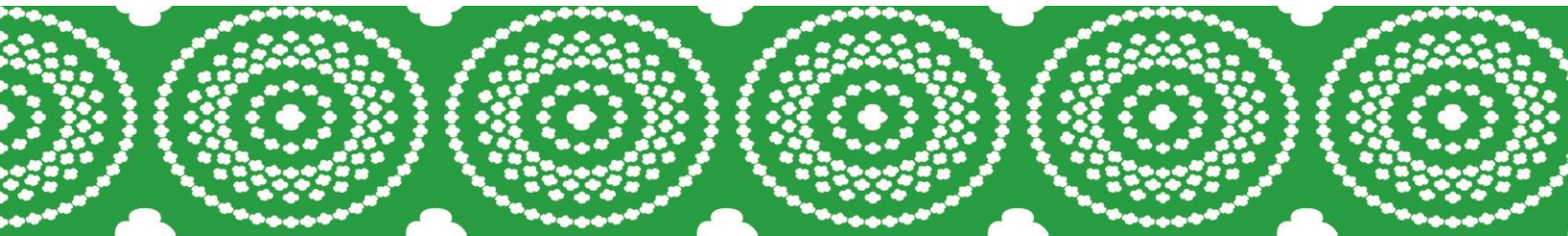




603: Service Unit Recruiter

Participant Workbook



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Girl Scout Mission, Promise & Law

The Girl Scout mission, promise and law are shared by every member of Girl Scouting and define the way Girl Scouts agree to act every day toward one another, other people, and the world.

Girl Scout Mission:

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

Girl Scout Promise:

On my honor, I will try:
To serve God and my country,
To help people at all times,
And to live by the Girl Scout Law.

Girl Scout Law:

I will do my best to be
honest and fair,
friendly and helpful,
considerate and caring,
courageous and strong, and
responsible for what I say
and do,
and to
respect myself and others,
respect authority,
use resources wisely,
make the world a better
place,
and be a sister to every Girl
Scout.

Welcome to the role of the Service Unit Recruiter!

As a Service Unit Recruiter, you are a key player in bringing the Girl Scout experience to life for girls and adults in your area. You are the heart and soul of our movement. Your expertise, interests, skills, and life experiences are essential to the leadership experience which inspires girls to reach their personal best.

Your commitment and passion to the Girl Scout Movement are indispensable. We value and celebrate your dedication and thank you for joining us as we embark on a new membership year.

*Yours in Girl Scouting,
The Recruitment Team*

This content will be divided into 3 major areas:

1. Service Unit Recruiter's Roles and Responsibilities
2. Step by Step: Recruitment Overview
3. Best Practices for Recruiting Adult Volunteers

Course Objectives: -

After completing this workshop, the student should be able to...

- Build a team of volunteers to help you lead GS recruitment events
- Research, plan and successfully host GS recruitment events
- Recruit adults to promote the GS "Leader First" initiative at recruitment events
- Promote the experience of Girl Scouting to all girls in your area

Icons you'll see in this Workbook & what they mean:



Common Sense

Hoot Owl represents common sense. This is information that will speak to what is in it for you & share some practical tips.



Collaborate

This ICON represents a suggestion to take a collaborative TEAM approach, brainstorming ideas, asking questions, and working together to accomplish a common goal.



Research

The magnifying glass represents an area where you will need to gather data, seek information, and find answers to questions.



Delegate

The clipboard is a suggestion that this may be an area where it is appropriate to divide tasks among your team members.



Secure Commitments

The commitment symbol is almost always paired with the clipboard. When delegating important tasks, it is essential to secure a commitment from the person that the task will be completed by a specified date.



PROMOTE!

This ICON means that the success of something being discussed rests upon getting the word out far and wide. PROMOTE, PROMOTE, PROMOTE!

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SECTION 1 -

Understanding Your Role

Why Should I know & Use This Information?



On my Honor... I will not do this alone!

Service Unit Recruiter is one of the most impactful roles as a Girl Scout volunteer. Teamwork and successful planning are critical. Be sure to collaborate with those around you – include peer volunteers, other parents, and your GSNETX Recruitment Coordinator!

Why Do We Recruit?



Our Story

Juliette “Daisy” Gordon Low assembled 18 girls from Savannah, Georgia for a local Girl Scout meeting on March 12, 1912. She believed that all girls should be given the opportunity to develop physically, mentally, and spiritually. With the goal of bringing girls out of isolated home environments and into community service and the open air, Girl Scouts hiked, played basketball, went on camping trips, learned how to tell time by the stars and studied first aid. Within a few years, Daisy’s dream for a girl-centered organization was realized.

Today, Girl Scouts of the USA has a membership of over 3.2 million girls and adults, a significant growth from its modest beginnings more than a century ago. In fact, more than 59 million women in the U.S. today are Girl Scout alumnae. Our alumnae were recruited or invited to join by a friend, by a neighbor, through a poster or flyer in their school or church. Most were introduced through invitation (just like what you’re planning in your community).

Purposes of Recruiting

Even though an entire century has gone by since the founding of our movement, the needs of girls remain the same: to get outside into the fresh air, connect, make friends, explore, learn, give service, and take risks.

Recruitment events are a prime opportunity to bring new girls and volunteers into Girl Scouts. The purpose of recruitment events are as follows:

- Ensure that every girl is extended an invitation to join Girl Scouts
- To enroll new girls into new and existing troops to ensure longevity for the Service Unit
- To enlist parent participation as Volunteers, Troop Leaders, Service Unit Leaders and/or committee members
- To organize new Service Units in communities that are currently underserved (either with no units or with units that are at capacity)



In this guide you will find suggestions for how to plan recruitment efforts in your Service Unit, and how to make events more meaningful. You will also find tools and key contact information to make your recruitment event a success.

