

Back to School Event Checklist



Thank you! You are a key player in bringing the Girl Scout experience to life for girls and adults in your area and are critical in providing this opportunity to every girl! We want to thank you for representing Girl Scouts at your school. We value and celebrate your dedication and thank you again for joining us as we embark on a new membership year.

School Event Checklist

- Dress code – casual Girl Scout attire (GS shirt, jeans/khakis)
- Confirmed attendance and details from school including any special instructions
- Table (if not provided by school)
- Tablecloth (green plastic works great!)
- Posterboard or presentation board
- Interest cards – families fill these out with their info
- Giveaway items – pencils, stickers, other items provided by Membership Director/Manager
- Flyers – ideally for upcoming Meet the Girl Scouts event
- Takeaway card/brochure – general info, takes them to our website

Tips for a successful event

When talking to parents, keep in mind that everyone likes to buy things. But no one likes to be sold to! So, don't oversell the Girl Scout experience— even though you know how wonderful it is. Let those new girls and volunteers lead the way in their decision to become a Girl Scout and let them know that the experience may or may not be the perfect fit for their family.

Every girl is different and what they are looking for in Girl Scouts is different; you don't want to necessarily talk about leadership opportunities with a Daisy mom or share your love of camping, if this Brownie is super excited about the new STEM badges!

Sharing your personal experience and commitment is a great start to getting interested families excited about joining. You can include how being a Girl Scout has positively impacted your daughter or how working with other girls and getting that extra time with your daughter has been so special and rewarding.

So, how will you let the parents and girls make that decision?

- Gather more than you give - listen 70% of the time and talk 30% of the time
- Ask questions and gather information on their wants and needs rather than spouting off every benefit that comes with being a Girl Scout
- Be aware of non-verbal communication - nonverbal is 93% of what is communicated
- Make eye contact, smile, and match your facial expressions with your words
- Use gestures that can add enthusiasm to your presentation
- Be mindful of your personal appearance and body language, as first impressions are important to establish credibility as the speaker
- Girl Scout attire is always appropriate
- Be intentionally enthusiastic - enthusiasm is contagious
- Use your voice to communicate that you are energized about Girl Scouts and the possibilities it offers girls.
- Show excitement for our mission and the work we do with girls

Here are some frequent examples of questions you might receive from interested families and suggestions on how to answer their questions:

- Q: What do Girl Scouts do?
A: I'm so glad you asked that! What interests your daughter or what does she like to do?
- Q: Where do troops usually meet?
A: That's a great question. Most of our troops meet in local churches, libraries, and community centers.
- Q: What is a troop and how does it get started?
A: That's a great question! A troop is group of 10-12 girls that meet consistently to learn about the Girl Scout leadership program and usually 2-3 parents volunteer to co-lead the troop with the girls.
- Q: Is it hard being a leader?
A: A lot of people ask that. What would you think is the hard part about volunteering?
- Q: I want a more active troop for my daughter.
A: I understand. What do you and she consider active?
- Q: Are there troops in my area?
A: That's a great question, we have troops in most areas and if not, we can help you start one where it is convenient for your family.

Interest Cards

Remind parents and caregivers to write legibly and to include this important information so that we can contact them. Also include any notes on the interest card such as the best day for a troop meeting or if they need a multilevel troop for multiple girls.

- Girl – first and last name
- Parent – first and last name
- Grade
- School
- Phone Number (cell phone is recommended for communications through text)
- Email Address
- Zip Code

Event and Recruitment Policies

At GSNCCP, our members exercise and embrace these principles in their role(s) while carrying out their responsibilities as a volunteer for our organization. Please see our website, www.nccoastalpines.org for further information on EPIC behavior.

Diversity & Pluralism:

As an organization committed to being inclusive, GSNCCP asks you to ensure the following is implemented when recruiting girls and adults.

Affirmative Action Policy:

There shall be no discrimination against an otherwise qualified adult volunteer for reason of race, color, ethnicity, sex, creed, religion, age, citizenship, national origin, disability, genetic test results, marital or socioeconomic status. In addition, to ensure full equality of opportunity in all operations and activities of the organization, affirmative action policies and procedures shall be utilized in in the recruitment, selection, training, placement, and recognition of volunteers. Special emphasis shall be placed upon securing representation of underrepresented population groups.