



THERE IS POWER IN
EVERY G.I.R.L.

**Recruiter
Toolkit**

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Welcome to the Service Unit Team!

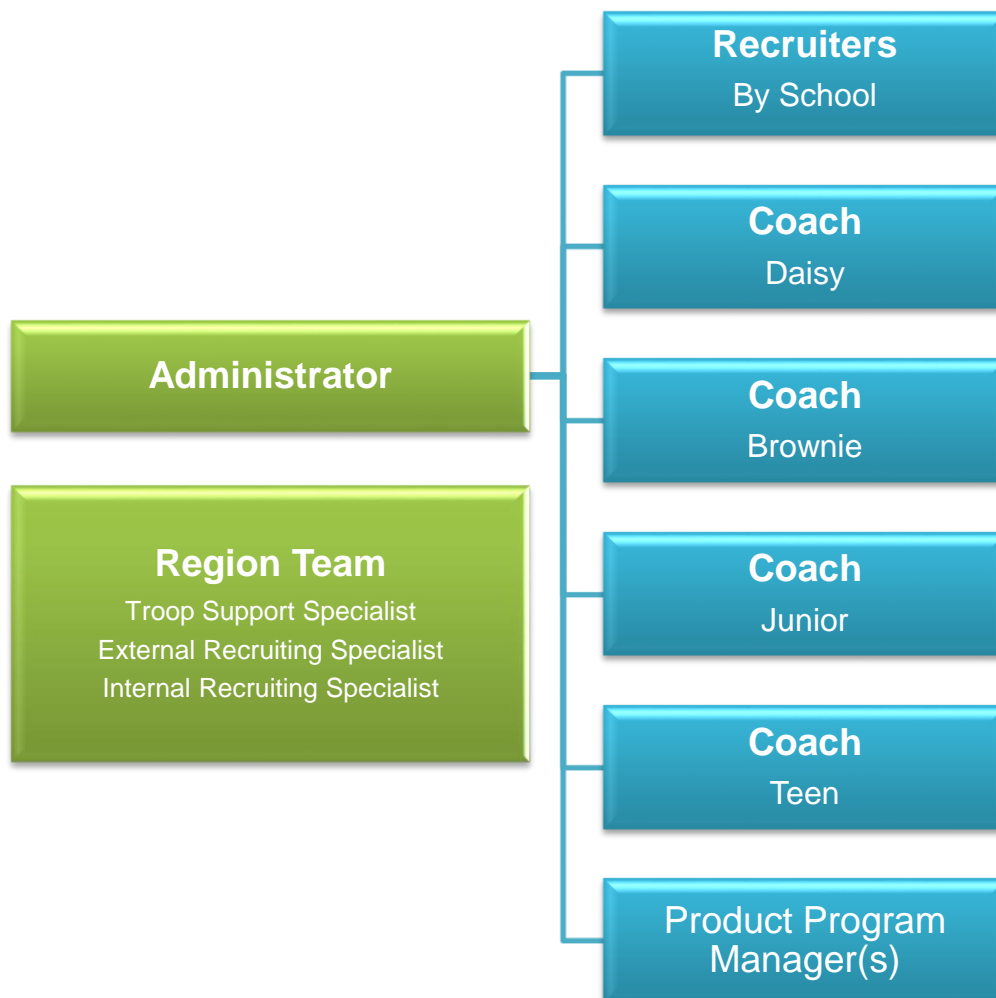
As a part of the Service Unit Team, YOU are a key player in bringing the Girl Scout experience to life for girls and adults in your area. You're critical in providing this opportunity to every girl! We want to thank you for taking on this position. Your expertise, interests, skills and life experiences are essential to the leadership experience which inspires girls to reach their personal best.

Your commitment and passion to the Girl Scout Movement are indispensable. We value and celebrate your dedication and thank you again for joining us as we embark on a new membership year.

Your Girl Scout Staff Partners

Service Unit Team Structure

The following positions are part of the core service unit support system. Every Girl Scout member is part of a local service unit, a geographically-based local division of the Girl Scouts Louisiana East. Your service unit is led by a service unit team, composed of experienced volunteers who support leaders and troops. Other positions may be added to meet the volunteer needs including event director(s), family partnership chair, publicity representative, secretary and adult recognitions chair.



Service Unit Plan of Action Overview

The key to a successful year is having a strong service unit team in place with a well-planned and executed Service Unit Plan of Action.

A unique Service Unit Plan of Action will be created by each service unit team, working in conjunction with their region staff team.

As part of the Service Unit Plan of Action, the service unit's goals and objectives for the coming year will be identified. From those, a plan of action will be created that will help the service unit fulfill their vision for the year.

A Service Unit Plan of Action will be developed by each service unit team with their membership team annually during the late spring or summer. Information including documents and resources that will help the team as it goes through the process will be available from the membership team. Remember to plan for periodic meetings throughout the year to review your progress, so that you can add to or adjust the plan as needed.

Need to Know Acronyms

GSLE - Girl Scouts Louisiana East

GSUSA - Girl Scouts of the USA

SU - Service Unit

ST - Service Unit Team

SUA - Service Unit Administrator

ERS - External Recruiting Specialist

IRS – Internal Recruiting Specialist

TSS – Troop Support Specialist





Volunteer Position Description Recruiter

Summary: The Recruiter is responsible for the recruitment of girls and adults within identified target markets to join by one or more of the defined and available pathways to participation in Girl Scouting. The nature of this position requires the individual to provide both direct and indirect service to girls. This role could be filled by an adult or teen volunteer.