Summary of SU Recruiter Role

The Service Unit Recruiter is responsible for planning and organizing recruitment events as needed – recruiting new leaders, forming new troops, and placing girls into troops within the Service Unit.

You will also:

- Work closely with the GSNETX Recruitment Coordinator year round to plan and execute recruitment events/activities to ensure that all interested girls and adults have the opportunity to be Girl Scouts.
 - **August, September, October, & November:** Start new troops and add to existing troops.
 - **November & December:** Add girls to new and existing troops (in time for cookie sale).
 - **January, February & March:** Start new troops and add to existing troops.
 - **April & May:** Recruit for GS Series and GS Camps.
 - **June, July & August:** Partner with GSNETX Recruitment Coordinator and Service Unit Team to plan recruitment opportunities at local fairs and festivals for the next school year.
- Connect with principals of public/private schools and staff of local faith-based organization(s), community center(s), and home school organization(s) to discuss recruitment methods and the distribution of recruitment materials.
- Identify girls interested in being Girl Scouts and connect them with the SU Troop Organizer to place into new or existing GS Troops.
- The Recruiter maintains up-to-date records on all potential members, volunteers, and troops throughout the year, as well as girl placement and troop formation.
- Assist new leaders by offering guidance for how to complete Girl Scout online membership registration, how to find the required quick-start videos and other GSNETX resources, and how to register to attend a TR100: Girl Scouts to a T new leader welcome session.
- Assist new leaders by referring them to the Service Unit Mentors / Coaches / Managers or other Service Unit team members who can offer guidance on startup questions such as how to find a troop meeting place.

Year at a Glance



Year at a Glance

August	September	October	November
December	January	February	March
April	May	June	July

Someone wise once said
“Plan your work. Work your plan.”

Ramping Up for the Next School Year ...

June & July	August	September
Meet with GSNETX Recruitment Coordinator to plan events for the upcoming school year Attend GSNETX VIP meeting Have GS info available at the school during school registration days Use school calendars to review available dates and schedule recruitment events Obtain current school troop information from Service Unit Manager to become familiar with the girls, leaders, and troops in your school	Attend GSNETX Volunteer Kickoff Obtain recruitment box from your SUM or GSNETX Recruitment Coordinator Partner with GSNETX Recruitment Coordinator for the following: • Contacting schools to schedule recruitment events • Planning and recruiting volunteers to attend Back-to-School events to distribute GS information • Contacting schools to schedule Rallies 2-3 days before a scheduled Recruitment event • Order flyers and posters for Back-to-School night and Recruitment events (allow 2 weeks)	Plan and attend Back-to-School and/or recruitment events if any were not held in August As needed, attend school organization meetings such as PTO/PTA meetings to promote GS Partner with GSNETX Recruitment Coordinator to follow up with potential volunteers to promote GS Help ensure girls in your school are connecting with the right troop Obtain updated school troop information from Service Unit Manager to become familiar with the girls, leaders, and troops in your area

During the School Year ...

October, November & December	January	February & March
Assist GSNETX Recruitment Coordinator in recruiting for targeted ages and/or levels as needed	Find out date for your school's Kindergarten Round Up and plan to order flyers	Plan to attend or recruit volunteer(s) to attend Kindergarten Round Ups to distribute Daisy flyers and promote GS

Winding Down the Current School Year ...

April	May	Ongoing
Partner with GSNETX Recruitment Coordinator to plan and execute a Spring Round Up for the next school year	Develop a summer recruitment plan with your SU Manager and GSNETX Recruitment Coordinator Attend team and service unit meetings	Keep updated on school, community, and service unit calendars

4 Questions important to start with:

What part of this role are you most excited about?

What ideas do you already have for times / places to hold recruitments?

What natural strength do you bring to the table as a recruiter?

What knowledge or skill do you need to gain or further develop in order to be even stronger at this role?

Common Sense Tips for Putting Together a Great Event



Tip #1- Create a Team

Invite all volunteers in your Service Unit to help you strengthen Girl Scouts through recruiting. Think about finding volunteers at each school in your area. Ask school administration to connect you with key volunteers.

Tip #2 – Do Your Research

Examine the current state of Girl Scouts in your Service Unit by talking with your Service Unit Manager or GSNETX staff.

Tip #3 – Make a Plan

The following steps can help you ensure a successful event:

- Define the Event
- Find a Location
- Market Your Event
- Day of Event – Checklist
- Follow Up
- Back Up Plan

