



Hitting the Road with STEM

Bringing hands-on STEM experiences to the Girl Scouts who need it most.

This October, Girl Scouts of Eastern Massachusetts (GSEMA) is expanding its STEM reach with an innovative initiative!

Inspired by successful models from other Girl Scout councils in the US, our mobile STEM experience will reach girls who face barriers to STEM opportunities. Equipped with cutting-edge tools and supplies, STEM ON-THE-GO will deliver GSEMA's proven-impact curricula directly to neighborhoods in need. STEM ON-THE-GO will provide hands-on, skills-based programming that promotes an interest in STEM fields and charts a course toward advanced education and opportunity.



Increasing childhood exposure to STEM opportunities, especially for girls from under-resourced and traditionally marginalized communities, is critical for building diversity in the STEM field.

STEM ON-THE-GO will travel across eastern Massachusetts (from Essex County south to Barnstable County and to the westernmost reaches of Middlesex and Norfolk counties) to engage with more than 2,800 girls.

More than two-thirds of the communities in the target area are classified by federal and state agencies (such as HUD and DESE) as low-to-moderate income communities in need of additional educational resources for students. These include 11 Gateway Cities—home to 30% of MA residents living below the poverty line and a high percentage of BIPOC and immigrant residents.

Additionally, STEM ON-THE-GO will bring programming to GSEMA's summer camps in Pelham NH, Andover, Reading, Waltham, Plymouth, and Brewster.



Sample STEM ON-THE-GO activities:

- Build model cars and power them with renewable energy sources
- Explore natural world using microscopes to examine fur, scales, leaves, and more
- Program a robot to navigate a maze
- Explore the solar system with telescopes and reenact the life cycle of a star

STEM ON-THE-GO Sponsorship: High Impact, High Visibility



Let's work together to inspire the next generation of STEM leaders!

Custom sponsorship packages can include:

- Prominent logo placement on side and back of van, as well as on pop-up tent and portable signage
Exclusive sponsorship option still available
- Employee team-building/volunteer opportunities at STEM ON-THE-GO program visits as well as at large signature Girl Scout events—including STEM Fest and Back-to-Troop Bash
- Opportunity to collaboratively develop and deliver custom STEM ON-THE-GO activities
- Visibility on GSEMA website, social media, newsletters, annual report, custom Girl Scout patch, as well as in press and media coverage



girl scouts 
of eastern
massachusetts

For more information about supporting STEM ON-THE-GO, please contact GSEMA's Director of Development Laura Chadwell, lchadwell@gsema.org.

Girl Scout's mission is to build girls of courage, confidence, and character, who make the world a better place. The largest girl-serving organization in the Commonwealth, Girl Scouts of Eastern Massachusetts serves more than 20,000 girls grades K-12, each year (inclusive of transgender and non-binary youth). We do this through the Girl Scout Leadership Experience (GSLE), a robust collection of engaging, challenging, and fun activities in a girl-centric environment designed to empower girls to take the lead—in their own lives and in the world. GSLE is centered around four core pillars (STEM, Life Skills, Outdoors, and Entrepreneurship) that together offer girls a mix of skills and experiences that set them up for long-term success.



STEM ON-THE-GO

Sponsorship Investment Levels

Designed to ignite curiosity and exploration, GSEMA's STEM ON-THE-GO van will bring the wonders of science, technology, engineering, and mathematics (STEM) directly to Girl Scouts in grades K-12 across our region, who, due to geography, socioeconomic factors, or other factors, have barriers accessing hands-on STEM programming.



BENEFITS	\$150,000	\$100,000	\$75,000	\$50,000	\$25,000	\$10,000
Exclusive Logo on STEM ON-THE-GO Van	✓					
Logo on STEM ON-THE-GO Van (non-exclusive)		✓	✓	✓		
Logo on Van Assets: Signage, Canopy, etc.	✓	✓	✓	✓		
Half-day Team Building Activity on GSEMA Property	✓	✓	✓			
Partnership Highlight in a GSEMA eNewsletter	✓	✓	✓			
Develop and Distribute Custom Co-branded Patch to GSEMA Girl Scouts	✓	✓	✓	✓	✓	
Social Media Acknowledgment	6	5	4	3	2	2
Number of STEM Van Sponsorship Events	All	5	4	3	2	2
Employee Volunteerism Opportunities	2	2	1	1	1	
Logo Placement on Event Email Promotion and gsema.org with Linkback	✓	✓	✓	✓	✓	✓
Recognition in GSEMA Annual Report	Feature Page	Feature Page	Feature Block	✓	✓	✓