Term of appointment: The Recruiter is appointed for a one year term that is renewable upon completion of evaluation processes.

Supervision: The Recruiter reports to the Service Unit Administrator.

Support: The Recruiter receives support, guidance, and encouragement from the Service Unit Administrator and the Membership Team. She or he has access to relevant learning opportunities and materials that prepare for and support this role.

Responsibilities:

- Work with the Service Unit Administrator and Service Unit Team in the development and implementation of community-focused strategies for recruiting and engaging girls and adults in the assigned area.
- Ensure timely registration and placement of girls in desired program opportunities to ensure recruitment campaign goals are met.
- Provide potential girl and adult members with a consistent message about Girl Scouting and all of the possible ways girls and adults can participate in the Girl Scout Leadership Experience (GSLE).
- Maintain current knowledge of the Girl Scout program, pathways, and activities.
- Continuously educate the community on participation options.
- Be guided in all actions by the Girl Scout Mission, Promise, and Law.
- Remain informed about and comply with the most current policies, procedures, and guidelines of Girl Scouts Louisiana East and Girl Scouts of the USA (GSUSA).

Qualifications and core competencies:

- **Girl focus:** Empower girls to lead activities, learn by doing, and cooperate with others on current issues that involve their interests and needs, while having fun.
- **Personal integrity:** Demonstrate dependability, honesty, and credibility.
- **Adaptability:** Adjust, modify own behavior, and remain flexible and tolerant in response to changing situations and environments.
- **Oral communication:** Express ideas and facts clearly and accurately.
- **Foster diversity:** Understand, respect, and embrace differences.
- **Computer skills:** Know how to use e-mail and the Internet.
- **Additional requirements:**
 - Experience in community cultivation and recruitment a plus
 - Familiarity with assigned community
 - Demonstrated networking abilities
 - Sales, marketing, and public speaking experience a plus
 - Bilingual preferred (if applicable)
 - Must become a registered member of GSUSA
 - Complete required coursework as assigned and provided by Girl Scouts Louisiana East and GSUSA

Recruiter signature: _____ Date: _____

Service Unit Administrator signature: _____ Date: _____

Original sent to External Recruiting Specialist: _____ Date: ____/____/____

Sample Recruiter Planning Calendar

ONGOING	Attend team and community meetings
	Help ensure girls in your school are connecting with the right troop
	Submit any upcoming recruitment events to the Google Docs survey for publicity
	Stay updated on school, community, and service unit calendars
	Obtain current <i>Troop Readiness</i> worksheet as needed from the SUA or ERS to become familiar with the girls, leaders, and troops in your school and to aide in the placement of girls
	Submit <i>Sign-in Sheet</i> according to Internal Recruiting Specialist within 24 hours. These can be delivered in person, faxed, or scanned and emailed, but it is incredibly important for them to be returned in a timely manner so that all of the girls who were excited to join are contacted.

JUNE/JULY	Attend recruiter training
	Contact school to reserve a table for Girl Scouts at back-to-school events
	Review available dates for a GS Information Night and set the schedule with the school - <input type="checkbox"/> flyer distribution <input type="checkbox"/> host Girl Rally before the GS Information Night, <input type="checkbox"/> GS Information Night
AUG-SEPT	Order flyers and posters for back-to-school events and GS Information Nights
	Attend back-to-school events and pass out flyers
	Reserve and obtain recruitment box from your service unit administrator or ERS. Remember to return it after the GS Information Night.
	Deliver flyers to school 1 week before GS Information Night
	Talk with girls at your school during an assembly, lunch, p.e. or in their classroom about Girl Scouts and the upcoming GS Information Night (should be 1-2 days before event or day of)
	Plan and attend GS Information Night
	Follow up with names received on the <i>sign-in sheet</i> (or pass on to appropriate person)
	Attend school organization meetings such as PTO/PTA meetings to promote Girl Scouts
OCT-DEC	Assist ERS in recruiting for targeted ages and/or levels as needed
JAN	Assist ERS with winter campaign (Jan-March)
	Find out a date for your school's kindergarten registration and plan to order flyers
FEB/MAR	Plan to attend, where allowed, kindergarten registration to distribute flyers and recruit volunteers
	Have parents complete the <i>Interest Indicator</i> during kindergarten registration and follow up with parents who complete the <i>Interest Indicator</i>
APR/MAY	Assist the TSS with disbanding or merging troops
	Assist ERS with K4 campaign
	Develop a summer recruitment plan with your ERS

Recruitment Basics

Well-planned and executed Girl Scout recruitment events are an essential component in providing this life changing program to as many girls as possible.

Recruitment Goals

Recruitment events are a prime opportunity to bring new girls and volunteers into Girl Scouts. The goals for recruitment events are as follows:

- Every girl in your assigned area needs to be invited to at least one recruitment event in early fall of our membership year.
- Form or retain a Daisy (K-1) and Brownie (2-3) troop at each school and ensure each troop has the needed volunteer leadership in place.
- Each service unit has a targeted number of new and retained girl members based on service unit demographics and a targeted number of adult members based on the girl goal. Your SUA or ERS can provide you with the specifics.

Types of Recruitment Events

There are two types of recruitment events defined within this Toolkit:

- Recruitment Booth/Open House: parents and girls drop by at any time during the scheduled timeframe to talk to recruiters, pick-up information about Girl Scouts or register themselves and their girl(s). Frequently held in conjunction with other meetings or events such as PTA, Meet the Teacher, festivals.
- Girl Scout Information Night: parents and girls are invited to a specific meeting time and location. A presentation will begin at a set time and parents learn the benefits of Girl Scouting and how they can volunteer while the girls participate in a Girl Scout activity. May be held for an individual school onsite or nearby; a small cluster of schools or the entire service unit.

