



**girl scouts**  
in the heart  
of pennsylvania



# Recruitment Resource Guide for Volunteers

# Recruitment 101

Dear Volunteer,

Your Troop or Service Unit is set up, your volunteers are ready to deliver amazing Girl Scout programming, you've crossed your T's and dotted your I's - now what? How do you find the soon-to-be Girl Scouts that are going to make this your best Girl Scout year yet? **That's where recruitment comes in!**

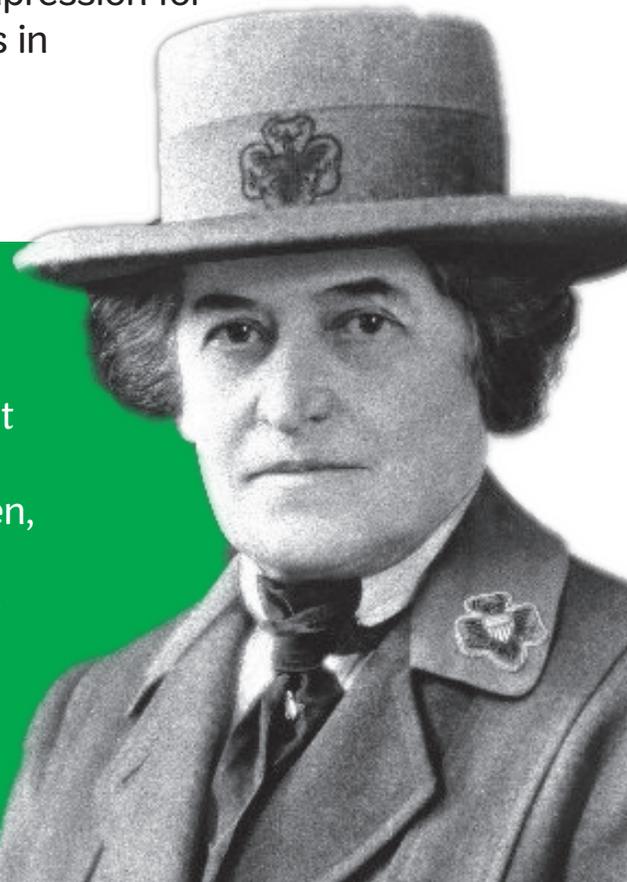
GSHPA has dedicated Membership Recruiters on staff to help promote Girl Scouts throughout our 30-county footprint, but we need your help to reach the girls in your community by meeting them where they are.

Girl Scouts is the largest girl-serving organization behind the public school system. As a membership organization, our strength for more than 100 years has always come from our girl and adult members. **Girls everywhere have been waiting for someone to invite them to be a part of our organization.** In addition to girls, you're extending the invitation to adults that will make a commitment to girls in their community - just like you have! You know the adventures don't stop with girls at Girl Scouts. We hear often how our volunteers' lives are changed by the experiences they have leading a troop.

**Thank you** for lending your skills to being the first impression for girls and their families as they learn about Girl Scouts in your community. **You** make Girl Scouts happen - and we're here to help! Use this guide to help you spread the word about Girl Scouts.

## Why do we recruit?

Juliette "Daisy" Gordon Low assembled 18 girls from Savannah, GA on March 12, 1912 for the first Girl Scout meeting. She gave those 18 girls the opportunity to develop physically, mentally, and spiritually. Since then, Girl Scouts of the USA has grown to a membership of over 3.2 million girls and adults. Our alumnae were recruited or invited to join by a friend, a neighbor, through a poster or flyer - most of them getting their introduction and invitation in the same ways you're planning for your community.



# Recruitment FAQs

## What's the purpose of a recruitment event?

- To inspire new members, parents, volunteers, caregivers, and girls to get involved with Girl Scouts.

## What is considered a recruitment event?

- **Tabling at a school open house or community fair** - this may generate interest about Girl Scouts and allows the recruiter to connect briefly with potential members and gather their contact information
- **Girl Scout Nights at schools or other community locations** - Adults and girls are invited to attend specifically to learn about Girl Scouts. It may be a simple one hour info session, or it could be a themed event. Ideally, girls can register on the spot into available troops or form new troops.

## How do I participate?

- Help us get the word out! Your Service Unit and/or your Volunteer Support Coordinator will provide you with recruitment support throughout the year.

