

HOW TO SAY IT: AHG is a ministry that uses scout-type methods.

THE CORE DISTINCTION

AHG IS

A Christ-centered leadership and character development ministry that uses time-honored scout-type methods (like badgework, outdoor adventure, and service) as a framework for building women of integrity.

AHG IS NOT

A secular scouting program with a faith add-on. AHG is not “Christian Girl Scouts”, nor is it a stop-and-drop activity club. The Troop is a faith community—scouting methods are the vehicle, not the destination.

IMPORTANT NOTE: The terms “scout”, “scouts”, and “scouting” are all federally trademarked by Scouting America (formerly Boy Scouts of America) and are not allowed to be used by other organizations, including American Heritage Girls.

HOW TO SAY IT: LANGUAGE THAT WORKS

Use these phrases consistently across all departments, materials, and conversations:

(NOTE: When explaining AHG in writing please refer to the section “HOW TO WRITE IT: PRE-APPROVED FOR WRITTEN RESOURCES”)

THE PHRASE	WHEN TO USE IT
<i>“AHG is a ministry that uses scout-type methods.”</i>	Default description in any context—internal or external. This is the simplest, most foundational explanation.
<i>“AHG is a Christ-centered ministry that uses scout-type methods as a vehicle for character development.”</i>	Explaining AHG to a parent or Charter Organization representative who asks ‘what kind of organization is this?’
<i>“We are Christ-centered character development that utilizes time-tested methodology for learning. This includes leadership, camping, service, badges and more!”</i>	Explaining AHG to a parent or Charter Organization representative who isn’t as familiar with scouting models/methodology.
<i>“The AHG Ministry utilizes scout-type methods, like camping and badges, to create a rich environment for discipleship. In addition to spiritual development, girls also gain important life-skill competency and grow in character.”</i>	Clarifying the role of badges, camping, and outdoor skills when questioned.
<i>“The AHG Program is most successful when it is championed by a committed Charter Organization and supported by a strong faith community, with dedicated volunteers and parents each</i>	Volunteer recruitment and Troop promotion to distinguish from stop-and-drop expectations.

<i>contributing their unique gifts to build a thriving Troop."</i>	
<i>"The Troop is a community of Christ-followers, united in common purpose. The program methodology provides a discipleship structure for discovery, growth and fun!"</i>	Charter Rep or TSS conversations; onboarding new TCs or volunteers.

CANNED ANSWERS — COMMON QUESTIONS

Q: Is AHG like a Christian Girl Scouts?

A: AHG is different at the core. While we use similar, time-honored program elements (like badges, outdoor activities, service projects), our purpose is ministry. AHG exists to build women of integrity through service to God, family, community, and country. Faith is not an add-on; it's the foundation of everything we do.

Q: Will my daughter be camping and doing outdoor activities?

A: Yes, of course! Outdoor adventure and skill building is an important part of the AHG Program. Time spent in God's creation is valuable in bringing a girl closer to the Lord, understanding His character and building her character.

Q: I don't have a scouting background, can I still volunteer?

A: Absolutely. AHG needs volunteers who are committed to discipleship and community, not necessarily those with scouting expertise. We train volunteers in AHG methods. What matters most is your faith and your heart for girls. Come ready to be part of a collaborative team, all bringing their unique skills, talents and wisdom together to impact the next generation of girls.

Q: Why does AHG use scout-type methods if it's a ministry?

A: Scout-type methods (badgework, service, outdoor adventure) are proven tools for character development and mentorship. AHG adopted them as a framework because they give Troops a shared language, structure, and progression that girls and families can understand and invest in. The program methodology provides a powerful discipleship structure for discovery, growth and fun!

Q: How is the Troop different from other community activities?

A: Parents often join expecting a stop-and-drop program and stay because they found something different: a community of believers. AHG takes a different approach to youth programming:

- Christ-Centered at the Core: Faith isn't a lesson tacked onto the schedule; it's the foundation everything is built on. Every activity, badge, and adventure points back to a relationship with Christ.
- A Protected Space to Flourish: In an all-girl environment, girls are free to be fully themselves—bold, curious, silly, brave—with authenticity and without pressure. It's a place to discover who God created them to be, on their own terms and in their own time.
- Designed for the Long-term Impact: AHG's multi-age structure means girls grow through age-appropriate programming year after year, building on what came before. Older girls naturally step into mentorship, younger girls have someone to look up to, and families can gather together rather than being pulled in different directions.
- A Community for the Family: AHG Troops aren't just for daughters—they're a community of believers walking alongside parents too. As moms and dads lean in, they find their own faith, skills, and friendships growing right alongside their girls.

HOW TO WRITE IT: PRE-APPROVED FOR WRITTEN RESOURCES

While 'scout-type methods' is technically acceptable, it doesn't always provide enough context for readers. Consider the following alternatives when trying to explain AHG's scouting methodology:

Alternative Terminology Per AHG Brand Guidelines ([see Asana card here](#))

“character-development organization”, “teaches life skills”, “offers outdoor and high adventure programming”

Merriam-Webster Dictionary Definition of the word “scouting”:

character, citizenship, and individual skills development program/programming

Methodology Callout

Christ-centered badgework, outdoor adventure, and service-driven character development programming

Volunteer Handbook – found on page 26

The AHG Program is designed to provide natural learning opportunities through a robust curriculum implemented using a number of common scout-type techniques and concepts. These time-tested methods, coupled with AHG’s Christ-centered programming, develop a girl’s character by creating a holistic experience where she learns to be a Christ-following servant leader who is honoring, relational, anchored in Christ, and competent: a woman of integrity.