Choosing your event

There is no right or wrong way to hold a recruitment event. Getting out the word out about Girl Scouts is the most important thing! However, it has been found that **the most success typically comes from Girl Scout Information Nights held at individual schools**. Recruitment booths and open houses are a great way to inform interested families about an upcoming Girl Scout information night.

Marketing Recruitment Events in Schools

Every recruitment event should include good marketing, thorough planning, fun activities, and brief, but inspiring information. Each of these elements is included in this training manual, providing an effective tool to assist you in achieving your recruitment goals.

A successful and growing Girl Scout service unit requires getting the message to both girls and adults within the schools and communities. Special attention should be given to building positive relationships with school administrators and parent organizations.

Tips and Ideas for School Promotions:

- Principal Visit – Your region staff team may contact you to request a meeting with the principal to strengthen relationships and your recruitment efforts, and to discuss with the principal the important role Girl Scouts play as an educational partner of the school.
- Open house/back-to-school/meet the teacher night - Request permission to have a Girl Scout display or information table for visibility at these events.
 - Set up a table with flyer and other visual aids or handouts.
 - Take the names of interested families so you can personally call and remind them of the upcoming GS Information Night utilizing the sign-in sheet or via technology at www.gsle.org/join or www.gsle.org/volunteer.

- Girl Rallies – Either one-two days before or the day of the event, schedule a daytime school visit to make a short (5 min.) presentation to the girls to get them excited about Girl Scouts. Talk with the school to determine the best time and method. Pass out promotional items, like tattoos, which you can get from your region staff team.
 - Ask girls to bring their parents to the GS Information Night to learn about Girl Scouts.
 - Send a thank you note to the school after the visit.
- PTO/PTA Presentation – At the beginning of the school year, schedule a time to make a brief presentation to the school’s parent teacher organization.
 - Find out if any Girl Scout parents and leaders are members or officers of your school’s parent teacher organization.
 - Offer the Girl Scout troops’ service for PTO/PTA sponsored events such as a flag ceremony. This relationship could be crucial in getting information to both girls and potential volunteers.

In-School Girl Rally Talking Points

For use in girl meetings held before the GS Information Night

Tips for Rallies:

- Dress in Girl Scout attire and wear a name tag
- Be excited and smile. This is a Girl Scout pep rally!
- Emphasize that you can make new friends by being a Girl Scout
- Bring Girl Scout branded giveaways to pass out to girls
- Involve girls in the conversation - ask questions

Sample Questions to Ask Girls:

- What do you think of when I say Girl Scouts? (Take 4-6 examples.)
- I heard one of you say troops. What do you think girls do in Girl Scout troops? (Take 2-3 examples.)
- That’s right! Troops are all about making new friends and having fun. Girl Scouts also work through Journeys where they complete hands-on activities, experiments, and earn badges.
- Parents are needed to serve as volunteers to start troops here at your school. Who thinks their mom or dad would make great Girl Scout leaders? Be sure to go home and ask them to be your leader.
- Selling cookies is a great way for troops to earn money. What would you do with the money you earned by selling cookies? Where would you go? Who would you help? (Take 2-3 examples.)
- Speaking of helping people, Girl Scouts also complete community service and Take Action projects in their troops. Does anyone have an example of a community service project that they would like to complete with their friends? Is there a need in your community that you would like to work on? (Take 2-3 examples.)
- Troops often travel to new places! Where would you like to go? Has anyone here been camping before? What kind of fun things can you do while camping? (Take 2-3 examples.)
- Girl Scouts can also attend events like (give example) that are held by the council, or they can attend a fun series to learn something new.
- Teach and sing a short song if time allows.

I will be back at your school on _____ at _____ in the _____. I want to see you there. Bring your parent to the meeting and come sign up to be a Girl Scout!

Ask the girls to repeat to you the time, date and place of the Girl Scout Information night. For example, ask: “When am I coming back?” then allowing the girls to shout the answer. Followed by time, place and who are you going to bring?

How Do I Recruit Adult Volunteers?

The largest, single reason people volunteer is because they are ASKED. For over 100 years, Girl Scouting has been successful in attracting thousands of volunteers to help provide program for girls and young women.

Group presentations are used widely for recruiting. Groups can be all adults, girls and adults, or family combinations. Recruit current Girl Scouts and adult volunteers to speak.

Special events where you can have exhibits and a table with information encourages informal contact between current adult volunteers and Girl Scouts and prospective members.

One-on-one contact has probably recruited more volunteers than any other method. Because a committed and satisfied volunteer (you) can give a first-hand description of the fun, rewards, and benefits of volunteering.

Social Media: Work with the community publicity rep if that position has been filled or your SUA or TSS. Please check GSLE's Facebook, Twitter and YouTube pages for content that you can share on your own social media while adding information about your recruitment events or volunteer needs. Please do not make your own or use your own videos. You are welcome to share any social media content that GSLE or GSUSA posts on Facebook, Blogs, Twitter, You Tube, Pinterest, etc.

What Are You Looking for in a Good Troop Leader?

- Troop leaders should be good role models and able to partner with the girls
- They must be able to work with adults and oversee troop volunteers
- Have a personal sense of values as reflected by the Girl Scout Promise and Law and a positive attitude
- Are willing to work with 12-15 girls (Five is the required minimum, 12-15 is the ideal)
- Gets satisfaction out of seeing young people grow and able to measure success in terms of what the girls accomplish
- Likes to work with others, but can also work independently
- Has good judgment and is calm in a crisis
- Ability to plan and organize activities, events, and manage money
- Males may serve on a leadership team with an unrelated female adult

Diversity & Pluralism

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

Affirmative Action Policy

GSLE Volunteer Policies:

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 the recruitment, selection, training, placement, and recognition of volunteers. Special emphasis shall be placed upon securing representation of underrepresented population groups.

