



Recruitment Playbook

Recruitment Champion
Placement Coordinator
School Liaison

girl scouts 
of the colonial coast

Qualities of a Great Girl Scout Volunteer



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 do the same.



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 for 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 "funny" 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 road-map telling you where to go or how to proceed, trust yourself and trust your team.



RECRUITMENT TEAM

Recruitment Champion

Placement Coordinator

School Liaison

Contents

Service Unit Recruitment Team Position Descriptions	4
Thank You and Roles	5
Recruitment Team Yearly Checklist	6
Sample Recruitment Planning Calendar	7
Participation in Girl Scout Scouts	8
Step-by-Step Recruitment Overview.....	9
Build Your Team and Do Your Research	10
Define Your Event.....	11
Sample Schedule and Find Your Location	13
Promote Your Event	14
Host Your Best Event.....	15
Ideas for Girl Scout activities at Recruitment Events.....	16



Recruitment Team

The service unit recruitment team serves as ambassadors for Girl Scouts who enthusiastically seeks to engage, recruit, and place new members into the organization.

Our Mission

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

SERVICE UNIT RECRUITMENT TEAM POSITION DESCRIPTIONS

The basic position description for the service unit recruitment team positions are listed below.

Service Unit Level Volunteer Recruitment Champion

Responsibilities:

- Help plan for recruitment events/parent information nights in their service unit along with the Council Recruitment Team.
- Organize the delivery of flyers to the schools
- Organize the school open houses in their service unit to ensure all are covered
- Help market girl scouts in the local community
- Assist school liaisons in establishing good relationships with school staff
- Assist Girl scouts as they lead school wide recruitment events
- Attend service unit meetings

Service Unit Level Volunteer School Liaison

Responsibilities:

- Serves as liaison between school administration and volunteers.
- Creates/continues relationship with administrators and parent organizations within assigned school.
- Notifies Council Recruitment Team about visibility events within assigned school.
- Represents Girl Scout Scouts at school functions when available.
- Coordinate with the school staff to ensure that fliers are sent home with the Girl Scouts.

Service Unit Level Volunteer Placement Coordinator

Responsibilities:

- Track troop openings and share that information with the Council Recruitment Team to help with Placement of new Girl Scouts.
- Encourage troop leaders to keep their opportunity catalog updated with openings using My GS.
- Provide good communication and follow up with troop leaders, the IRG coordinator and the Council Recruitment team.
- Create a plan with your Volunteer Support Team to keep new Girl Scouts on the placement list engaged in service unit and council events.



Thank you for accepting a position on the service unit recruitment team! You are a vital member of the team at Girl Scouts of the Colonial Coast!

One important aspect of your position on the service unit team is to guide the new member efforts for your area. In conjunction with the service unit team 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 new member plans but also with implementing strategies to reach your goals. These work plans and strategies will be a collaborative effort with your council recruitment staff.

Specifically, as the service unit recruitment team, it is vital that you have other volunteers support your role in organizing your efforts to bring in new Girl Scouts 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 new Girl Scouts 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:

- The Council recruitment team will appoint a school liaison for each school in your service unit to handle distribution of flyers.
- Have a volunteer designated to be the point person for new Girl Scout 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.
- Create a committee to help plan and execute recruitment events
- 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 staff 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!



Recruitment Team Yearly Checklist

Complete your position agreement, signing off on a year of fun!

- 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 Council recruitment staff 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 Liaisons
 - Girl Scout recruiters (don't forget that they can earn the recruiter patch!)
 - Parents and volunteers who advocate for Girl Scout Scouts
 - Community and civic leaders

Plan and Organize recruitment event(s)

- These can be scheduled throughout the year.
- 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.
- Utilize the materials in your SU recruitment kits to help your efforts.
- Teach others in your SU how to share their positive Girl Scout Scouts experiences with others and invite them to join in the fun.
- Host informational meetings and attend community events where people can learn.
- More about participating in Girl Scout Scouts. Develop good relationships with your schools.
- Identify a main contact at each school.
- 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

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 milestone.

Sample Recruitment Planning Calendar

June/July

- Create event calendar for the year, including recruitment events.
- Meet with council staff to review upcoming membership goals.
- Create local community event calendar, for troops to volunteer attendance
- Council Recruitment Staff will contact schools to find out who will accept flyers to go home with students.

August

- Take online service team position training.
- Deliver flyers to all schools in your service unit about joining Girl Scouts for first round of recruiting.
- Plan to attend back-to-school nights to distribute Girl Scout information, by contacting the schools to find out if they will allow you to have a table.
- Coordinate with the troops to be sure that all back-to-school nights are covered.
- Follow up with troops to confirm troop openings.

