



Service Unit Recruiter

Qualities of a Great Girl Scout Leader



Honesty

You are a trusted representative of your service unit and of Girl Scouts. If you strive to make honest and ethical decisions, your team will too.



Ability to Delegate

Where there is trust, there is strength! The ability to delegate tasks to appropriate team members is one of the greatest skills you can have.



Communication

Be clear and be knowledgeable about what you want done or the information you wish to convey. If you can't explain it, they can't understand it.



Sense of Humor

Always try to find the smiles inside the struggles! If you strive to find the "punny" and positive side of any situation, your teammates will too!



Confidence

When setbacks occur, help assure everyone that everything is going to be OK. Be a source of encouragement and calm during life's little storms.



Commitment

Lead by example. If you expect your team to work hard and give of their time and talents, always do your best to do the same.



Positive Attitude

Help keep your team focused on the goals ahead by keeping a smile on your face and in your voice. Positive energy produces positive results!



Creativity

Problems don't always have clear solutions and sometimes the best ideas take a little time to find. Always try to think outside the box!



Ability to Inspire

Motivation is key to achieving your goals. Keep everyone's spirits high by appreciating hard work and recognizing team members' strengths.



Intuition

Use your best judgment. Trust your gut. When there is no roadmap telling you where to go or how to proceed, trust yourself and trust your team.



The Service Unit Recruiter serves as an ambassador for Girl Scouts who enthusiastically seeks to engage and recruit new members into the organization.

**Our Mission:
Girl Scouting builds girls of courage, confidence,
and character, who make the world a better place.**

SERVICE UNIT RECRUITER POSITION DESCRIPTION

The basic job description for the Service Unit Recruiter is listed below. We would like for you to be the first line of contact for all of our troops across your service unit regarding all recruitment efforts and other duties as noted.

- Develop and execute service unit membership recruitment work plan and submit to council.
- Review membership recruitment and renewal goals with Service Unit Manager and Service Unit Team.
- Lead and/or coordinate service unit membership recruitment efforts.
- Collaborate with SU Events Coordinator on hosting annual membership recruitment event(s).
- Ensure member registration forms/packets are distributed to prospective members in a timely manner.
- Instruct individuals on the correct completion of the forms.
- Collect, verify, and check membership registration forms/packets and payments.
- Submit verified and completed membership registration forms to the council in a timely manner.
- Identify and make recommendations to council any Girl Scout friendly meeting locations.



RECRUITER

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Thank you

for accepting the position of Service Unit Recruiter!

You are a vital member of the team at Girl Scouts of Central California South!

One important aspect of your position on the Service Unit Team is to guide the recruitment efforts for your area. In conjunction with the Service Unit Manager, as well as council staff, you will work to develop and implement strategies to help reach established membership goals each year. Not only will you help with the formation of your service unit's recruitment and retention plans but also with implementing strategies to reach your goals. These work plans and strategies should always be communicated to your council staff liaisons.

Specifically, as the Service Unit Recruiter, it is vital that you have other volunteers support your role in organizing your efforts to bring in new girls and adults to our Girl Scout family. Your service unit's ability to meet or exceed its goals will not be solely your responsibility, but a team effort. Building a support system for recruitment is a necessary step in ensuring that goals are met and girls and adults can get started on their Girl Scout journey quickly. Here are some ideas to help build your recruitment team and involve others in this work:



- Appoint a captain for each school in your service unit to handle distribution of flyers.
- Have a volunteer designated to be the point person for girl placements and helping get them into troops.
- Place someone in charge of adult placements to work on getting new volunteers through the screening and approval process.
- Have a volunteer designated to act as the liaison for each church in your area.
- Identify someone who can take the lead on recruitment efforts for each neighborhood, school or community in your service unit.
- Choose someone to help research local community events that have (or could have) recruitment opportunities, on behalf of the service unit. Also, request their support in identifying volunteers to attend and/or “man” these events.

This is certainly not an exhaustive list for all support roles that volunteers can take to help in the service unit's recruitment efforts, but it is a good starting point for gathering ideas on how to involve other leaders in the recruitment efforts for your area. Thank you so much for your time and effort, and **welcome to the Service Unit Team!**



RECRUITER YEARLY CHECKLIST

Complete your position training and learn how to maximize your efforts and include more people in the joy of Girl Scouting!

- ◆ Understand your role on the SU team.

HAVE FUN!

Plan your annual recruitment year.

- ◆ Know your goals and the needs of your SU to build your plan around that.
- ◆ Work with your Staff Recruiter and your SU Team to develop your membership plan.
- ◆ Recruitment Events
 - ◆ Which events should your SU plan to host?
 - ◆ Which existing community events and activities should you participate in?
- ◆ Remember that it is always a good time to welcome people into our Girl Scout family!

Build your Recruitment Team.

- ◆ Identify, Train and Recruit Others to Help Engage Your Community
 - ◆ School and Church Captains
 - ◆ Business and Agency Recruiters
 - ◆ Parents and Volunteers Who Advocate for Girl Scouts
 - ◆ Community and Civic Leaders

Plan and organize your SU recruitment events.