Tips in Recruiting Different Ethnic, Religious, and Culture Groups:

- Do your research
- Avoid stereotyping
- Ask about their needs and where Girl Scouts can help
- Open a good line of communication
- Make sure meeting materials are user friendly
- Don't make assumptions
- Don't be afraid to ask for outside help before recruiting

If you need additional support please contact your region staff team.

Places to recruit ADULTS

(Either in person or with literature)

- School GS Information Nights
- Back-to-school night
- Homeschool conferences and events
- Community centers
- Chambers of Commerce
- Churches and religious groups
- Civic organizations
- Coffee clubs
- Colleges/universities (students & alumni)
- Conferences and special events
- Health clubs
- Job seekers
- Libraries
- Dry cleaners and laundromats
- Bowling alleys
- Beauty salons and barbershops
- Healthcare offices
- Grocery stores
- Volunteer centers
- Educational institutions
- Cafeteria, restaurants, company lunchrooms
- Banks and other financial institutions
- Fire and police stations

Places to recruit GIRLS

(Either in person or with literature)

- School GS Information Nights
- Back-to-school night
- Homeschool conferences and stores
- Community centers
- Churches and religious groups
- Conferences and special events in your schools and community
- Libraries
- Educational institutions
- Housing development community rooms
- Daycare centers

Specific Places in Your Service Unit

- _____
- _____
- _____
- _____
- _____

Girl Scout Information Night Event

Pre-Event Checklist

- Secure recruitment location, date, and time**
*Any hold harmless agreement or contract must be signed by the CEO.
- Advertise for event**
 - Determine how to distribute materials within your school and community
 - Submit registration event information to the GSLE Recruitment Google Docs survey
 - Request recruitment flyers and posters at least two-three weeks before distribution date
 - Reserve your recruitment box from your SUA or ERS at least two-three weeks before it is needed
 - Pick-up recruitment box
- Recruit volunteers to assist with event**
 - Recruit table facilitators for each program grade level
 - Recruit girl activity facilitators (Juniors or older) to assist with girl activities
- Prep yourself and volunteers**
 - Request and review the troop catalog
 - Familiarize yourself with the recruitment box and contents
 - Check recruitment box for adequate supplies
 - Customize scripts/talking points and review with volunteers



Supply List

Please obtain your recruitment box from your SUA or ERC

You will need the following:

Marketing Materials (For use before the GS information night.)

- Yard signs, stakes (with recruitment box)
- Recruitment posters # _____
- Flyers/postcards # _____
- Girl Scout Branded Giveaways

Supplies – Girl Program Area

- Activity Sheet # _____
- Crayons and/or markers

Supplies – Adult Recruitment Area

- Name Tags
- Sign-In Sheet
- Top Reasons Table Tents
- Grade Level Table Tents
- Family Guide
- Starter Kit Handout
- Girl Scout Grade Level Overview
- Troop Leadership Team Position Description
- Volunteer Toolkit (VTK) Meeting Samplers
- Parent Involvement Form
- Steps to Becoming a Volunteer Card
- Sign-up Card
- New Volunteer Gift
- Paper Membership Forms (girl & adult)
- Pens, Tape, Envelopes, Paperclips

Suggested Supplies for Display Table

(Not in recruitment box, bring your own or request from SUA or ERS. Limited availability.)

- Journey books and/or Girl's Guide to Girl Scouting
- Uniform components
- Girl Scout table cloth
- Tri-fold poster with pictures of girls in your school doing Girl Scout activities. (Making your own with information about Girl Scouting in your particular service unit is encouraged!)
- Tabletop display banner
- Laptop or tablet to allow online entry of information and registration

Personal Supplies

-

GS Information Night Marketing Materials

Flyers

- Find out how information goes home in your school – paper, electronic, etc. and any specifics needed.
 - Electronic - format, deadline to submit, and email address to send it to
 - Paper flyers -# needed how they need to be sorted (ex: paper clipped in groups of 15 for each class)
- Submit a flyer request online at least two-three weeks before distribution date of your GS Information Night, choosing either paper, electronic flyer versions or both.
- Take flyers into your school one week before the GS Information Night.

Posters

- Place posters in a highly visible area within the school - office, school entry, etc.
- Place posters in highly visible areas within your service unit - library, grocery store, etc.

PA Announcements

- The day of or the day before the GS Information Night, take a written PA announcement to the school about Girl Scouts and the event. Ideally have a Junior Girl Scout make the announcement in an elementary school.

Sample PA Announcement Script

Hey girls!

Do you want to go on adventures with your best friends?

Do you want to explore the world to discover something new?

Do you want to be the star of your own story?

Become a Girl Scout!

Girl Scouts can do anything! Sleep in zoos! Explore caves! Plant flowers! Paint walls! Sell cookies! Travel the world! And most importantly, make new friends!

Come to our information night “_____”. Bring your friends and family. Come see what all you can do as a Girl Scout!

Marquee Signs & Yard Signs

- When available use the school or outdoor marquee to promote your GS Information Night and/or post yard signs near the pick-up line.

School and/or PTO/PTA Newsletter/Website and Text Reminders

- Submit event details and contact information to be included in school newsletters and request a text reminder be sent to parents.

