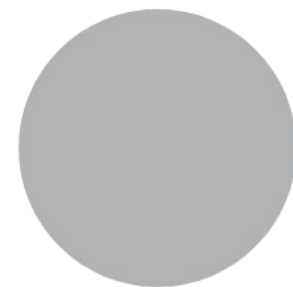
CMYK: 22, 27, 0, 2



#000000

Pantone Black 6

CMYK: 60, 20, 0, 100



#B1B1B1

Pantone Cool Gray 5C

CMYK: 0, 0, 5, 40

Futura.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ

LIGHT

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ

MEDIUM

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ

BOLD

SOCIAL MEDIA



Facebook
I Support the Girls



Instagram
@isupportthegirls



Twitter/X
@I_Support_Girls



YouTube
@I Support The Girls
(@isupportthegirls348)



TikTok
@isupportthegirls



Snapchat
@SupportTheGirls



SETTING UP SOCIALS

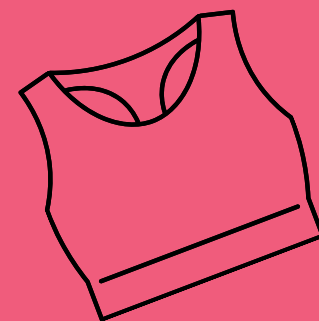
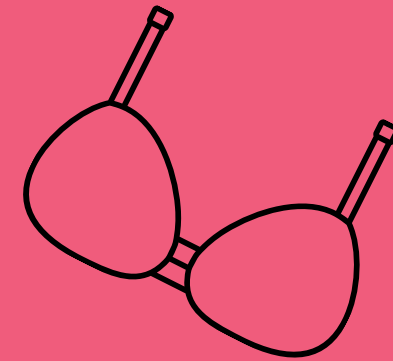
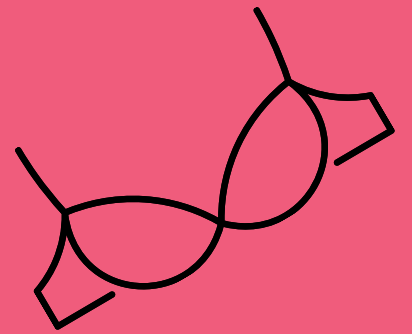
Getting Started

- **Username:** Create a username with ISTG_Location (e.g., @ISTG_Chicago).
- **Profile Photo:** Upload the provided ISTG logo.
- **Bios:** Mention location, drive start dates and donation details.



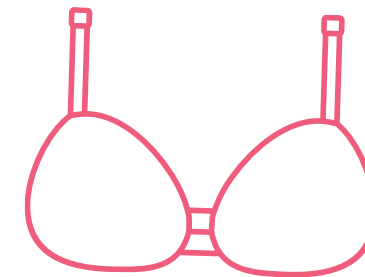
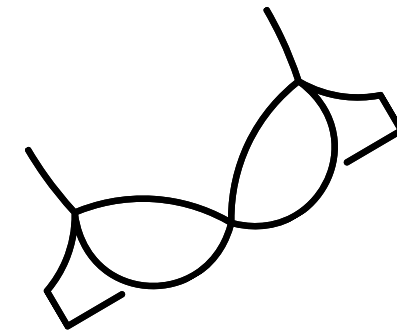
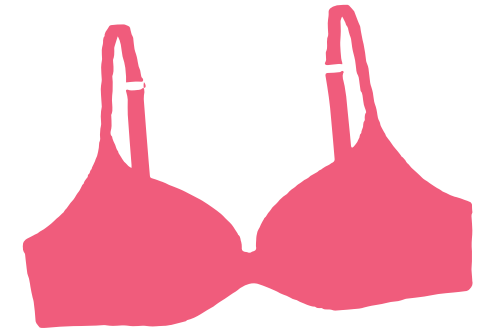
Content Ideas

- Donation photos, thank-you messages and short engaging videos.
- Humorous posts (think: period puns).
- Negative and positive political news.
- Event-related content: promotional graphics, photos and updates.