- ◆ Who? What? When? Where? How? Why?

Get the word out!

- ◆ Place flyers, handouts and posters around your SU, including your schools, churches, local businesses and community centers.
- ◆ Teach others in your SU how to share their positive Girl Scouts experiences
- ◆ Host informational meetings and attend community events where people can learn more about participating in Girl Scouts.

- Develop good relationships with your schools.
 - ◆ Identify a main contact at each school.
 - ◆ Encourage school-based troops to be formed.
 - ◆ Connect with PTO/PTA members.
 - ◆ Speak at School Assemblies

- Don't forget to recruit adults, too!
 - ◆ Think Outside the Traditional Volunteer Box
 - ◆ Host Volunteer Informational Sessions (A Taste of Girl Scouting)

- Take pictures and videos of Girl Scout programs, activities, etc.
 - ◆ Share these with staff members whenever possible.
 - ◆ Post these to your Service Unit social media pages and accounts.

- Celebrate your successes as you reach milestones!



Girl Scout Participation Pathways

School Age (K – 12): Join a Troop

Girls form strong bonds by meeting regularly to work on activities decided upon by the group. This is teamwork at its finest, and it's a strong focus in Girl Scouts. Our organization is committed to empowering girls to discover more about themselves as well as the world around them. Girl Scouts make a difference in their community and the world and have fun doing it!

School Age (K – 12): Get Outdoors with Our Camp Experiences

Camp programs encourage girls to develop independence, self-reliance, outdoor skills, problem solving, and community living skills. In an outdoor environment, under the supervision of supportive adults, girls take responsibility for their daily tasks, ranging from keeping a clean living area to preparing dinner in the outdoors. Camp programs build girls' self-confidence and teach them to overcome challenges. If girls are interested in having some amazing adventures in a fun and safe environment, camp is the place to be.

School Age (K – 12): Travel

Pack your bags -- Girl Scouts are going places! Perhaps you want to explore the Grand Canyon? Discover Alaska? Try a service project in Costa Rica? Whether it's a trip across town or around the world, the adventure will stay with you forever. When girls see and experience new things, whether locally, nationally or internationally, they have life-changing experiences they won't soon forget.

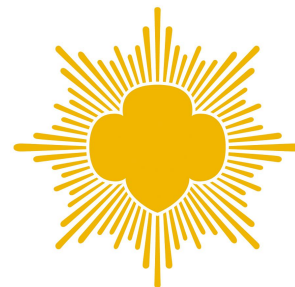
School Age (K – 12): Explore a Program

One of the greatest things about Girl Scouts is the opportunity to participate in the amazing number of unique programs offered by our council and council partners. Girl Scouts programs provide girls of all ages with opportunities to explore everything from art in the outdoors to career-launching STEM experiences! There is something for EVERY girl in Girl Scouts!

School Age (K – 12): Attend an Event

Everything is more fun when you're sharing it with others who have the same interests. Many Service Units put on events from dances, ice cream socials, camping, day camps... the list of participation opportunities is endless! Girl Scouts of Central California South also hosts events within the 5 counties we cover. Often times, the council partners with other great community organizations who host wonderful experiences for girls.

Discover More! In addition to the Pathways above, Girl Scouts offers programs that any Girl Scout can participate in, including the Girl Scout Cookie Program; badge and patch programs; the Bronze, Silver, and Gold Awards; scholarships; and community events.



STEP-BY-STEP: RECRUITMENT OVERVIEW

The remainder of this playbook talks about suggested types of recruitment events that can be used to recruit both girl and adult members: community display booths, school recruitment, family recruitment and adult recruitment events. Additionally, there are specific recruitment events that you might host that focus on volunteer recruitment. You might also have some other ideas on recruitment events that you'd like to try in your community or that you have had success in hosting in the past.

There is no one way to hold a recruitment event. However, results have shown that greater success is more common with recruitment events that are open to the entire family because parents make the choice to attend for the purpose of Girl Scouting, rather than simply passing by a booth during an event/fair or reading a flyer their girl brought home from school.

Use this playbook to decide which style is best for you. But remember this toolkit is just a guide, and council staff members are here to answer questions, give support and help you to have successful recruitment seasons.

The following steps can help ensure a successful recruitment event, no matter what type it is:

- Step 1: Build Your Team.
- Step 2: Do Your Research.
- Step 3: Define Your Event.
- Step 4: Find Your Best Location.
- Step 5: Promote Your Event.
- Step 6: Host Your Best Event.
- Step 7: Follow Up After Your Event.



Step 1: Build Your Team.

As you begin planning your recruitment event, consider building a team to help with recruitment efforts. Your team could include your Service Unit Team Members, Troop Leaders/Co-leaders, parents, and Council Staff in your area. The size of a team can vary based on the need of the person in charge of recruitment. To help create the best team, use these tips:

- Talk to your Service Unit and ask them to get everyone involved.
- Invite all volunteers in your Service Unit to help you strengthen Girl Scouts through recruiting.
- Find volunteers at each school within your Service Unit to become a point person for recruitment and help you with your efforts. This could be a current leader within that school or some other volunteer.