Wear Girl Scout Uniform

- Ask girls and volunteers to wear their uniforms or Girl Scout shirts the day of the GS Information Night, troop meetings, and other school events. This is an easy way to get visibility in your school.

Council Google Docs Survey

- Submit registration event information to the council Google Docs survey so the details will be available for callers and publicity.
 - Via GSLE website <http://www.gsle.org/en/for-volunteers/online-support-for-volunteers/forms.html>
 - Direct link:
<https://docs.google.com/forms/d/e/1FAIpQLScblHeR2TD6q7mYlfxT03yTH3YfnB7aTiFq3L4JPiQmFLlw4g/viewform?ts=57964947>
- Events may be added to the Council website
- Information requested: service unit #, school name(s), location of event, date, time, event address, contact information, # of flyers needed, date needed, ERS name, delivery method and special instructions

Recruitment Materials Highlights

Recruiter Toolkit

This is your guidebook for successful recruitment season.

Recruitment Yard Signs

The yard signs will accompany your recruitment box and should be used to promote your Girl Scout recruitment event a few days prior or as your location permits.

Girl Scout Branded Giveaways

Use stickers, pencils or tattoos to encourage girls to come to your recruitment event – hand them out during girl presentations, in pick-up/bus lines, at lunch or a back to school night, etc. with the recruitment night flyer.

Grade Level Table Tents

The table tents have a dual purpose. First, the tents help adults and girls understand the various Girl Scout levels. The tents are also designed to help you as the recruiter organize adults and girls by grade level in order to facilitate conversations appropriately.

Top Reasons Table Tents

What are the benefits of participation in Girl Scouts? This table tent provides some of the reasons why parents and other adults should encourage participation from the girls in their lives.

Why Girl Scouts? (Family Guide)

Share this piece with parents and other adults as it will help them understand programs and initiatives for the upcoming Girl Scout year. This piece can be given to attendees to take home.

Activity Sheet and Crayons

These are your materials to lead girls in a simple activity to learn more about Girl Scouts.

Sign-in Sheet

Contact information is critical for follow-up after the event has concluded, so be sure that all written information is legible. At the conclusion of the event, you should keep the pink copy and ensure that your ERS receives the remaining copies. Sign-in sheets should be completed even if technology is available for direct entry of information.

Steps to Becoming a Volunteer Card

This card is to be used to remind prospects about the steps to become a volunteer. Backside provides registration instructions for girls and adults

Starter Kit Handout

This sheet provides parents with a general idea of how much the basic Girl Scout supplies cost. Pass this out when discussing cost with parents.

After the recruitment event, return the recruitment box, non-consumable items and any remaining consumable items to your external recruiting specialist for use at another event.

* If you need additional supplies, please let your external recruiting specialist know.

Girl Scout Information Night Volunteer Roles and Responsibilities

You will invite fellow volunteers, current troop leaders and girls from your school or area to be a part of the event. Below are the helpers you will need, as well as a list of your responsibilities as the recruiter.

Recruiter

The recruiter is the person who schedules the event time and location, promotes the event, contacts and acquires event helpers and makes the presentation to the adults. The recruiter follows up with newly recruited volunteers ensuring they are connected with the Coach, follows up with interested girls and parents, and works with the service unit team and IRS to place them.

- Schedule and promote in advance
- Set up tables, materials and displays
- Direct parents to appropriate program grade level table and girls to activity table
- Welcome everyone and introduce yourself and other adults assisting
- Deliver presentation using Sandler techniques
- Assist with getting girls and parents registered either online where available or with paper membership forms
- Give each new member of troop leadership teams a token of appreciation.

Follow-up:

- Report new troop formation, girl placement and the status of potential leaders to service unit administrator and external recruitment specialist.
- Photograph or scan sign-in sheets to Internal Recruiting Specialist within 24 hours.
- Return sign-in sheet copies, recruitment kit and supplies to designated person within 48 hours.
- Within one-two weeks of the event, follow-up with new volunteers and girls to answer questions and check on progress of troop formation

Girl Activity Facilitator(s)

Engage the girls (and other children) at the event with the activity included in the recruitment box.

A Girl Scout troop (Junior or older) to work with the girls as facilitators is ideal.

