



Girl Scouts of the Jersey Shore

COUNCIL RECRUITMENT COMMITTEE

Purpose:

The Recruitment Committee oversees recruitment efforts at the council, regional and community levels to grow girl and adult membership. The committee is supported by the Director of Recruitment and the Recruitment Department.

Accountability:

Committee Chair

Key Tasks

- Helps to assess and develop plans of action for community growth and retention
- Manages regional and local recruitment activities
- Implements initiatives to grow membership in region/communities
- Places and distributes council promotional materials
- Interacts with all other regional committees to maximize marketing efforts
- Requests support from the Communication and Marketing staff as needed
- Encourages participation in Early Bird and On-Time registration.
- Notifies council of any disbanded troops, undersized troops, or areas where new troops need to be started.