Taking the time to form a committee to plan and execute your ideas could be the key to ensuring that your event is its most successful.

Step 2: Do Your Research.

COMMUNITY KNOW-HOW

You know your own community and your school district the best - that's what makes you the ideal recruiter! You know when the big festivals are happening, where moms and girls are hanging out, and when your school open houses are scheduled. All of these events are important to keep in mind as a recruiter. Part of your duties as your Service Unit's Recruiter include staying knowledgeable about what is happening in your community and knowing which local organizations and businesses could make good partners for your Girl Scout family.

It is a great idea to keep a list of Girl Scout-friendly locations that could be used throughout the year and communicate this information to your council staff liaisons.

You'll want to keep this list on hand to help identify:

- Meeting places for service unit or troop meetings
- Locations of varying sizes and atmospheres to accommodate different events or gatherings
- Businesses and organizations that offer discounts to Girl Scout groups
- Businesses and locations that would allow you to distribute flyers or hang posters
- Businesses that donate items to Girl Scouts
- Schools (and a contact person at each location) that will allow you to attend open houses and put flyers in classrooms



Examine the current state of Girl Scouts in your Service Unit by talking with your Service Unit Manager or Council Staff

- What schools are in your Service Unit?
 - Is the school administration supportive and aware of the Girl Scout troops?
 - In which schools are there troops?
 - Are there gaps in troop leadership?
 - Are there gaps in troops?
 - Are the troops returning?
 - What age level will the troop serve in the fall?
 - Is the troop willing to accept new girls? If so, how many?
 - What specific opportunities are available to recruit people to?
 - What areas in my SU do we have less visibility or have opportunities for growth?
- What types of things should I consider in planning my event? (i.e. - space needs to determine the best location, timing to ensure the best turnout and timeliness of event, theme to attract the most participants and how to market to maximize attendance, etc.)
 - Who else will be available to attend any events that we host or plan to participate in?
 - Print off current troop listings from volunteer systems that includes information on troops with openings in your area and help you assist potential new members with identifying the best option for them from our opportunity catalog

Questions to consider asking members of your Service Unit and/or council staff:

- What is the history of previous recruitment efforts?
- How many typically attend our SU's recruitment event?
- How was it set up?
- Was it themed/party style or just informational?
- Were there any suggestions for future events?
- Do you have any experience hosting events of this nature?
- How would you be able to help with the event?

Step 3: Define Your Event.

Recruitment events are a time to welcome new girls, parents, and volunteers into the wonderful world of Girl Scouts. A recruitment event can be any type of gathering with the purpose of encouraging and inviting girls to join and volunteers to commit to Girl Scouts. You know your community and school districts. Spend some time researching opportunities for a recruitment event.

As a recruiter, you get to share the fun and excitement of being a Girl Scout volunteer. You get the opportunity to share your experiences, the fun you've had working with your troop, meeting other parents, and going on new adventures, in an effort to bring others into the Girl Scout family.

Each service unit is encouraged to host at least one recruitment event each fall for new girls (and their parents and families) to attend. Together with your Service Unit's Events Coordinator, it is your responsibility to plan and develop these events each year. These events should have a clear theme and be an opportunity not only for girls to have fun in a new Girl Scout setting, but also for parents to find information about participation in Girl Scouts. Typically, the best time to hold these events is in August or early September. We recommend that all Service Units host their event on Girl Scout Saturday, the 3rd Saturday in August.

While current Girl Scouts and their families are certainly not discouraged from attending these, it is important that the focus of these events be centered on those new individuals interested in joining and creating an environment welcoming to them.



G.I.R.L.
go-getter innovator risk-taker leader

Types of Events

Whatever type of recruitment event you host, it needs to represent Girl Scouts in a positive and welcoming manner. When you're planning and/or hosting an event, always think, "A girl and her parents' first impression of Girl Scouts is my recruitment event. What do I want that impression to be?" It's always exciting to see your Girl Scout friends after a long summer break, but recruitment events are a time to get to know potential new members, not catch up on each other's vacations. Nothing makes a newcomer feel out of place more than being excluded or left out of conversations.

Remember to provide other invested adults with an opportunity to participate in your event:

- Parents of girls can share their story of how Girl Scouts has impacted their daughter and/or themselves.
- Find out if the principal or teachers at the school have been Girl Scouts and ask them to pop in and say a welcome.
- If space allows, it is best to separate the parent portion from the girl activities. Let the girls play, sing, and have fun in a separate space so as not to distract from the important information parents need to receive.
- Remember adult-to-girl ratios must be maintained. This is also a great opportunity for older Girl Scouts to earn service hours by helping with younger girls.



1. Community Display Booth:

Community events and festivals are great places to get an already built-in crowd. And often these types of events will let Girl Scouts have booths for free, or for a fraction of the cost to normal vendors.

These events are good opportunities to get information out to a lot of people, but may lack the opportunity or ability to give a lot of detailed information. You should always collect interested families' and volunteers' information and follow up with them about a time to provide more details like troop options and volunteer opportunities. Ideally, you would be able to invite them to an upcoming sign-up night where they can get more detailed information and register.