## How many people does it take to staff/assist at a recruitment event?

- **Tabling event** - 1 to 2 people
- **Girl Scout Nights** - At least 2 adults. A helpful troop of Juniors or older could be a great resource to entertain potential girls while an adult speaks with parents.

## How long should the recruitment event last?

- If the tabling event is being held in conjunction with a school/community event, you should have the entirety covered.
- Girl Scout Nights usually last about an hour, with a set start and finish time.

## What is the Opportunity Catalog?

- The Opportunity Catalog is an interactive list of available troops. Users can enter their zip code during registration and find a list of:
  - New troops welcoming new members
  - Returning troops welcoming new members
  - Volunteer openings
- It's important for Troop Leaders to keep GSHPA staff up to date when troop information changes and if they are no longer accepting new girls. Troop Leaders can update their information by contacting their Volunteer Support Coordinator.

## What recruitment resources are available?

- Recruitment flyers, customized or general. Your Volunteer Support Coordinator can provide you with digital versions for you to print on your own, or you can contact your Service Unit Lead to order general flyers from the Volunteer Storefront.
- Interest Cards for collecting contact information for interested girls/volunteers who may not be ready to sign up on the spot.
- Promotional items (limited availability): bookmarks, pencils, bracelets, candy, etc.

## Who do I contact with questions about recruitment?

- **Service Unit Lead or Service Unit Recruitment Lead** - This volunteer can help you find out your Service Unit recruitment goals, connect you with community events, and/or help you secure recruitment supplies for your event.
- **Volunteer Support Coordinator** - GSHPA Staff are always happy to help by providing digital recruitment resources, discussing available troop options, connecting you with community events, and troubleshooting the online registration process.

# ← Planning a Recruitment Event



## School/Community Events

- **Contact the event organizer and get permission to represent Girl Scouts at the event.**
- **Find out the details** - Are tables provided? What kind of space is available? Is there internet access? What is the expected number of participants? How many of those participants do you expect to be K-12 girls?
- **Contact your Membership Recruiter** - It's important to keep your GSHPA Membership Recruiter informed of events you're attending. They may be able to update available troop options for you and remind you of any recruitment goals for the area (i.e. We need a new Daisy Troop in this area.)
- **Create a display** - Your Service Unit Lead should have access to recruitment materials (tablecloths, banners, hand outs, flyers, etc.). Present a clean, organized, and welcoming table.
- **Come prepared** - If the venue does not have internet access, come prepared with interest cards.

## Girl Scout Nights

- **Connect with venue officials for permission to hold recruitment event.**
- **Decide the details** - Work with the venue officials to secure a date & time. Based on the space, figure out what you'll need to bring (tables, signs, etc.).
- **Contact your Membership Recruiter** - It's important to keep your GSHPA Membership Recruiter informed of events you're organizing.
- **Get Help** - Reach out to your Service Unit volunteers to ask for assistance. You may event want to ask some older Girl Scouts (Juniors and above) to help.
- **Come prepared** - If the venue does not have internet access, come prepared with interest cards. If you will be inviting both girls and caregivers, provide an activity for girls to do while you talk to the adults. Older girls may be helpful in facilitating the girl activities.

## Best Practices

- **Dress the part** - Wear a Girl Scout shirt. Current Girl Scouts should wear their Girl Scout uniform. Identify yourself as a Girl Scout Volunteer.
- **Arrive early** - Getting there 30 minutes early gives you the opportunity to post signage, set up your display, and assign tasks to your helpers.
- **Remember that recruiting volunteers is just as important as recruiting girls!** Starting new troops with interested volunteers opens up more opportunities for new girl members. New volunteers in your area also means new ideas, fresh faces, and more help for your Service Unit.



# Practice Your Pitch!

It's time to share with girls and families why they should become a member of Girl Scouts! Even though you know how awesome Girl Scouts is, you don't have to oversell it. Your role is to guide families into choosing the path that fits best for their interests. See below for some tips on how to put together a short pitch for use at recruitment events.

## Love what you do!

Passionate volunteers = passionate pitches! Speak from the heart about why you love your role as a Girl Scout volunteer!

## Identify a story

Make people care about what you're saying by engaging them with a story from your personal experience. Think - what's the most important part of this story that would make someone else want to get involved?