September

- Continue to plan to attend back-to-school nights at the schools.
- Plan to attend recruitment events throughout the area.
- Attend school organization meetings such as PTO/PTA meetings to promote Girl Scout participations.
- Follow up with troops to confirm troop openings.
- Deliver flyers to all schools in your service unit about joining Girl Scouts for second round of recruiting.

October/November/December

- Assist Council Recruitment Coordinator in recruiting for targeted ages/levels/schools to fill existing troops.
- Continue to plan to attend recruitment events throughout the area.

January/February

- Register new Girl Scouts who are listed as selling but have not yet registered.
- Find out date for your school's Kindergarten nights and plan to order flyers.
- Contact area Pre-schools to see if they will send home Girl Scout information with rising Kindergartners.
- Plan recruitment events for rising Kindergartners for April and May

March

- Plan to attend Kindergarten registration nights, where allowed.
- Organize troops/volunteers to cover all the Kindergarten registration nights.
- Organize delivery of flyers to schools and pre-schools.
- Create a plan with your Council Recruitment Team to be able to provide program for any new girls that may not have a troop at this time (example: rising Kindergartners)

April/May

- Hold recruitments for rising Kindergartners.

PARTICIPATION IN GIRL SCOUTS-

What are you recruiting to?

School Age (K- 12): Join a Troop

Girl Scouts 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 Girl Scouts to discover more about themselves as well as the world around them. Girl Scout Scouts make a difference in their community and the world and have fun doing it!

School Age (K- 12): Get Outdoors

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

School Age (K- 12): Explore a Program

One of the greatest things about Girl Scout Scouts is the opportunity to participate in the amazing number of unique programs offered by our council and council partners. From high-adventure opportunities like to fun events with the Kappa Deltas, Girl Scout programs provide Girl Scouts of all ages with opportunities to explore everything from art in the outdoors to career-launching STEM experiences! There is something for EVERY Girl Scout!

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!

School Age (K- 12): Travel

Pack your bags! Girl Scout 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 Girl Scouts see and experience new things, whether locally, nationally or internationally, they have life-changing experiences they won't soon forget.

STEP-BY-STEP: RECRUITMENT OVERVIEW

The remainder of this playbook talks about suggested types of recruitment events that can be used to recruit new Girl Scout members: community visibility events, in-school recruitment, and Girl Scout Information Night recruitment events. 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 Scout Scouting, rather than simply passing by a booth during an event/fair or reading a flyer their Girl Scout 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 will work with you each step of the way to have successful recruitment seasons. Your council recruitment team will work with you to schedule the recruitments and will need your assistance in finding volunteers and Girl Scouts to help out. Ideally, we want to have Girl Scouts in uniform at the recruitment events.. No one can promote Girl Scouts as well as they can along with our volunteers!

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 work with your Council recruitment team to plan your recruitment event, consider building a service unit team to help with recruitment efforts. Your team could include your Service Unit Team Members, Troop Leaders/Co-leaders and parents. The size of a team can vary based on the needs 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 Scout Scouts through recruiting.
- School Liaisons - 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 or even a well-connected parent. Locate one for each school.

Taking the time to form a committee to plan and execute your ideas could be the key to ensuring that your event is 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 families and Girl Scouts 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 Recruitment Team includes staying knowledgeable about what is happening in your community and knowing which local organizations and businesses could make good partners for Girl Scouts. Share this information with your Council recruitment team so they can reserve space at these events.

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.

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 school liaison at each location) that will allow you to attend open houses and put flyers in classrooms

Examine the current state of Girl Scout Scouts in your Service Unit by talking with your Service Unit Team or Council Recruitment Team.

- 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 Girl Scouts? 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 troop opportunity catalog.

Step 3: Define Your Event.

Recruitment events are a time to welcome new Girl Scouts, their caregivers, 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 Girl Scouts to join and volunteers to join 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 asked to host at least one recruitment event each fall for new Girl Scouts (and their parents and families) to attend. Work with your service unit and your Council recruitment team to plan and develop these events each year. These events should have a clear theme and be an opportunity not only for them to have fun in a new Girl Scout setting, but also for parents to find information about participation in Girl Scouts.

You may decide to use an existing event as a recruitment. That's a great way to use your resources wisely. New Girl Scouts will get to participate with current Girl Scouts and the event is sure to be lots of fun with more Girl Scouts! It is important that the events create a welcoming environment for potential new members.