Think about community festivals, back to school rallies, school supply drives, etc. for places to set up booths. Does your library have a summer reading program? See about setting up a booth at the end of their program. What about local church craft fairs, or school PTA carnivals? These are all ideal events to set up a booth.



2. School Recruitment Event:

Girl Scouts make better students! So schools are usually very excited to have Girl Scouts be a part of developing their students!

Some schools allow volunteers to host an all-girl assembly during the school day where girls participate in games, crafts or singing while learning about Girl Scouts. Some schools prefer after school assemblies, or maybe during their registration nights. Work with your local schools to determine what they prefer.

These events are good to get the girls excited about all the terrific opportunities they can have when they join Girl Scouts, however they usually lack the parent and volunteer recruitment piece, so invite the family to a family recruitment event.

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Many schools will gladly send home recruitment flyers in their students' homework folders, whether they allow us to speak at school assemblies or not. This gives you a direct way to invite families to attend your recruitment event. Plus, the council creates, prints, and pays for these flyers for you! You just have to let us know the details! If there are no Girl Scout troops in a school, ask school administration to connect you with some key volunteers. These volunteers may be able to connect you with your future troop leaders! Schools also may let you host the next type of event, the Family Recruitment Event, in their cafeteria or gym.



3. Family Recruitment Event:

Family recruitment events are a lot of fun and can really create enthusiasm about Girl Scouts. Parents can talk to current volunteers, get information about activities, troop

schedules, learn about volunteer needs, and register on the spot. Girls have a great time meeting new friends, learning about Girl Scouts, playing games, singing songs and maybe even doing a craft.

These events are a great way to get the whole family excited about Girl Scouts. Moms, dads, siblings, and girls get to hear about all of the fun and opportunities they will have by joining Girl Scouts. These types of events do take more work, but they offer the best chance to really get the families plugged in and excited about Girl Scouts. Typically, a service unit will host 1-2 Family Recruitment Events per year.

Many schools will gladly send home recruitment event flyers in their students' homework folders; newspapers will run event information in their calendars; churches may include it in their bulletins, and local businesses could put up information posters to help you promote your event.

Sample Agenda (What to Do & Say)

Although these events are a lot of fun, the main objective, of course, is to get girls to join and adults to volunteer. The best way to make sure you get this accomplished among all the fun is to create an agenda for the day. Here's an example:

10 - 10:20 a.m. Meet and Greet – Welcome potential new members and the parents. Invite girls and any siblings to join others in activities, games or crafts. While girls and siblings are entertained, ask parents to join you for more information.

10:20 - 10:50 Welcome the parents. - Introduce yourself. Make sure to say your name, how long you have been involved in Girl Scouts. Use your knowledge about Girl Scouts to generate excitement. Tell them why you joined. Tell them about the fun you've had with your troop. How much fun you have had experiencing new things with your girl. Share with them some of the great events and activities that are planned for the upcoming year. Remind them that Girl Scouts is a volunteer organization and that adults are vital to giving girls a great Girl Scout experience. Tell them about the training and support from other volunteers and the council.

10:50 - 11:00 - Girl Scouts, girls and siblings perform new song.

11:00 - noon - Registration, troop placement, volunteer sign ups

Find out the interest of the girls and tell them about opportunities that align with those interests.

Get their information. Have them fill out an interest indicator form, a registration form, or just a sign-up sheet, but get information that allows you to follow up with a membership registration form or volunteer application packet.

Inform potential new leaders about annual Girl Scout Registration fee and the Background Check fee that covers them for 3 years.

Current volunteers inform parents of troop meetings, activities, dues, etc.

Brush up on "Volunteer Excuses" on page 16 to be ready to encourage people to volunteer.

Open House or Information Night

Another type of Family Recruitment Event is an open house or information night - a more casual event allowing families to drop in at their convenience. You will want to set a start time and end time where people can come at their leisure to gain more information, join troops and register for the upcoming year.

- Enlist as many current Girl Scout and volunteers as possible to be on hand to meet, greet and answer questions, as well as volunteers who will lead girls and siblings in a craft, game and sing-a-long activity.
- Parents will be able to get information about troops and activities. Have them fill out an interest indicator form, a registration form, or just a sign-up sheet, but get information that allows you to follow up with a membership registration form or volunteer application packet.

And just because it is called an “open house” doesn’t mean you can’t have this at a park, skating rink or school gymnasium. Several service units host these events with a theme - such as a luau, carnival or skate night. The most important part is that people get the information they need to join Girl Scouts.



4. Adult Recruitment Event:

A Taste of Girl Scouts is one example of an easy adult recruitment event. The plans are provided to the service unit by the council, to make the event go seamlessly. The Service Unit will invite potential volunteers to the event so they can enjoy wonderful Girl Scout Cookies and learn about the different ways they could volunteer with Girl Scouts. To be a volunteer doesn't only mean troop leader anymore, there are a variety of opportunities, each will be discussed during the night. This event will allow potential volunteers to learn more about Girl Scouts, Girl Scout volunteering opportunities and snack on cookies in a friendly setting.

Step 4: Find Your Best Location.