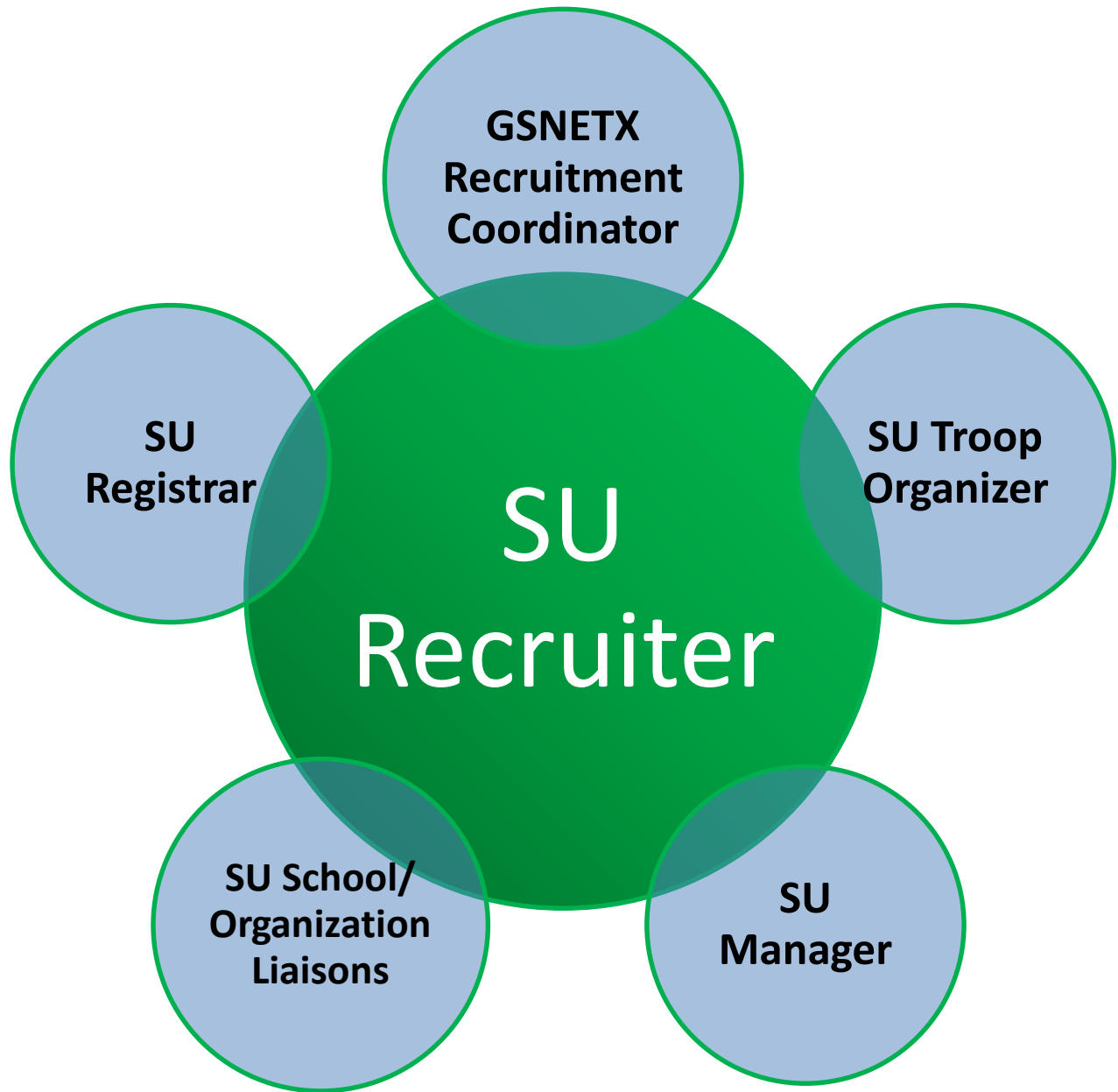
SECTION 2 -

Step by Step Recruitment Overview

Before You Begin...



Consider building a team to help with recruitment efforts. Your team may include your Service Unit Team Members, Troop Leaders/Co-leaders, parents, and GSNETX Staff in your area. The size of a team can vary based on the need of the person in charge of recruitment and who is available to help.



Create a team!

- Talk to your Service Unit and ask them to get involved.
- Invite all volunteers in your Service Unit to help you strengthen Girl Scouts through recruiting.
- Think about finding 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.
- 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!

STEP 1 – Do Your Research



Research Questions to ask your Service Unit Team and GSNETX:

- What is the history of previous recruitment efforts?
- How many attended recruitment?
- How was it set up?
- Was it themed/party style or just informational?
- Were there any suggestions for future events?
- Who else will be available to attend?

Examine the current state of Girl Scouts in your Service Unit by talking with your Service Unit Manager or GSNETX staff. Get the data so that you can make the best possible plan given the time and resources you have.

- What schools are in your Service Unit?
- In which schools are there existing troops?
- What age level will these existing troops serve in the fall?
- Is the school administration supportive and aware of the Girl Scout troops?
- Are there grade level coverage gaps at the school?
- Opportunity for more than one troop per grade level?
- Are the leaders in the existing troops returning? Do you know? Find out!
- Is the troop willing to accept new girls? If so, how many?

Best Practice: Make a list to take with you to recruitment event to answer questions about existing troops wanting more girls (i.e. Leaders names, phone #s, where and when they meet). This will help to determine whether you can place girls, or if a leader will need to step up.

STEP 2 – Define the Event



You know your community and your school district. Get your school / event calendars out and spend some time researching possible opportunities for Girl Scout recruitment events.

Here are a few Common Methods:



1 - Piggy back on School Events

- Open houses, Meet the Teacher nights, 1st PTA meetings, or other large scale events at schools such as fall festivals or carnivals are great opportunities to let parents and girls know about Girl Scouts. Capitalize on these and have registration information handy.
- Work with your School Liaisons for a calendar of dates and ask them to help secure a table for a booth set up during the event if this is allowed in your schools.



2 - SU hosted Parent Information Night

- The area wide parent information night is usually hosted by the SU and/or the council Recruitment coordinator in a central location that services a cluster of nearby schools in the Service Unit.
- Parents and girls from multiple schools will be invited to a specific meeting time and location. A presentation will begin at a set time.
- While parents learn the value and benefits of Girl Scouting and the need for adult volunteers, the girls will participate in a separate Girl Scout activity.



3 - Piggy back on city wide events

- SU Recruiters are present at a pre-planned location or community event.
- Secure a table for a come and go booth and have program and registration information handy.
- Parents or guardians may come at any time during the hours set and pick up information about Girl Scouts, or register themselves and their daughters.

Choose your event & then PROMOTE, PROMOTE, PROMOTE!

There is no right or wrong way to hold a recruitment, but it always helpful to have a plan!