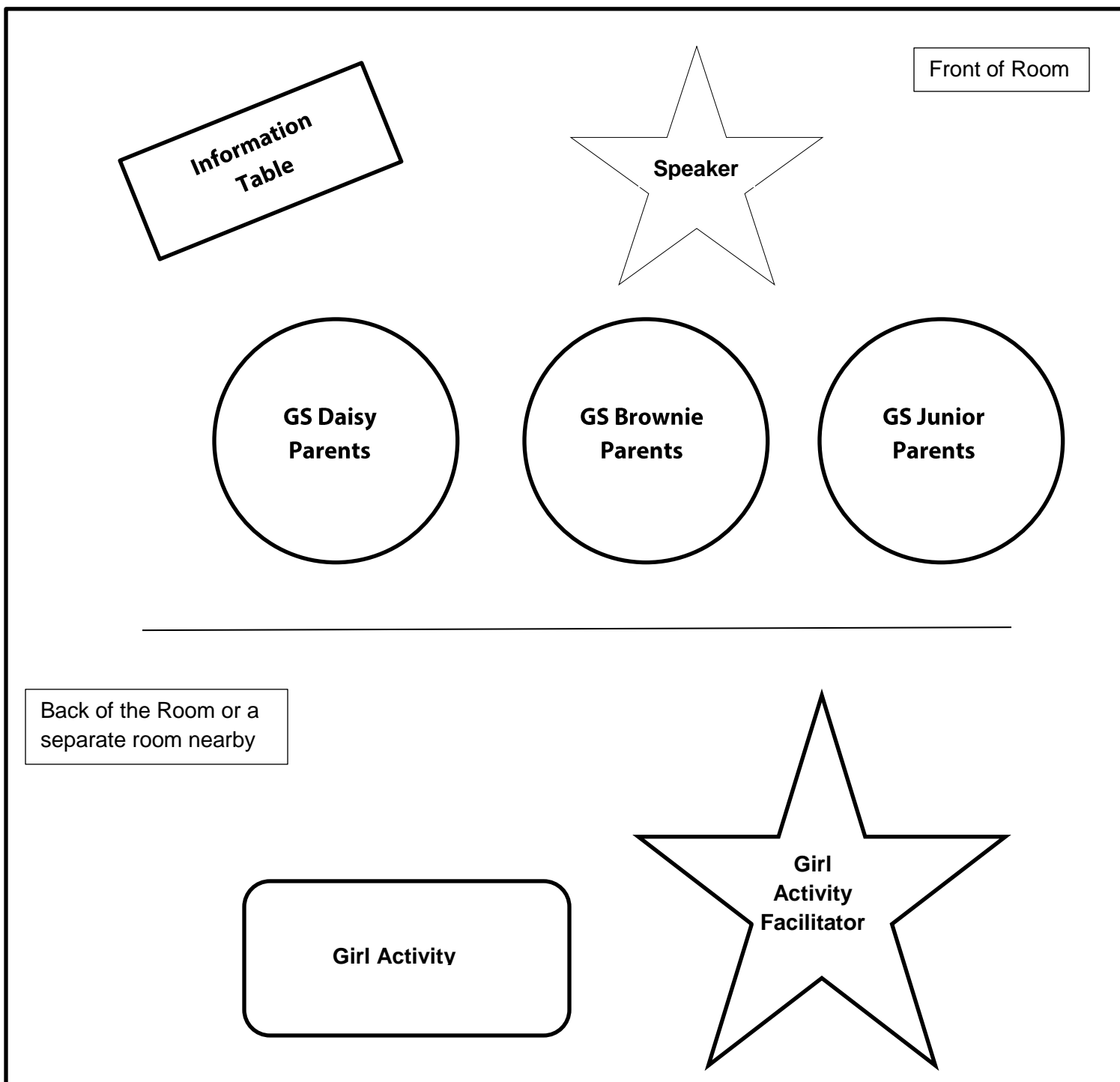
- Set up the activity table with supplies included in the recruitment box
- Review the activity instructions
- Welcome each girl and make introductions
- Help the girl complete the activity
- Clean up and return all supplies to the recruitment box

Note: The troop may choose an activity of its choice provided it is appropriate to the facility. For instance, songs and games would not be a great choice if the girls must remain in the room with parents as it would be disruptive to the adult presentation and discussion.

Suggested Room Layout

An example of how to set up a GS Information Night:

- On each table, place the Grade Table Tents so that the families are separated by grade.
- On each table, place the following;
 - Have a sign-in sheet and pen so that parents can sign in.
 - Place Family Brochures and pens so parents can get them.
 - Place sign-up cards on different parts of the table so parents can share that information as they go on their phone to complete either the interest form or the registration process.
- On a separate table, if volunteers have brought their personal laptops to use at the event, set up the laptops for parents who don't have technology and have it already logged in to either the volunteer application or registration form.



Hosting a Girl Scout Information Night

Here are some basic things to remember when holding a GS Information Night.

Set-Up:

- Have all volunteers in Girl Scout pins/uniform or wearing nice business or business casual attire
- Give all volunteers name tags
- Check room set-up, temperature, chairs and tables etc.
- Have tables well-labeled for each group and divide attendees by grade level or other appropriate group
- Set-up an information table
- Clearly mark directions to the room both inside and outside of the building.
- Have girls/adults available to direct people
- Have materials ready and in place—handouts, pens, forms, etc.
- Check technical equipment if using for presentation or registration (TV, DVD, PowerPoint, laptop, microphone, etc.)

Welcome and Introductions:

- Have adult volunteers or older Girl Scouts greet people at the door and lead them to the appropriate area
- Begin on time
- Welcome parents/guardians and explain what will happen (presentation, small groups) and how long it will last (should be about 45 minutes to one hour)
- Introduce team members and other volunteers and/or council staff who are present including names and positions in Girl Scouts
- Ensure everyone signs in on the provided Sign-in Sheet

Communicating Your Message:

Everyone likes to buy things right? 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. People do business with people they trust—so establish some expectations as you build your rapport and relationship with these potential members.