Work with other volunteers in your area and with your Council Staff Liaison to identify the best location for hosting your recruitment event. Contact each person as soon as possible before the proposed recruitment event to discuss your recruitment effort.

Location of Recruitment Event

- Suggestions: school gym or library, public library, church, large subdivision or apartment complex building, community center, fire department, YMCA (Try to find a space that is free to use.)
- Determine meeting space based on location, space, cost, hours of operation
- Connect with school administrators or a person in charge of event location to determine a good time to schedule a Girl Scout recruitment event.
- Reserve a space for the appropriate length of time for your recruitment event (Remember to ask for enough time to set up at least 30 minutes prior to and to clean up at least 30 minutes after).
- Verify equipment needs (i.e.; tables, chairs, DVD player, water, etc.)
- Will they provide the necessary equipment? Or do you need to bring it with you?
- Are there any fees to use space? (If there is a fee, be sure that your Service Unit Team approves use of the funds.)
- Will they set up or do you need to? What about clean up?
- Make arrangements for payment and entry and departure (i.e.; keys, alarm codes, time of access, required time of departure), if necessary.
- Recruit other volunteers to assist for the event—they can collect registrations for their own troops, help set up displays showing off their troop's activities or bring uniforms and Journey books from their own grade levels, etc.
- An experienced leader or two could also help address any questions that may arise at the recruitment.

Step 5: Promote Your Event.

Council Staff works with school districts and will be a great first contact on flyer distribution rules in your area. Contact School or Event Location

- Call local schools as soon as possible before recruitment event to request permission to send home flyers to their students about your event.
- Ask who to drop flyers off to; start with secretary, then work up.
- Confirm how many flyers are needed for the girls in the school. Also, clarify grade levels and if they prefer classroom bundles or not.
- If additional permission for flyers is needed, contact the school district for authorization.
- If at a school, ask if they have a newsletter that can advertise the event, also.



Advertise More

Schools aren't the only place to distribute flyers. In addition to flyers, social media is a great way to reach community members. Here is a list of places to consider for flyer distribution as well as eNewsletter/ social media outlets.

- Community Library
- PTO/PTA Groups
- Local Media Outlets (Newspaper, Radio, Television)
- Local Businesses (Banks, Retail Stores, Doctor Offices, Gyms, etc.)
- Churches
- Dance/Gymnastics/Cheerleading studios
- Day cares with After-School care
- Encourage leaders to call or email friends, neighbors, etc. who may want to attend.
- Talk to your Service Unit and/or Local Council Staff to see if there are any girls on the waiting list in your area that could be invited to the event
- Another great way to advertise is through social media. If you have a Facebook or Twitter account, share the information with people who might be interested. Also, work with the council to advertise on their pages.



School Website or Social Media

Does your school(s) have a website where you could place an ad? Maybe the school would be willing to post about the Girl Scout Family Recruitment Event on their Facebook page?

PTA

Parent Teacher Associations are another great avenue for recruiting girls and volunteers. Ask to be a guest speaker at an upcoming meeting or see if you can set up a Community Display Booth with information. See page 8 for how to host a Community Display Booth.



Get Local Businesses Involved

Many local businesses are happy to let you hang a flyer in their window to promote an upcoming Girl Scout Recruitment Event. Talk to fellow parents and volunteers to help spread the word with businesses. Some may even be willing to share on their own website or Facebook page.

Ask Your Local Paper, Radio and Television Stations to Announce

Most media outlets have a community calendar. This is a great place to request that your information be shared. Work with your Service Unit Manager to help promote the event to local media outlets.

List it in Your Church Bulletin

Churches will often list or announce Girl Scout Recruitment Events. Talk with your fellow parents and volunteers to see if their home church(es) will help promote the event.

Youth Groups, Clubs and Other Organizations

We all want to see our children succeed, and many other youth-serving organizations will help promote a Girl Scout Recruitment Event. Ask about their website, Facebook or newsletter. Consider hanging a poster at the community center or ballpark. Ask your local government to announce on their website or social media sites.



Step 6: Host Your Best Event.

Prior to the event:

- Confirm set-up time with the event organizer. Where is parking? What time is clean-up? If outside, what happens if it rains?
- Confirm volunteers and shifts to make sure you have help loading in, working the event, and loading out.
- Consider borrowing or buying a dolly, or rolling cart to help transport items.
- Organize materials in a plastic tub or box to make setting up and breaking down easier.

What to bring:

- Table, tents, chairs: Are these being provided by the event? Or will you need to bring them?
- Tablecloth: If your service unit doesn't have a Girl Scout tablecloth, consider investing in one.
- Girl Scout Service Unit banner or sign identifying who you are.

- Girl Scout materials
- Current troop listing by grade level, location, meeting times and contact
- Tchotchkes for girl giveaways
- Informational pieces for girls and families
- Activity items for girls
- Informational pieces for volunteers
- Pens, clip boards, large envelope to collect forms in, refreshments for volunteers
- Giveaways: Check with the council about pencils, stickers, bracelets. Have girls make SWAPS. Pass out balloons or candy.
- Crafts: Have a quick, simple craft girls can do while you are talking with their parents.
- Supply box. Band-Aids, tape, zip ties, scissors, mini stapler, rubber bands, sun screen, and trash bags

Step 7: Follow Up After Your Event.