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 Scout and her parents' first impression of Girl Scout Scouts is my recruitment event. What do I want that impression to be?"

The council is always available to help support your recruiting efforts by helping with theme ideas and providing useful collateral and other assets

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

- Caregivers of current Girl Scouts 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 Caregiver portion from the Girl Scout activities. Let the Girl Scouts 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 Scout ratios must be maintained. This is also a great opportunity for older Girl Scout to learn with younger Girl Scouts. Requirements for the patch are available at www.gsccc.org.

1. Community Visibility Event:

Community visibility events and festivals are great places to get an already built-in crowd. And often these types of events will let Girl Scout 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. The Council recruitment team will follow up with them to provide more details like troop and volunteer opportunities. Ideally, you would be able to invite them to an upcoming Girl Scout Information 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. In-school Visibility Event:

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

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

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

Thanks to a bill that passed in 2015 schools in the state of VA are actually required to give patriotic organizations, like Girl Scouts, the opportunity to share information with their students, each year. Please speak to council staff for more information on this.

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! The Council recruitment team will make arrangements to get the flyers the service unit for help in getting them to the schools (if applicable). That's where the school liaisons can really be helpful! They already have an "in" with the school to insure that the flyers reach the teacher mailboxes and eventually the students. 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 Girl Scout Information Night event, in their cafeteria or gym.

3. Girl Scout Information Night Event:

Girl Scout Information Nights 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. They will 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 potential Girl Scouts 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 at least one Family Recruitment Events in the fall.

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 Schedule

6- 6:10 p.m. Meet and Greet.

Welcome potential new members and the parents. Check off your attendance roster or have them sign in on a sign-in sheet. Invite Girl Scouts and any siblings to join others in activities, games or crafts. While potential Girl Scouts and siblings are entertained, ask parents to join you for more information.

6:10- 6:35 Presentation to the parents.

Introduce yourself and any Council staff. Make sure to say your name, how long you have been involved in Girl Scout Scouts. Let them drive your confirmation and answer the questions that they have.

6:35- 7 p.m.

Registration, troop placement, volunteer sign ups. Find out the interest of the Girl Scouts and tell them about opportunities that align with those interests.

- Bring registration forms! Signing up online is preferred, but sometimes the size of your group will make assisting everyone online difficult. Use paper forms when necessary.
- Some people are ready to sign up on the spot.
- But be realistic. Do not promise them immediate placement as troops are still forming. Say you will follow up with them next week about available options, and make sure to ask them again about volunteering even if it is as an assistant, or co- leader for a troop.
- Inform potential new leaders about annual Girl Scout
- Scout Registration fee and the Background Check fee.
- Current volunteers inform parents of troop meetings, activities, dues, etc.
- Brush up on "Volunteer Excuses" on page 19 to be ready to encourage people to volunteer.

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. Council recruitment staff will set up at least one Girl Scout Information Night per elementary school. The Council recruitment team will call local schools as soon as possible before recruitment event to request permission to send home flyers to their students about the event. Each school district has rules about what can and cannot be sent home and how often we can send flyers, so it's important that the Council recruitment team is involved with this step.

The school liaisons can help to identify a contact who you can drop flyers off to; start with secretary, then work up. School liaisons can assist Council recruitment staff with delivery.

If at a school, ask if they have a newsletter that can advertise the event, also.

Place yard signs at schools and businesses (ask permission first!)

If your service unit or troops need flyers or handouts for schools, recruitment events, etc., please contact your Council recruitment team. ALL flyers must be approved by the Council Recruitment Director prior to distribution. Be sure to give staff and our printing service plenty of time to get your request completed in time for your events and calendars. This can sometimes take 3 weeks turn-around time from when we receive the request to when it is in your hands.

Advertise More

Schools aren't the only place to distribute flyers and posters. 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 Council staff to see if there are any Girl Scouts 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. Council staff will coordinate advertising on the Council pages. Be sure to like and share those posts.

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 Girl Scouts 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.

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. If your service unit or troops need flyers or handouts please contact your Council recruitment team.

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. Ask the school to promote the event in the morning announcements.

Day of the Event

- Dress the part. Wear a Girl Scout polo or other Girl Scout shirt so guests know you represent Girl Scout.
- Arrive 45 minutes early to set-up.
- Post signs outside to direct participants to the event.
- Have adults sit according to grade level. This will help facilitate the formation of new troops.
- Make sure everyone signs in.

Supplies

The Council Staff will have the following in their recruitment supplies. Supplies may be different for a service unit event, so be sure to come up with a checklist.