4 - Host a Rally at your school

- Rallies are short 10-15 minute assemblies, usually conducted during the school day for the girls.
- You may only be able to address certain grade levels at any one time, or may have to go from classroom to classroom.
- You may only be permitted to visit with girls during lunch and briefly tell them about your recruitment event.
- Rallies are meant to get the girl excited about an upcoming recruitment event.



Tips for a Successful Rally

- Keep your audience in mind. Customize your rally to the girls and setting. What are they interested in? What seems to catch their attention?
- Teach and use the Girl Scout quiet sign if you have an especially energetic group.
- Have some type of takeaway, including the flyer promoting your event. (Ex: sticker, bracelet, or pencil.)
- Give the girls an opportunity to give feedback, answer questions, or call out things during the rally to keep them engaged.



5 - In School Promotions

- These events are a great opportunity to create visibility for Girl Scouts! Examples: Muffins for Mom, Grandparents Day, Field Day, etc.
- Scheduling these events may need to wait until the fall when school is in session as these events tend to occur in the morning before school or during the school day.
- If you need help volunteering, contact your service unit for volunteers, and then your GSNETX Recruitment Coordinator.

Enlist Support!

Other Important Questions to Ask Yourself:

- What type of support will I need from my Service Unit Team and Council Staff for the event?
- Will I need to fill out a Toolkit request form for supplies on the GSNETX website?

STEP 3 – Find a Location



Partner with your GSNETX Recruitment Coordinator and Service Unit Team to brainstorm location ideas. Get this going as soon as possible.

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 person in charge of event location to determine a good time to schedule a Girl Scout recruitment event.
- Reserve a space for a one-hour long recruitment event (ask to set up one hour prior and clean up 30 minutes after).
- Verify equipment needs (i.e.; tables, chairs, DVD player, projector, tent, water, etc.)
- Will they provide or do you need to bring equipment?
- Are there electrical outlets available, or is the space compatible for Hot Spot usage?
- Any fees to use space? If there is a fee to use space, talk to your Service Unit and GSNETX Recruitment Coordinator about possible funding for space
- Will they set up the tables and chairs or do you need to?
- Make arrangements for payment and entry (i.e.; key) if necessary.
- Recruit other leaders and volunteers in the school to assist that night—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.
- Additional experienced leaders may also help address any questions that may arise at the recruitment.

STEP 4 – Marketing Your Event



Your GSNETX Recruitment Coordinator works with school districts and will be a great first contact on flyer distribution rules in your area.

Contact School or Event Location -

- Call as soon as possible before recruitment event
- Ask who to drop flyers off to
- How many flyers are needed?
- If permission for flyer is needed, get email information
- If at a school, contact school district for flyer authorization (if necessary)
- If at a school, start with secretary, then work up
- If at a school, inquire if flyers can be dispersed to all girls; clarify grades
- If at a school, would they like them separated by grade, classroom, or in bundles?
- If at a school, let them know when you will be dropping them off
- If at a school, ask if they have a newsletter that can advertise the event? What is procedure to get information in a newsletter? Is there a marquee, website, PTA news site or information location?

Prepare for Events with Flyers & Yard Signs -

- You may print flyers from flyer templates located on the GSNETX website.
- For GSNETX to print and produce the flyers, submit a flyer request on the GSNETX website. Please allow 2 weeks for printing.
- Be sure to provide 10-20 extra flyers (depending on school or event size).
- Provide appropriate contact information should parents and girls not be able to attend the recruitment event.
- Partner with GSNETX Recruitment Coordinator for quantity of yard signs needed.

Disperse

- Provide flyers to the person at the school or event location who is in charge of flyer disbursement.
- If the school has an electronic newsletter, ask if information on your registration event can be included.
- Please partner with your GSNETX Recruitment Coordinator if there are electronic newsletters available for a nominal fee.

Advertise More

While in the area, distribute extra flyers to as many community places as possible! If at a school, sometimes the flyers never make it home. Possible locations include:

Library
Banks
Resale shops
Churches
Grocery stores
Gyms/YMCA
Post office bulletin board
Dance/Gymnastics/Cheerleading studios
Day cares with After-School care
Fast food restaurants, yogurt and coffee shops
Doctor offices



Additional Tips for Success:

- Work with GSNETX Recruitment Coordinator on all possible locations for flyer placement
- Encourage leaders to call or email friends, neighbors, etc. who may want to attend
- Talk to your Service Unit and/or GSNETX staff to see if there are any girls on the waiting list in your area that could be invited to the event
- Set enough time in advance for distribution of flyers with recruitment event information.
- 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.

Promoting in Schools



Schools—both private and public—are one of our greatest assets when it comes to reaching potential Girl Scouts and their families. While this relationship can vary from district to district, community to community, and even from school to school, the key to successfully utilizing schools is to do as MUCH as you possibly can to make the most of the relationship. Ask what the school and/or district will allow you to do—sometimes local school administrators on the school level such as a principal or counselor have the discretion to make decisions about what they will allow at their school.



- ✓ View the sample principal letter that can be adapted to fit your needs. You can also check out the principal information form that could be used at a district-wide even, such as a lunch or breakfast, to collect information quickly from principals.
- ✓ Make the most of the relationship! Greet the school staff with a friendly, upbeat Girl Scout smile ANY time you come to see them—bring them something little to remember you by, even if it's just a picture of something your Girl Scout troop did recently.
- ✓ Get permission before publicizing your event through any means.
- ✓ Conduct rallies as allowed per school district during which a Girl Scout representative speaks with the girls and informs them about our programs. See our Rally Tips & Script resource in the sidebar.
- ✓ Ask the school if you (or the school) can make morning announcements about the upcoming Girl Scout recruitment event.
- ✓ Attend PTA/PTO meetings and speaking about Girl Scouts.
- ✓ Ask the PTA/PTO if you can include Girl Scout information or stories in their newsletter, on Facebook, or on their PTA website.
- ✓ Set up an informational table during open houses, meet the teacher, porch parties, parent-teacher conferences, as well as other school functions.
- ✓ Post Girl Scout yard signs, banners, and posters around the school promoting your Girl Scout recruitment event.
- ✓ Ask if the school has a bulletin board that Girl Scouts can utilize to promote the organization and any fun activities.