After Recruitment Event/Parent Meeting:



- Send an email or card to volunteers who assisted with your event
- Thank school personnel or other community members for their attendance and/or support of your event
 - Send a thank you note to media outlets and ask for them to share any photos they might have taken
 - Send a thank you note to any donors, i.e. vendors of the bounce house
 - Send post event press release to all media outlets, including pictures
- Reach out to participants to make sure that they don't have questions or need assistance with completing their memberships and getting started with Girl Scouts.
- Organize all information received at the event. Each person who left contact information should receive an email or phone call the following week with additional information about troops, meetings, or volunteer applications. This is a great opportunity to invite them to upcoming events.
- If there are no troops currently available, reach out to the parents about volunteering. Tell them about your experience volunteering, the training and support they'll receive. Assure them they will have other volunteers guiding them on this fun adventure to being a troop leader, co-leader, or assistant.



IDEAS FOR WORKING WITH GIRLS AT RECRUITMENT EVENTS

Here's an example of some things you could do with girls and their siblings at a recruitment event. Use your imagination! Every service unit and recruitment event is different! Try one of these fun activities, or come up with your own!

1. Make friendship bracelets to exchange with each other.
2. Create a SWAP to trade with new girls.
3. Decorate a wooden picture frame with foam shapes.
4. Have a Dance Party where you teach cool new dance moves.
5. Set up a fun photo booth.
6. Do a hula hoop competition.
7. Make a pipe cleaner bouquet to give to parents.
8. Have a face painting station.
9. Teach a Girl Scout song.
10. Teach the Promise and Law and make a color coded bead bracelet.
11. Make indoor S'mores with graham crackers, marshmallow whip and Hershey's chocolate spread.
12. Color a Girl Scout activity page. (Pinterest)
13. Do the Girl Scout Law Word Search. (Pinterest)
14. Assemble paper fortune tellers. (Pinterest)
15. Outdoor Scavenger Hunt.
16. Make a paper plate Dream Catcher (Pinterest)
17. Make a washer necklace (Pinterest)
18. Teach the "Make New Friends" song to perform for parents.
19. Make Button Bracelets. (Pinterest)
20. Make a Plastic Lace/Boondoggle Keychain. (Pinterest)



HOW TO SELL GIRL SCOUTS TO THE PUBLIC



Share the Positives

- Girl Scouts is great for the girl, the parents and the volunteer!
- Girl Scout parents overwhelmingly say that their daughter has made more friends (95%), and is more confident (90%), thanks to Girl Scouts.
- A large majority (92%) of Girl Scout volunteers believe that their life is better because they volunteer with Girl Scouts!
- Remind them that Girl Scouts is a volunteer organization and that adults are vital to giving girls a great Girl Scout experience.
- Tell them about the training and support from other volunteers and the council. Most of our volunteers say Girl Scouts has helped them learn or share something new (92%)!

Keep it Simple. Share YOUR Girl Scout Story.

- Use your personal experiences with Girl Scouts to generate excitement. Tell them why you joined. Or about your first troop meeting. Maybe the first time your girl earned a badge and you saw the pride on her face.
- Don't overwhelm them with all the details. The council will provide them with volunteer training to get them up and running in their new role.

What can I do through Girl Scouts with my daughter?

- The sky is the limit! From exploring your community, to coding a cool robot, star gazing at a camp-out, or earning a new badge – Girl Scouts gives you the opportunity to explore your interests, try something new, all while making memories with your girl.
- Tell them about some of the great events and activities that are planned for the upcoming year that you are looking forward to.

Ask questions. Don't talk at the person.

- What is the girl interested in? Does she like space science? Tell her about the Astronomy club. Enjoys baking? Tell her about the legacy badges she could earn.
- What about the adult? Do they like to paint? Travel? Do arts and crafts? Remind them that we are always looking for volunteers to share their experience, talents, knowledge and passion.

5 Fast Girl Scout Facts

1. Our mission - Girl Scouting builds girls of courage, confidence, and character, who make the world a better place.
2. An American Institution- Over 100 years old and still growing strong- 3.2 million Girl Scouts (2.3 million girl members and 890,000 adult members working as volunteers and support parents for girls).
3. Girls discover the fun, friendship, and power of girls together. Through a myriad of enriching experiences, girls discover the leadership in them, and then work to change their world for the better.
4. All experiences in Girl Scouting incorporate the Discover, Connect, and Take Action keys to leadership. Girls discover themselves and their values and use their knowledge and skills to explore the world. They connect with other girls and adults. And, they take action to make the world a better place.
5. Girl led, girl driven! Girl Scouts provides a safe environment for girls to experience cooperative and experiential learning, while continuing to have fun, friendships and exciting adventures.



Example “Elevator Speech”

Can you imagine what an entire generation of girls will do, given the confidence, the skills and the experience they need to lead?

As the world’s largest organization of girls- for girls- we believe that the Girl Scout leadership experience gives girls the confidence and tools to lead- to find, inside each girl, the citizen who will make a difference in her world.