SOCIAL MEDIA TIPS

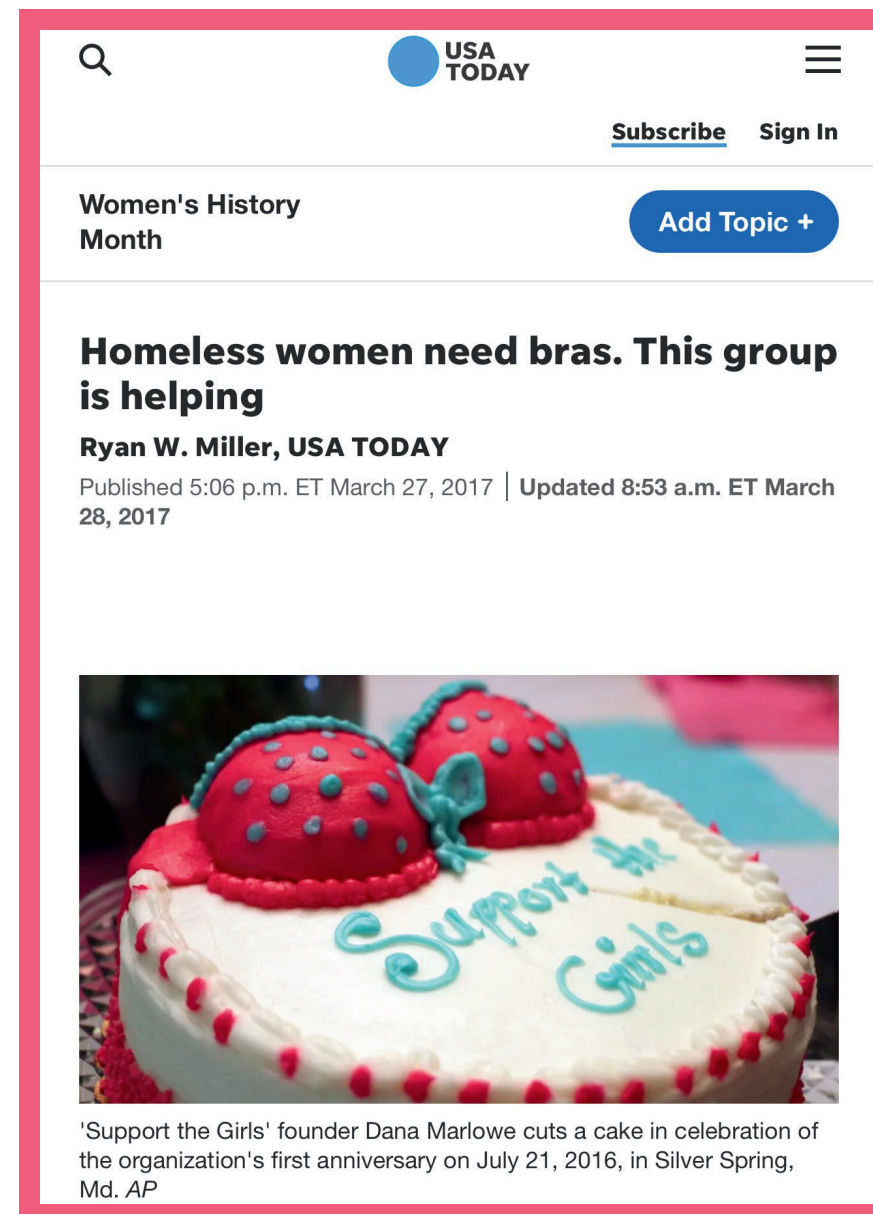
- Acknowledge the intimate nature of donations.
- Regularly respond to comments and/or messages on social media.
- Make sure to post differentiated content.
- Repost, follow and tag relevant profiles.
- Monitor national page for updates.
- Cross-promote with ISTG's main page and other affiliates.
- Effective hashtags: use one to five hashtags with the # symbol to categorize messages. Capitalize the first letter of each word for readability.



MEDIA AND PRESS

Media is a BIG contributor to our rapid growth!

Tips for pitching:



- Be sure to alert local media to your efforts.
- Send concise, targeted email pitches seven to 10 days before an event and remember to follow up two days before!
- Provide your email, phone and promise to follow up.

See Appendix for samples

If your event will be featured in the media, please let Rachael know at rheger@iSupportTheGirls.org

CORPORATE PARTNERS



I SUPPORT THE GIRLS

I Support the Girls has partnered with over 425 national corporations and businesses to organize drives, collections and garner in-kind and monetary donations.

Our national partnerships help us support underserved communities.

Brands:

- Tampax
- Victoria Secret
- L'Oreal

Corporations, Business Companies:

- Tik Tok
- Amazon
- Target

Government, Nonprofits and Education:

- American Federation of Teachers — Nurses and Health Professionals

Sports and Entertainment:

- Warner Media
- NCAA
- Facebook

Foundations:

- The Good People Fund
- Harnish Family Foundation



I SUPPORT THE GIRLS

- **Financial Policies:**
 - I Support the Girls can provide assistance with tracking income and expenditures for affiliates.
- **Fundraising:**
 - Local affiliates' fundraising efforts go through headquarters. They can receive 85% reimbursement credits, with the remaining 15% covering headquarters' management costs and fees.
- **Online Fundraising:**
 - Each affiliate is provided with an individualized link that will automatically credit them as they receive donations.
- **Offline Fundraising:**
 - If individuals or organizations prefer to write a check, it is important that they put "I Support the Girls – Your City" in the memo so we can make sure it gets accounted for.

POLICIES AND PROCEDURES



I SUPPORT THE GIRLS

- **Reimbursement:**

- Monetary donations received by affiliates can be used on a reimbursement basis for local necessities.

- **ISTG Approved Reimbursements:**

- Food and non-alcoholic drinks for volunteer appreciation events.
- Tabling fees for events.
- Storage items.
- Collection bins.
- Printing of literature or collection materials.
- Shipping costs.

Remember you **MUST** have a receipt (with no other personal items on the same receipt) and get pre-approval for expenses over \$100.

**POLICIES
AND
PROCEDURES**



I SUPPORT THE GIRLS

Monthly General Meetings, organized by ISTG, are spaces for open discussion, brainstorming and questions. They're open to all affiliates and provide an opportunity to connect with one other another. Invitations to all meetings (via Zoom) are sent each month via email.

GENERAL ONLINE MEETING





REACH OUT WITH ANY QUESTIONS

LET'S SUPPORT THE GIRLS TOGETHER!



I SUPPORT THE GIRLS



CONTACT INFORMATION

(240) 816-0570
info@ISupportTheGirls.org



HEADQUARTERS MAILING ADDRESS

I Support the Girls
Attn: Dana Marlowe
P.O. Box 2736
Wheaton, MD 20915



I SUPPORT THE GIRLS