Promoting via Social Media

Links to use:

Facebook—<http://bit.ly/29D9hNe>

Twitter—<http://bit.ly/2a9ikkT>

Facebook Sample Messaging

- All girls deserve opportunities to try new things and conquer challenges head-on—and at Girl Scouts these opportunities are endless! Give your girl more opportunities to succeed. Join today!
- Girl Scouts gives girls the confidence and support they need to take risks (healthy ones, of course!) and the chance to learn that when you don't give up, anything is possible. Find her spark.
- From finding the courage to raise her hand to speaking up for what she believes in, Girl Scouts provides a safe place for your girl to take chances and try new things that will help her succeed in school, her career, and life. Find her spark:
- Whether she's collecting food for a homeless shelter or strapping on her boots for a tough hike, Girl Scouts gives her the opportunities she'll need to succeed in life. Sign her up today!



Twitter Sample Messaging

Audience: Girls/parents

- Girls who step up and take on challenges grow into women who are more successful. Find her spark:
- Girl Scouts is a place where girls seek challenges and conquer them. We lead and succeed—join today!
- Girls can do anything they set their minds to—find her spark.
- Help her find her spark! Join Girl Scouts today.
- Do more. See more. Experience more. Find your spark.
- Help her take the lead even if it means facing her fears—Girl Scout style. Find her spark.
- Making the world a better place one girl at a time—join the Movement.
- Trying new things + overcoming fears = the BEST Girl Scout experience. Join today.
- Change her destiny—join Girl Scouts today.
- For Girl Scouts, it's not a challenge—it's an opportunity. Join today.

Audience: Adult volunteers

- Show girls they can do anything they set their minds to. Start a Girl Scout troop.
- Help her find her spark! Start a Girl Scout troop today.
- Do more. See more. Experience more. Start your Girl Scout troop today.
- Change a girl's destiny—form a Girl Scout troop today.
- Give more girls the chance to change the world. Start a Girl Scout troop today.
- Let's build more girls of courage, confidence, and character. Join the Movement:

Promoting in the Community



Promoting in the Community - Just like schools, there are any number of different things you can do to promote a Girl Scout recruitment event in your community. It will really vary from place to place but some ideas include:

- ✓ Get in touch with the city or town **where you live** to see what you are and are not allowed to do. Some cities will allow banners and yard signs. Others will let you put them up but only for a certain amount of time. Other communities allow you to go door-to-door putting up door hangers, but only after you have received permission. Check into your city's ordinances and rules before you promote in the public.
- ✓ Some communities allow for inserts into water, trash or general **utility bills**.
- ✓ **Churches** may be willing to promote Girl Scout events in their bulletins, newsletters, or websites. Churches can also be a great place to ask if you can set up an interest table just like you might at a school.
- ✓ The local **newspaper** or a city newsletter may either allow you to place an ad or accept a press release to write a story about an upcoming recruitment event. You can check out the [PR Specialist – Publicity Kit](#) on the GSNETX website to learn more about how to utilize these tools.
- ✓ Crime watches, **neighborhood associations**, and homeowners associations may send out newsletters or e-mails in their community. They may also hold monthly or quarterly meetings where you can speak about Girl Scouts or recruit potential volunteers.
- ✓ Find out about promoting Girl Scouts on **marquee signs** in your community-sometimes the chamber of commerce or city may own the sign but many privately owned businesses may also be willing to support the local community.
- ✓ Check to see if Girl Scouts of Northeast Texas is a member of the local **Chamber of Commerce**—there may be an opportunity to promote in the newsletter or website.

Places to Promote:

Apartment complexes
Banks
Beauty salons
Bookstores
Bowling alleys
Businesses
Chamber of Commerce offices
Childcare centers
Churches & houses of worship

Coffee shops
Colleges & universities
Cultural centers
Dance studios
Dentist's & Doctor's Offices
Fast food drive thru window
Grocery stores
Gymnastics centers
Hair salons

Laundry mats
Libraries
Movie theaters
Pools & sporting events
Recreation Centers
Restaurants
School uniform stores
Shopping malls
Skating rinks
Transportation waiting areas

STEP 5 – Day of the Event



Arrive one hour before the event is scheduled to begin to make sure you are prepared for when the doors open. Make nametags for each of your team members attending. Set aside thank you gifts for Community Partners or school staff. Name tags and thank you notes are available in the SU Recruiter Toolkit.



At the event -

- ✓ Present a positive attitude!
- ✓ Look people in the eye, hands out of your pockets, arms open.
- ✓ SMILE!
- ✓ Use one or two team members to greet and steer visitors to your booth.
- ✓ Introduce any person that stops by to at least one other member of your team who will take over and visit with that person.
- ✓ Have the parents sign in on the Prospective Member List so that you have a record of their needs and contact information for follow-up.
- ✓ Present your communication points and answer questions.
- ✓ Use the visual displays to give parents and girls a sense of what girls do in Girl Scouting.
- ✓ Use pictures and handbooks appropriate to the age of their daughter(s).
- ✓ Stress the need for adult volunteers and discuss the positions and time commitments.
- ✓ Provide parents with information (via online if possible) to register online using online registration portal.
- ✓ If appropriate, encourage online registrations at the event itself.