- A wagon and/or rolling cart to help transport items.
- Table, tents, chairs (if not provided by the venue)
- Tablecloth
- Girl Scout banner, signs and feather banners
- 11 x 17 Signs
- Table top sign holders WIFI enabled tablet Kindles
- Laptop
- Powerstrip
- Current troop listing by grade level, location, meeting times and contact
- New Troop Numbers
- Informational pieces for families
- Activity items
- Informational pieces for volunteers Pens, clip boards, sticky notes, etc. Giveaways: pencils, stickers, bracelets.
- Crafts: A quick, simple craft Girl Scouts 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

Work with your Council recruitment team to schedule a parent meeting for Girl Scouts waiting for a troop. Send a thank you 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.

Organize all information received at the event. Each person who left contact information will be contacted via email and phone by a member of the Council recruitment team with information about troops, meetings, or volunteer opportunities.

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.

Activity ideas for a recruitment event

Here's an example of some things you could do with potential Girl Scouts 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!

- Make friendship bracelets to exchange with each other
- Create a SWAP to trade with new Girl Scouts
- Decorate a wooden picture frame with foam shapes
- Have a Dance Party where you teach cool new dance moves
- Set up a fun photo booth
- Do a hula hoop competition.
- Parent/Daughter Yoga or zumba
- Camp Activity/ Tour
- Teach the "Boom Chicka Boom" song
- Teach the Promise and Law and make a color coded bead bracelet
- Make indoor S'mores with graham crackers, marshmallow whip and Heshey's chocolate spread
- Color a Girl Scout activity page
- Do the Girl Scout Law Word Search
- Assemble paper fortune tellers.
- Outdoor scavenger hunt
- STEM Event
- Community Service
- Teach the "Make New Friends" song to perform for parents

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 Scout Scouts?
- There is greatness in every Girl Scout; Girl Scouts helps her find it.
- By participating in Girl Scouts, they discover the fun, friendship, and power of working together.
- Girl Scouts 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 Girl Scouts 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 Scout.
- What is leadership development? Learning how to work well with others, resolving conflicts, becoming problem-solvers, and developing critical thinking skills.
- Those that are in 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 Gold Awards. These awards ask the Girl Scouts to discover their passion and help solve community issues by taking action and helping to find sustainable solutions. By doing so, Girl Scouts can earn college scholarships, join the military one or two ranks higher, and become lifelong learners and active citizens. Girl Scout Gold Award recipients can earn college scholarships! And Girl Scouts looks great on college applications!
- 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 those that are successful in Girl Scouts is that they have positive adult role models who share their unique talents to help Girl Scouts become the kind of leaders they want to be.

- With the guidance of passionate volunteers, Girl Scouts are standing up, standing out, and standing tall in every aspect of their lives.
- Volunteers are empowered to connect with Girl Scouts, do quality activities with their daughters, and influence the development of the Girl Scouts with whom they interact
- When we say "Girl Scouts builds girls of courage, confidence, and character...", it isn't just the Girl Scouts who grows! Your example of moving through uncertainty with courage and developing your OWN confidence is exactly the kind of "character" we want Girl Scouts to see modeled.
- Girl Scouts of the Colonial Coast offers personal development trainings that adults can use to boost their own learning, career success, and personal goals.

Battling Excuses to Volunteering

I don't know anything about Girl Scouts. I was never in Girl Scout.

- "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 Scout 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 Scout 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 Scout 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 Girl Scouts 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 Volunteer Toolkit (VTK) which contains grade level books, leader guides, and Journey books will help you plan your meetings."
- "We want the Girl Scouts to be able to decide what they want to do, with your guidance of course."
- "The Girl Scouts 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!"
- 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?"

I don't know if I could do it.

- "When we say that "Girl Scouts builds girls of courage, confidence, and character...!", it isn't just the Girl Scouts who grow! Your example of moving through uncertainty with courage and developing your OWN confidence is exactly the kind of "character" we want Girl Scouts to see modeled."
- "Girl Scouts is a leadership development program. Girl Scouts 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 Scout Scouting101 and then you can participate in training online in a webinar or at your own pace on your computer. 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 Girl Scouts out there who might not have the best role models in their own lives!"
- "You don't have to have a Girl Scout of your own to be a terrific leader."
- "We have Girl Scouts 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 Scouts 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 Girl Scouts 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 Girl Scouts. 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 Girl Scout, 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 Girl Scouts! 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 the Colonial Coast!

We appreciate you!

girl scouts 
of the colonial coast