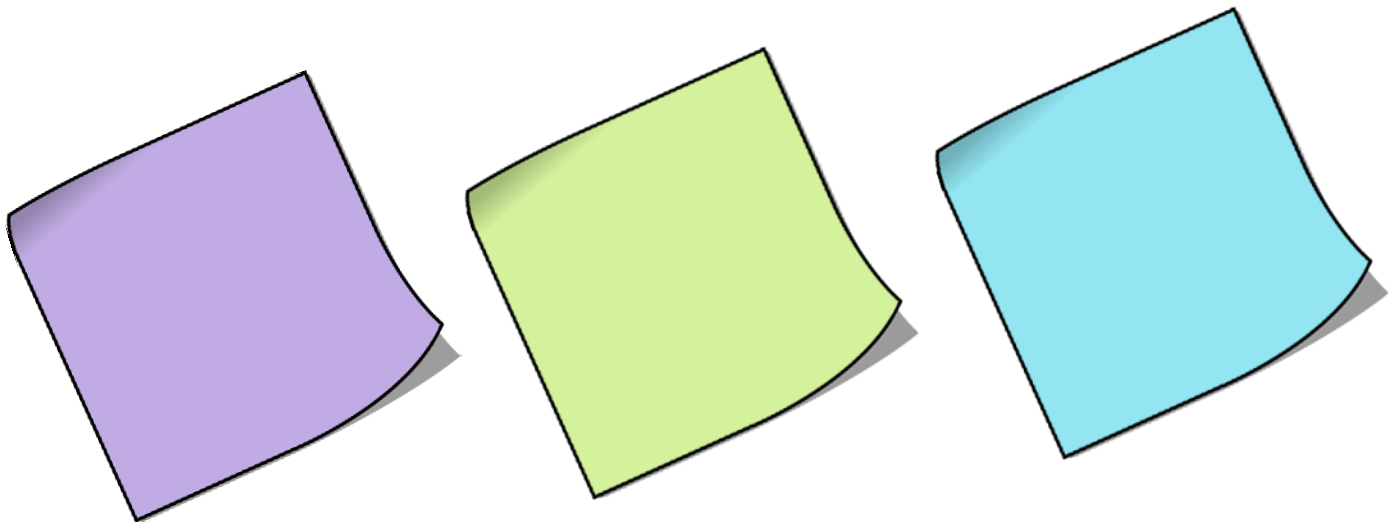
1. Establish a timeline with your audience. Let them know what your expectations are for the recruitment event, and ask them what their expectations are.
2. Control the flow of the meeting—when everyone is confident their agenda will be dealt with, you become a better listener and can focus on the potential member's issues.
3. Make sure there is an outcome—that should be the decision to proceed with or stop the process of becoming a new member. If a new member is unsure, set up a definite time to follow up (i.e.: The day after tomorrow at 9:00 a.m.) explain that you know their time is valuable and you don't want to waste it. Any time you are meeting with someone— in person or over the phone—follow this strategy.
4. Ask questions and **LISTEN** to their responses. As a prospective member's caregiver details the reasons they are interested in Girl Scouts, they are buying—without you doing any of the selling! All you need to do is let them know how important their reasons are and how Girl Scouts will benefit their girl.

Tips for Delivering Your Presentation

Here are 5 tips that will win you parents and volunteers:

1. **Make the connection.** Make yourself available before the event begins to meet and greet parents one-on-one, establish common ground, and get to know your audience. Doing this helps parents to connect with you before you take on the role as “speaker” at the event.
2. **Own your presentation script.** The more comfortable you are with it, the better it will go. Review the script in advance and make it your own. Avoid deviating too far from script in the interest of time. Be sure to prep any event volunteers as well.
3. **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, as first impressions are important to establish credibility as the speaker. Girl Scout attire is always appropriate.
4. **Be intentionally enthusiastic.** 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. Enthusiasm is contagious.
5. **Ask with Passion.** As the recruiter you have the first “soft ask” in the event. When you do so, convey the passion and need for volunteers. Speak slowly, with feeling, and make eye contact. Ask with confidence, **expecting positive results.**

Notes to Self



Presentation Script

Good Evening!

My name is _____.

Thank you for inviting me here to talk with you about Girl Scouts! In the next half hour or less, I hope to give you the information you need to decide if Girl Scouting is a good fit for your girl while she enjoys some fun activities run by older Girl Scouts.

We know that Girl Scouting is not for everyone. If at the end of our meeting you don't feel like the Girl Scout program will work for your family, please just let me know. Otherwise I will need 5-10 minutes more of your time after I complete my presentation. Is there anything else anyone wants to make sure we cover this evening? (Leave them time to answer—may want to summarize any other points that were covered.)

Alright, let's get started.

For over 100 years the Girl Scout mission has been to build girls of courage, confidence, and character, who make the world a better place. Through Girl Scouting girls learn skills, explore the world around them, and participate in community service activities—all at a level that matches their age and skills.

Before I speak more on this I would like to ask you what brought you here today to explore Girl Scouts for your girl? (Allow audience to speak, try not to fill silence gaps, pick a couple of the following questions to encourage conversation if conversation stalls.)

- Are there certain benefits or opportunities that you hope your girl will acquire?
- Are there any issues in your school or with your girl that you hope Girl Scouts will help with?
- For those of you who have been involved with Girl Scouts before, do you think this has helped you in your life?
- Sometimes I hear parents say in this busy world their daughter has trouble connecting with friends outside of school—is that a concern at all?
- One of the studies I saw recently showed all parents—no matter their culture or circumstances—want their daughters to feel comfortable taking risks, in order to be successful. Do any of you feel that way?
- I hear complaints all the time from parents who say their girls are too wired in to electronic devices—is that the case with any of your girls?

All of these things are important and Girl Scouts will benefit your girls in many ways that will help them right through adulthood by: (Highlight outcomes that you feel strongly about that reflect the concerns or wishes the adults just mentioned) such as:

- Building self-esteem and leadership qualities
- Developing positive values
- Developing healthy relationships
- Seeking challenges
- Learning how to problem solve in their community

I'm sure you're wondering if there are any costs involved. What do you think a leadership experience like this is worth? (*pause for responses*)

- The girl and adult membership fee is \$25. There is financial aid available for the membership fee.

- Some troops may also charge dues. However, the council offers two product sales that should cover most of the troop's costs. Can anyone guess what those are? (The fall nut sale and Girl Scout cookie sale.)
- And let's not forget a really important cost: Your time. For your girl to reap all of the rewards of Girl Scouting, you should be willing to invest some of your time into the program.