STEP 6 – Follow Up

After Recruitment Event/Parent Meeting:

Show Appreciation:

- Send a thank you email or card to troop leaders and volunteers who assisted
- Thank school personnel or other location community members

Evaluation:

- Fill out the Event Recap form on the GSNETX website. (<http://www.gsnetx.org/en/for-volunteers/service-unit-volunteers.html>)
- Work with Service Unit and GSNETX Recruitment Coordinator to place adults and girls and complete appropriate paperwork

STEP 7 – Back Up Plan



While we know you plan for successful events, things happen. If you don't get the turn out you need or the leaders you were hoping for, don't give up! We teach girls to always have a backup plan.

Let's consider:

- Houses of worship/religious organizations – church bulletins, events, and presentations. These are great places to start with leaders and build troops.
- Posters and signs at area businesses.
- Recruitment booths or displays wherever people gather in your community such as festivals, libraries, cultural events and even grocery stores. There are endless possibilities.
- Presentations to women's clubs, businesses and professional organizations. (Work with GSNETX staff to coordinate.)
- Talk to the school about hosting another event. Volunteer troop girls to babysit during the first PTA meeting or lead a flag ceremony in exchange for a booth.
- Consider asking student teachers, who might need additional experience working with children, if they would lead a troop.
- Ask the principal to join Girl Scouts as a member and host a “Girl Scout lunch” table during the year.
- Brainstorm ideas with your service unit team members or other neighboring service units, GSNETX staff, and with girls. Together, you'll come up with some creative recruitment venues and plans.

4 Important Questions:

Can you list all the elementary schools in your SU? Do you have a point of contact / liaison at each? What will you do to get one if you don't?

WHO will be part of your team?
List them:

WHEN & WHERE are you planning to host a recruitment?

WHAT will you do to market and promote to get parents & girls there?

We need the LEADER first!



Tip #1- Recruit the Troop Leader First

We want to provide an opportunity for every girl to be in an active, thriving troop. This is only possible through recruiting strong volunteers FIRST, so that we have plenty of troops for girls to join.

Tip #2 – Be prepared to answer questions

Be aware of the current need for leaders, volunteers and new troops in your service unit, and proactively recruit to fill them. Answer questions parents may have with confidence and honesty.

Tip #3 – Battle excuses with positive responses, and ask more questions!

Dig deeper and connect emotionally with potential volunteers. ***Let them lead the conversation.*** By asking the correct questions, you will quickly be able to determine why they are hesitant to lead, and you will be able to answer questions to help guide them to success.

Let's Talk Leadership



You have done everything on the checklists to have a successful recruiting event, and now it's time to talk to the parents/guardians about Girl Scouts. What is Girl Scouts? What are the benefits? Many of our volunteers speak about Girl Scouting and the amazing benefits, which is great, but we also want to provide you with key talking points to ensure we are delivering consistent messages about Girl Scouting.

The Girl Scout Leadership Experience (GSLE)

Regardless of the type of recruitment, you should also talk about the Girl Scout Leadership Experience. At Girl Scouts, everything centers on the girl—activities are girl-led, which gives girls the opportunity to learn by doing in a cooperative learning environment. We have identified Three Keys to Leadership. Girls discover themselves and their values, connect with others, and take action to make the world a better place. These three principles should be discussed at all recruiting events. Let's take a look at why the GSLE is pivotal to this organization.

Three Keys to Leadership

- **Discover:** Girls understand themselves and their values and use their knowledge and skills to explore the world.
- **Connect:** Girls care about, inspire, and team with others locally and globally.
- **Take Action:** Girls act to make the world a better place.

The following three Girl Scout Processes detail **HOW** girls participate in Girl Scouting and ensure high-quality programs, while still promoting the fun and friendship of our organization:

- **Girl Led:** Girls play an active part in figuring out the what, where, when, how, and why of their activities. In partnership with adult volunteers, girls lead the planning and decision-making as much as possible. This ensures that girls are engaged and getting what they want out of Girl Scouting.
- **Learning by Doing:** A hands-on learning process helps girls achieve deeper understanding of concepts and mastery of practical skills. Throughout the process, it's important for girls to be able to connect their experiences to their lives and apply what they have learned.
- **Cooperative Learning:** Through cooperative learning, girls work together toward goals that can only be accomplished with the help of others in an atmosphere of respect and collaboration. Cooperative learning encourages the sharing of skills, knowledge, and learning. Girl Scouts' all-girl environment provides a space for girls to feel powerful and emotionally and physically safe. The environment helps girls experience a sense of belonging even in the most diverse groups.

How to Talk to Parents About Becoming a Troop Leader



1 *As You Recruit:*



- Greet everyone with a smile and a hello
- Approach them first, don't wait for them to come to you
- Describe the council and the volunteer and girl opportunities
- Be prepared

2 *DURING the Recruitment Conversation for Volunteers:*



- Make sure to have a conversation with each person expressing interest in volunteering
- Let the candidate talk
- Give the candidate the chance to ask questions and respond to the questions honestly
- Ask the candidate what their interests are
- Let them know we are a volunteer based organization, and we are looking for people interested in volunteering
- Discuss alternative volunteer positions and pathways with the candidate if during the conversation it becomes apparent that the original volunteer position is not a good fit. (Leader, Troop Cookie Manager, etc.)
- Ask candidate if they are interested in being involved with their girls' activities or participating with their daughter and her friends.
- If yes, present them with options based on your conversation about their interests
- If no, be prepared to respond using responses from the battling excuses section
- Use language that will make the alternatives more appealing such as:
 - "We really need someone with your experience (talent, knowledge, passion etc.) who can ..."
 - "You'd be really good at (in the role of) ..."
- "Have you ever considered volunteering through a pathway or being a co-leader of a troop?"
- Have the candidate fill out an interest form if they are interested
- Return the form to the appropriate person for follow-up

3

Dealing with Rejection:



- Do not argue. Try the 'yes, but...' approach. This enables you to make your point without alienating a prospective volunteer.
- If you get a definite no, consider the nature of the objections. Is there another volunteer position they might be better suited for? Or, ask for recommendations of someone else who might be interested in the position.
- Be prepared
- Be truthful and discuss the options for her daughter if we do not have an open troop in her area.

