

Service Unit Recruitment Event Checklist



So, your Service Unit wants to host an event for new families to join Girl Scouts?

That's awesome and we are so excited to help make these events a great success by providing this resource. Well-planned and executed Girl Scout recruitment events are an essential component in providing this life changing program to as many girls as possible.

Whatever type of recruitment event you host, it needs to represent Girl Scouts in a positive and welcoming manner. When you're planning and hosting an event, always think, "A girl and her parents' first impression of Girl Scouts is my recruitment event."

Planning the recruitment event

Once your Service Unit has decided to host an event that includes new families, there are several steps to ensuring your event will be successful.

- Time Frame/Date for event
- Target grade levels
 - check catalog for current options and consider any new troops you need to start
 - Daisy troops are always needed
- Location of Recruitment Event: 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 and available during your ideal time frame
- Make arrangements for payment, entry and departure (i.e.; keys, alarm codes, time of access, required time of departure), if necessary
- Reserve the 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 and up to 30 minutes after for clean up
- Verify equipment needs and if your space provides the necessary equipment (i.e.; tables, chairs, DVD player, water, etc.)
- Inform Inside Sales Coordinator of event, details and target grade levels so they can invite leads to the event
- Decide on theme and activities for the event
 - keep in mind the space you have reserved and your target age group
- Decide on how you will advertise your event and who will be responsible for this
 - 7-10 days of lead time is recommended for the best turnout
- Recruit volunteers to assist with the event— they can recruit for their own troops, help set up displays showing off their troop's activities, bring uniforms and Journey books
 - experienced leaders can help address any questions that may arise from potential leaders and parents
 - confirm participation 2 days prior to the event with all volunteers
 - send volunteers any information they need to prepare for the event

Executing your recruitment event

Whether you are reaching new families through a recruitment only event or inviting them to a Back to Troop event where current members are also invited, one thing remains the same...making everyone feel welcome and excited is a must!

- everyone that is helping with the event is on the same page regarding when families arrive
- Greeters are ready to direct families to the check in table with a smile and enthusiastic tone

- Check in table is clearly displayed and marked for new members and current members
- Interest cards are filled out or QR code is scanned and completed upon entry for new families*
 - *if you are hosting a dual function event consider having a list of current/returning members to work from
- *name tags that are color coded for new families and current/returning families makes it easy for volunteers and staff to interact with families and direct conversation for new families to joining Girl Scouts
- Post check-in, direct families on where to go and what they can do at the event
- have several floaters that are able to walk around the event and ensure that all families are having fun, know where to go and can answer any questions about joining Girl Scouts
- have a dedicated table/area for new families to be able to sit down with a staff member to complete registration into a troop
- have part of the event consist of a sample troop meeting where basic Girl Scout knowledge can be learned by girls and parents
- have greeters remain in place for when families are leaving the event to thank them for coming out
- this is a great time to hand out any coupons to the store you might have or other fun give-a-ways

Post event

Your event has come to an end and everyone had a blast! What now? Host a post-event meeting with everyone to see how they felt the event went, things that could have gone better and thank them for their help then get to cleaning up.

- Having a small thank you gift is a great way to show appreciation

Staff/SUM –

- collect all lead cards and sign in lists to review
- New family lead cards will need to be entered within 24 hours of the event – www.joingirlscoutsnc.org
- Complete event recap, preferably right after the event - [Event Recap](#)
- Follow up with ISC around the event and any action needed to help with converting families into troops