That’s our commitment to girls everywhere: to provide safe leadership experiences that help each girl discover who she can be and what she can do, wherever she chooses to put her energies. It’s not only a commitment to the girls; it’s a commitment to a generation.

I am a Girl Scout volunteer. I love volunteering because as a Girl Scout alumna, I know first hand how Girl Scouts helped me to become the woman I am today. I learned that being a leader was important and fulfilling to me, and provided me with the values and confidence to become who I am today.

As an organization, we deliver life-changing programs to girls that help them deal with current life situations and prepare them to be strong, bold leaders in the future. I’m not only proud, but very fortunate to volunteer for such an impactful organization!



Example Introduction

GS Volunteer: Hi, how are you? I’m Caroline Skelton. What’s your name?

Potential Volunteer: Mary Ellen.

GS Volunteer: Mary Ellen, it’s so great to meet you. Do you and your daughter enjoy doing things together?

Potential Volunteer: Well, Sally really likes t-ball and I enjoy cheering her on from the sidelines.

GS Volunteer: You know one of the best things about being involved in Girl Scouts is that you get to be a part of the action. You get to see her earn her first badge, meet her new friends, try something new, find her passion, her spark. It is a great way to bond and learn more about your girl.

Potential Volunteer: Well, we don’t have time to do any extra activities.

GS Volunteer: Girl Scouts works with your schedule! It can be after-school, once a week, twice a month, or even on a Sunday afternoon. As a Girl Scout volunteer you can set your troop meetings to fit with your calendar. And, the council has lots of great events and programs you all can attend together, and as a troop. *[Insert information about an upcoming event, or program that could be of interest]*

Potential Volunteer: Ok, we will think about it.

GS Volunteer: Great! The girls are excited and we want the troop to get started as soon as possible. Why don’t you fill out this form before you leave so that we can send you more information about joining Girl Scouts?

Do you have any questions that I can answer?



TALKING POINTS

Welcome, introduce yourself, and tell a story about Girl Scouts.

Think about what you can share from your Girl Scout experience that will illustrate why you and your family are engaged with Girl Scouts.

There is greatness in every girl; Girl Scouting helps her find it.

- By participating in Girl Scouts, girls discover the fun, friendship, and power of girls working together.
- Girls benefit by developing social skills, building confidence, and pursuing interests, causes, and leadership roles that matter most to them.
- Cookies, camping, and craft activities are wonderful Girl Scout traditions, but leadership development in girls is our organization's unique purpose.
- When a Girl Scout sells cookies, she's doing more than just handing customers a box; she's creating a plan, interacting with customers, and working on a lifetime of skills and confidence. Participating in the Girl Scout Cookie Program teaches goal setting, decision making, money management, people skills, and business ethics– lifelong skills that will benefit every girl.
- What is leadership development? Learning how to work well with others, resolving conflicts, becoming problem- solvers, and developing critical thinking skills.
- Girls who are Girl Scouts are more likely to achieve academically, graduate from high school and college, and enjoy economic equality, healthy living, and participation in faith-based communities.



- Girl Scouts have the opportunity to earn their Bronze, Silver, and Girl Scout Gold Awards. These awards ask the girls to discover their passion and help solve community issues by taking action and helping to find sustainable solutions. By doing so, girls can earn college scholarships, join the military one or two ranks higher, and become lifelong learners and active citizens.

Now that we know the benefits for girls in our premier leadership program, is this the day you decide to make a difference in the lives of your daughter and her friends?

- Everyone has something to offer, whether it's as a troop leader, co-leader or parent support. Troops need people to volunteer for snacks, or field trip transportation, or maybe just an extra hand in passing out supplies at a meeting .
- The common denominator for girls who are successful in Girl Scouts is that they have positive adult role models who share their unique talents to help girls become the kind of leaders they want to be.
- With the guidance of passionate volunteers, girls are standing up, standing out, and standing tall in every aspect of their lives.
- Volunteers are empowered to connect with girls, do quality activities with their daughters, and influence the development of the Girl Scouts with whom they interact.

- When we say “Girl Scouting builds girls of courage, confidence, and character...,” it isn’t just the girls who grow! Your example of moving through uncertainty with courage and developing your OWN confidence is exactly the kind of “character” we want girls to see modeled.
- Girl Scouts of Central California South offers personal development trainings that adults can use to boost their own learning, career success, and personal goals.

What is expected of a Girl Scout volunteer?

- Girl Scout volunteers must complete the volunteer screening process and register as a Girl Scout member, as well as complete mandatory volunteer training.
- The best thing about volunteering for Girl Scouts is that you are not alone! You have a whole service unit there to help you, guide you and answer questions you may have. Plus, council staff is just a phone call, or email away.
- Girl Scout volunteers receive training prior to meeting with girls, so you are totally prepared for your first troop meeting. And with additional training opportunities throughout the year - from troop camping to making SWAPS - you will be prepared for whatever, wherever your troop may take you.
- Volunteers use Girl Scout materials such as the Girl’s Guide to Girl Scouting and Journeys to guide them on flexible, fun, age-appropriate, girl-led activities. Complete meetings are outlined in the facilitator guides.
- Skill-building badge activities are outlined in the Girl’s Guide to Girl Scouting.