What Is Expected of a Girl Scout Troop Leader?



Volunteers use Girl Scout materials to lead flexible, fun, age appropriate, girl-led activities referred to as Journeys. Complete meetings are outlined in the facilitator guides. Each girl deserves her own book, which are designed to serve as a journal of her Girl Scout experience, reinforce all she's learning and doing, and be a personal treasure to remind her when she looks back through them of all the things she learned. Skill building badge activities are outlined in *The Girl's Guides to Girl Scouting*.

We want to recruit adult troop leaders FIRST to ensure immediate girl placement. Troop leaders should be recruited prior to traditional girl recruiting events whenever possible. The following community resources can be beneficial for finding potential volunteers:

Service Unit Events- Use your Add-a-Friend and other planned events as an opportunity to recruit adult volunteers.

Chamber of Commerce- If GSNETX is a member organization, you may be able to promote a recruitment event for adults in their newsletter or e-mails.

Neighborhood associations- Many neighborhoods either have homeowner's associations or crime watch groups that may reach potential volunteers-including those who aren't parents.

Local colleges and universities- Many college organizations-including sororities and service clubs-are looking for volunteer opportunities. Many times, it is helpful to have specific volunteer tasks that you are looking for these young adults to fulfill.

Local businesses- Many large businesses have Human Resource departments that can tell you about any established volunteer programs they may have or could possibly promote something to their employees.

Churches & Places of Faith- These organizations almost always have a youth program and are seeking new activities to keep them engaged.

Schools- Utilize back-to-school breakfasts such as Muffins for Mom/Doughnuts with Dad or training days for teachers as an opportunity to talk to adults about Girl Scouts.

Remember: Some adults will be looking for slightly different volunteer opportunities than what a traditional troop leader may provide and that is ok—you may find an incredible resource who can help coordinate troop activities or even plan on the service unit level.

Frequently Asked Questions



Here are some frequently asked questions with suggested answers. Want to sound polished and prepared? Read these over and over until you mentally know the answer to the question... and then....**PRACTICE, PRACTICE, REHEARSE, REHEARSE!** Ask someone to pitch questions to you and practice responding verbally. It will definitely pay off!

Question:

I thought I was coming here tonight to sign my daughter up for an existing troop. Why can't she go into an existing troop?

Answer -

Many of our existing troops started just like tonight and have expanded to capacity. Starting new troops in this format, with girls who know each other at their schools, works best.

Question:

Why don't you have enough volunteers? I don't have time to be a volunteer.

Answer -

Just like other volunteer organizations, we just do not have the volume of adults needed to meet the demand. That's why we need committed volunteers to be mentors and lead a group of girls. 95% of our volunteers work full time and lead busy lives, too. This is why it's important that all parents help the troop in some way. Being a Girl Scout volunteer is manageable and allows you to take the time to know your daughter and her friends and to positively influence their future. Without the support of our parents and volunteers, Girl Scouts would not exist.

Question:

I may be interested in volunteering but I have never done Girl Scouts before.

Answer -

You don't have to be familiar with Girl Scouts. Our new Volunteer Guide has pre-populated year plans to follow for girls in grades K-5. Volunteer training is free and there are other volunteers to guide you. The first step is to go to gsnetx.org and fill out the online volunteer form.

Question:

I have four other kids. There is no way I can volunteer unless I can bring the kids.

Answer -

Girl Scouting is a program for girls, and it's important for volunteers to be able to focus on working with the girls in their troop. If you can't physically come to the meetings, there are other ways you can get involved. Being the secretary, treasurer, or contact person are a few examples. Girl Scouts could be the perfect opportunity to get that valuable one-on-one time with your daughter.

Question:

What exactly is the leader's responsibility?

Answer -

Leaders are in charge of organizing the troop. They plan meetings with the girls' input, communicate with parents, determine a meeting place and time that works for their schedule and help the girls on what they want to do as this is a girl-led initiative. The key is to establish a leadership team of many other parents/adults to spread the work. This includes:

- *Troop Leader*
- *Troop Volunteer*
- *Troop Cookie Manager*
- *Friends and Family Volunteer*

Question:

I heard that Girl Scouts costs a fortune, but you're only saying \$15. Can you clarify?

Answer -

Our national membership fee is \$15. (Financial assistance is available.) Uniforms and books are available for a nominal fee, but they aren't mandatory. Once the troop participates in the Cookie Programs, they set goals and earn troop proceeds pay for the fun things they want to do. That can include field trips and GSNETX programs. It can also cover purchasing badges, fun patches and community service projects. Girls vote on what they'd like to do. These fun things typically have a cost, and girls will learn to budget their troop money. Families might be asked to financially supplement these costs by paying troop dues.

Overcoming Objections



**IF IT IS
IMPORTANT
TO YOU, YOU
WILL FIND A
WAY. IF
NOT, YOU
WILL FIND
AN EXCUSE.**

As sure as the sun comes up, you will encounter a wide range of excuses why people think they can NOT be the leader. They're mostly uncertain and need information. It's a barrier, not a final answer. You have to be prepared. Practice with these:

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 be learning right along with the girls, or a few steps ahead of them!"

"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!"

"The girls will give you lots of ideas too." (Give examples of what troops have done)

I work full time.

"Most of our troop leaders work, too!"

"Meetings don't have to be after-school. They can be at night, or even on the weekends. You decide!"