## Focus on the unexpected

Many think of Girl Scouts in combination with cookies, camp, and crafts. Show them it's much more than that by picking one thing about Girl Scouts they might not expect.

## Save the details

Keep it short and sweet! If the person engages with you, then you can get into more detail.

## Tone, body language, and attitude

People react emotionally - if they hear your words but your demeanor doesn't complement what you're saying, they won't embrace the message. Smile! Be positive!

## Pitch Examples

"Girl Scouts is a great way for your girl to get involved in her community. Our troop just completed our Bronze Award where we helped restore a local playground after it was damaged in a storm. Both the girls and volunteers found it very rewarding and fun, plus they get to do it with their friends!"

"We had a girl join our troop last year who was so shy she wouldn't say a word the entire meeting. It didn't happen overnight, but by the end of the year, she was one of our biggest chatterboxes. Girls not only form strong friendships through this program, they gain confidence and get out of their comfort zones. As a volunteer, it's amazing to watch!"

"Some of our girls like the outdoor programming while others prefer STEAM or arts & crafts. We let the girls decide the activities they want to do as a group, and they come up with a good mix of things. They get to voice and explore their interests some days, and others they are challenged to try something new."

# Field Tough Questions Like A Pro!

## *They say...*

## *You say...*

**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?**

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

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

- Just like other volunteer organizations, we do not have the volume of adults needed to meet the demand. We require troops meet girl-to-adult ratios to ensure the safety of all of our Girl Scouts.
- Many of our volunteers work full time and lead busy lives too. We encourage all parents to help the troop in some way. Being a Girl Scout volunteer is manageable and can be flexible with your schedule.

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

- You don't have to be familiar with Girl Scouts. Our Volunteer Support Coordinators are happy to help you learn everything you need to know to get started. We also have the Volunteer Toolkit, which has pre-made year plans and resources and is free for you to use.

**I heard that Girl Scouts costs a fortune, but you're saying it's only \$25.00. Can you clarify?**

- The national membership fee is \$25, but we do offer Financial Assistance to those who qualify. This fee goes towards national Girl Scout programming and covers her under GSUSA liability insurance for any Girl Scout activity she does.
- Uniforms and books are available for a nominal fee, but are not mandatory.
- Troops may charge dues to cover the cost of supplies until the troop earns money via product programs. This amount is at the discretion of the Troop Leader, but it is usually nominal.

**What exactly is the Troop Leader's responsibility?**

- 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 decide on what they want to do as this is a girl-led initiative.
- The key is to establish a leadership team of many parents/adults to spread the work. This may include a Troop Treasurer, Troop Chaperones, Fall Product/Cookie Liaison(s), Troop Photographer, etc.

# Keep the Conversation Going

## Benefits for Girls

Building self-esteem and leadership skills

Developing healthy relationships

Seeking challenges

Developing positive values

Learning to problem solve in their community

## Benefits for Volunteers

Make new friends

Spend time with your Girl Scout

Make a difference in the lives of a group of girls.

Stay active

As the troop leader, you decide the troop meeting time and place. This makes it easier to fit being a leader into your busy schedule.

## Ask the question...give Girl Scouts as the answer

What are some experiences you hope your girl has?

Does your girl have trouble connecting with friends outside of school?

Are you looking for a place for your girl to develop the confidence and skills she needs to succeed in life?

Do you want your girl to feel comfortable taking risks in order to be successful?

# Recruitment Event Checklist

✓	ITEMS TO BRING	QUANTITY
<b>GENERAL SUPPLIES</b>		
	Pens	15-20
	Sign in sheet	2-3
	Troop information (based on Opportunity Catalog)	n/a
	Flyers, one-sheeters, brochures	50 (adjust based on projected attendance)
	Laptop/Ipad/Smart Phone	1-3
	Interest Cards	50 (adjust based on projected attendance)
	Giveaways/Handouts	50 (adjust based on projected attendance)
<b>GIRL PROGRAM</b>		
	Program supplies for girl activity (if any)	50 (adjust based on projected attendance)
<b>DISPLAY</b>		
	Table cloth	1 (adjust for # of tables available)
	Program Materials (Girl's Guide's, Journey books, uniforms, etc.)	As needed
	Signage	As needed