BATTLING EXCUSES TO VOLUNTEERING

I don’t know anything about Girl Scouts / I was never in Girl Scouts.

- “We have resources that do a great job of teaching the basic Girl Scout values and processes, and amazing volunteers who have great fun supporting each other. You won’t be in this alone!”
- “You’ll learn a lot as you go!”
- “There is no wrong way/right way either...every troop is different!”

I don’t have time.

- “That’s why you’ll have a whole team of parents to work with! Girl Scouting is all about sharing responsibility and leadership, not doing it all on your own!”
- “The good thing about being a leader is you get to decide when Girl Scouts works for you. You get to set the day of the week and the time!”

I work full time.

- “Most of our troop leaders work so we try to make volunteering as easy as possible.”
- “Meetings can be at night, or even on the weekends. You decide!”
- “Volunteering with Girl Scouts is a fun way to get to be with your daughter.”
- “The good thing about being a leader is that you get to set the time, location, and frequency of meetings to fit YOUR family’s schedule! Lots of troops meet in the evening, or on weekends, weekly, bi-weekly, or monthly. It’s up to you.”

I'll think about it.

- “I understand. However, we don't want the girls to wait too long. They are excited and we want the troop to get started as soon as possible.”
- “Talk to your daughter's friends' moms, your co-workers, neighbors, women at church, etc. See if any of them would like to be your co-leader.”

I am just not creative.

- “You don't have to be! We provide training to get you started.”
- “The grade level books, leader guides, and Journey books will help you plan your meetings.”
- “We want the girls to be able to decide what they want to do, with your guidance of course.”
- “The girls will give you lots of ideas too.” (Give examples of what troops have done.)

I hate camping.

- “Good News! There's no rule that says you HAVE to camp!”
- “Every troop gets to decide what they want to do. If you don't want to camp, you don't camp. If you like traveling, you can take trips every week.”

I can help, but I can't be the leader.

- “I'm sure there are many ways the troop could use your help: planning meetings, helping with crafts, driving, maybe writing a troop newsletter.”
- “Would you consider being a co-leader? Maybe you and one or two other moms could divide up the jobs so it's not so much for one person. One could handle the paperwork, one could plan the meetings, and one could handle the cookie sale. What do you think of that?”
- “Go ahead and complete the volunteer application and we'll work on just how the troop can use your extra set of hands.”

I don't know if I could do it.

- “When we say that “Girl Scouting builds girls of courage, confidence, and character...”, it isn't just the girls who grow! Your example of moving through uncertainty with courage and developing your OWN confidence is exactly the kind of “character” we want girls to see modeled.”
- “Girl Scouts is a leadership development program. Girls AND adults learn and grow together!”
- “This is actually a great way to build your own resume. We have great trainings, and certifications. We make sure you've got the tools and resources you'll need at every step along the way.”
- “Our curriculum is really easy to use. You can pull it off the shelf and run meetings straight out of the notebook...”
- “...OR customize it and use all your creativity... it's up to you!”

I wouldn't know where to start.

- “Simple! We always start with the application and background check. We have an online orientation you can complete anytime called [Girl Scouting 101](#) and then you can participate in Basic Leader Training. That's a workshop with a facilitator and other new leaders where we walk you through the basics of Girl Scouts, safety information, financial guidelines and ways to best utilize your troop parents.”

But I don't have a daughter.

- “Which means you might not even know what a wonderful example you would be to girls out there who might not have the best role models in their own lives!”
- “You don't have to have a girl of your own to be a terrific leader.”
- “We have girls in your area who have just been waiting for someone to step up and be their leader.”
- “You know, I've heard grown women say that their Girl Scout leader was the one person in their life they

could count on, and that Girl Scouting saved their lives. You could be that point of stability in the midst of all the challenges of growing up female in this society.”

But I'm a guy! How can I be a Girl Scout Leader?

- “Oh, we SO need dads to step up! And they DO! We have lots of dads who have discovered how amazing it is to be a Girl Scout Leader and are participating in our “Man Enough to be a Girl Scout” program. It gives them a wonderful way to connect with their daughters and make sure that those girls have excellent male role models in their lives. “
- “I know lots of dads who are proud, card-carrying Girl Scouts!”
- “I’ll bet you have some great skills you could share with girls. What do you enjoy doing? Outdoor activities? Financial management? Construction skills? Auto mechanics? Wouldn’t you want your daughter to learn those skills, too?”



But I already did that for my girls, and they're all grown now.

- “Which means you have the core of Girl Scouts already in your bones! Some things may have changed, but the core never will.”
- “You could be an amazing co-leader to a younger mom who is just starting out. Your skills and experience would be invaluable to her.”
- “You don’t have to be the one who runs a marathon with your girls! You may just be the one who teaches them how to use that marathon to raise money for a special troop cause.”

THANK YOU for your continued dedication to Girl Scouts, our mission, and to Girl Scouts of Central California South!
We appreciate you!