"Don't think of Girl Scouts as a 2nd job—think of it as 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."

I hate camping.

"Good News--We don't have rules that say you must 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! I really think that your example of moving through that uncertainty with courage and developing your OWN confidence is exactly the kind of 'character' I'd want them to see modeled."

"Girl Scouting 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 that are REALLY reasonable! 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, and then we'll schedule what we call 'Girl Scouts 2 a T.' That's a workshop with a facilitator and a few other new leaders where we walk you through the basics of Girl Scouting, setting up your troop, recruiting girls, and working with your parent team."

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! You would work with a female volunteer to model great respect and values for your girls. We have lots of dads who have discovered how amazing it is to be a Girl Scout Leader. 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 Scouting already in your bones! Some things may have changed, but the core never will."

"You would 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."

4 Important Questions:

Why is it important to mentally rehearse questions & answers ahead of time?

Why is it important to anticipate objections & know how to answer them?

What is one GREAT question to use to probe a parents' interest in volunteering with the troop?

What is *another* GREAT question for probing how a parent might volunteer with the troop?

SECTION 4 -

SU Recruiter Tools

Common Sense Tips for creating fun and engaging events



Tip #1- Use the GSNETX tools and resources as guidelines, but feel free to customize your own events!

Reflect on your troop. What motivates and excites them?
Is there a troop activity that can also double as a Recruitment event?

SU Recruitment Toolkit 2017



Your GSNETX Recruitment Coordinator will provide you with a personalized SU Recruitment Toolkit!

Marketing Materials:

- ✓ 2017 Family Guide
- ✓ Posters
- ✓ Yard sign sleeves and frames (5 per school)
- ✓ Registration cards
- ✓ Girl Scout Stickers – 1 roll (for rallies at schools)
- ✓ Growing Together flyers – 50 per SU
- ✓ Thank you cards – 50 per SU

PGL Materials:

- ✓ Cookie Sales Sheets (laminated)
- ✓ Program Grade Level Sheets (laminated)
- ✓ Girl Scout Starter Kit (laminated)

Event Supplies:

- ✓ Event Sign-In Sheets
- ✓ 1 green tablecloth
- ✓ Pens

Event Giveaways:

- ✓ Neon Sunglasses
- ✓ Neon Pencils
- ✓ Buckets for Pencils

Training Materials:

- ✓ SU Recruitment Guide
- ✓ New Leader Packets

WHAT AWESOME LOOKS LIKE...

Updated Tools for Recruitment

Recruitment Event Giveaways



Stickers for Rallies!



Neon pencils



Neon sunglasses



Silicone bracelets

Online Resources



Promote your event and request flyers on our website! (Please allow 2 weeks to process your flyer.) <https://forms.gsnetx.org/phpforms/secure/recruitment/>

The screenshot shows the Girl Scouts of Northeast Texas website. At the top, there is a navigation bar with links for GIRL SCOUTS USA, PRIVACY, CAREERS, CONTACT, eBiz, and EN ESPAÑOL, along with a search bar. Below the navigation bar is a green banner with the text "GIRLS SCOUTS OF NORTHEAST TEXAS". The main content area is titled "Create a Recruitment Flyer" and includes a list of five steps to create and submit a flyer. To the right of the steps is a decorative graphic of green dots.

girl scouts of northeast texas

GIRL SCOUTS USA | PRIVACY | CAREERS | CONTACT | eBiz | EN ESPAÑOL SEARCH:

GIRLS SCOUTS OF NORTHEAST TEXAS

Create a Recruitment Flyer

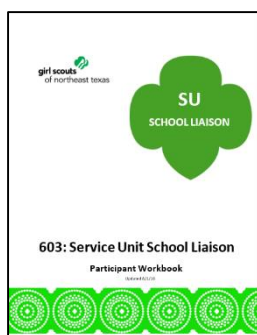
To create a recruitment flyer and submit it for approval, follow these easy steps. When complete, submit the form to your Recruitment Coordinator for review.

1. Select your Recruitment Coordinator and Service Unit number.
2. Fill out your contact information.
3. Select if you are printing flyers for an event or just having an event without flyers. If printing flyers, select the front of the flyer and fill out one of the available templates with your event information.
4. Fill in your event information, including nearby schools where you plan to distribute flyers or advertise your event.
5. If printing flyers, fill out the printing and pickup preferences.

Additional Resources available: <http://www.gsnetx.org/en/for-volunteers/service-unit-volunteers.html>

603: SU School Liaison – New!

Ideas, best practices and tools to help you promote Girl Scouting at your school.



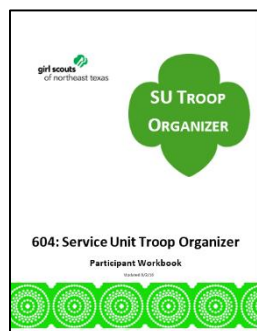
603: SU Recruiter – New!

Learn how to maximize your volunteers and girls to host successful recruiting events year round!



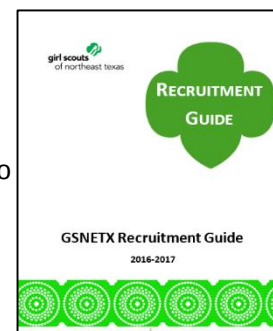
604: SU Troop Organizer – New!

Learn how to utilize GSNETX tools and resources to organize successful troops, become an expert on the GSNETX online opportunity catalog, and impact more girls in your community.



Recruitment Guide – New!

Ideas, event planning guides and checklists to help you host successful recruiting events.



Post Event – Data Entry Form: Coming soon! A virtual event recap to upload and send event ratings, sign in sheets, interest/registrations, and new leader information to your GSNETX Recruitment Coordinator.