Today we will work together to form troops for your girls. Most troops meet a couple of times a month for an hour or hour and a half and are led by a team of 2–4 co-leaders. Volunteers are also needed to help organize the fall nut sale and cookie sale; serve as drivers and chaperones; and others can register as Friends and Family.

Troop volunteers are supported by key volunteers in your area and council staff.

We understand that not everyone wants to be a leader—can you guess why some people step up to be part of the leadership team?

(If no answer, encourage current leaders that may be present to answer or share some of the benefits below)

- You have fun with your girl. You get to try new things and carve out a little time for the two of you.
- You make a difference in the life of a group of girls. Think about those in your past who did the same for you.
- The leadership team picks when, where and how often the troop meets.

I want to give you the opportunity to volunteer now so we can get the troops started. I don't suppose anyone is interested in becoming a co-leader right now? *(Allow for audience to answer, wait out the silence if necessary. Respond accordingly i.e. "Wow! that's awesome!" or "No worries. I know it's not easy being put on the spot.")*

The most successful troops have lots of adult help. This allows adults to share the responsibilities of helping girls plan meetings, run activities, and provide transportation or other assistance. Don't forget that you can draw from family adults and beyond—male or female. Please talk together at your tables and discuss what roles you think you could fill.

Next Steps

Are you ready to take the next step? Some of you may be. Some may be uncertain. Others may know that the program is not for them and that's fine. Here's what will happen next. If you're ready to sign up, we're going to have you look at the Registration Instruction Sheets on your tables and begin the registration process and discuss ways you may like to volunteer. If you have questions or are not interested, please talk to me or another helper.

And here's one final reminder: it's not too late for others to get involved! Take a Take Home Card with you and pass it on to friends and the parents of your girl's classmates. Thank you for coming.

Assist parents and volunteers with registration, see page 21. Encourage full registration if volunteer leadership is secured.

If they're ready show them the Opportunity Catalog and have them choose a volunteer role.

Let them know that once they have gone through the background check and are approved they will be contacted by a Troop Support Specialist.

If feasible you may want to have a laptop set up with the YouTube video highlighting the Girl Scout Volunteer Tool Kit. Gauge your audience—would the short tutorial overwhelm or comfort them? Once you have volunteers recruited as leadership team members you could suggest they watch the tutorial outside of the recruitment event.

Registration

If there is a troop leader,

- Publically thank the new leaders for agreeing to volunteer and present them with their token of appreciation while asking parents to give them a round of applause.
- Inform parents of girls going into troops with new leaders recruited that night that the leaders will need to go through the volunteer application and background check process which could take a little time. Once this process is complete, parents will be contacted by the new leader about the first parent meeting and that you will be following up with them in at least 2-3 weeks.

If there is no troop leader, ask the parents to think it over at home and to let you know if they would re-consider taking on the leadership team role, but that either way inform parents that the recruitment team will continue to look for leadership and to place girls in existing troops. In the meantime, however, remind them the girls can participate in Girl Scouting as Individually Registered Girls. Have e-News and Facebook page information, as well as *Pathways* available to share program opportunities.

Registration

Follow the appropriate process below:

Girl Registration: Troop Numbers Known
<ol style="list-style-type: none">1) Have each attendee use their personal smart phone/device and go to gsle.org. (Your Service Unit/other volunteers may have additional laptops and devices available for use)2) Once at the website, instruct them to click “Join Today” and “Get Started”3) Next, they will click on “Start the Fun Today”4) Insert the information on this form and click “Next”5) Using the troop numbers provided before the event, enter the number in the “Troop/Group #” box and click “Search”. Troop numbers should have been provided for each program level being served at the event- Daisy, Brownie, Junior, etc.6) Select the correct troop from the search results and click “Next”7) Complete the additional membership information, accept the Girl Scout Promise/Law, and choose the payment option, then click “Submit”8) Complete payment information and click “Process Charges”9) Complete Race, Ethnicity, and Number of Years in Scouting information and click “Submit”10) Registration is complete!

Girl Registration: Troop Numbers Unknown
<ol style="list-style-type: none">1) Have each attendee use their personal smart phone/device and go to gssjc.org. (Your Service Unit/other volunteers may have additional laptops and devices available for use)2) Once at the website, instruct them to click “Join Today” and “Get Started”3) Next, they will click on “Start the Fun Today”4) Insert the information on this form and click “Next”5) Search for troops using the “Find an Opportunity Near You” search feature. Insert the zip code of the event location and search for nearby troops.

- 6) Select the troop associated with your event location that is the appropriate grade level and click "Next"
- 7) Complete the additional membership information, accept the Girl Scout Promise/Law, and choose the payment option, then click "Submit"
- 8) Complete payment information and click "Process Charges"
- 9) Complete Race, Ethnicity, and Number of Years in Scouting information and click "Submit"
- 10) Registration is complete!

Wrap Up

- Thank the other parents for attending with their daughters and encourage them to volunteer with the troop in other ways.
- Ensure each family has a copy of the *Why Girl Scouts?* family guide.
- When technology is not available, ensure every family has a copy of the sign-up card to complete registration at home.
- Direct them to the Girl Program Area and the information table. Allow girls to present if appropriate.

After the Event

- Turn in any paper sign-in sheets to your External Recruiting Specialist within 24 hours.** These can be delivered in person, faxed, or scanned and emailed, but it is incredibly important for them to be returned in a timely manner so that all of the girls who were excited to join are contacted. Apps are available for smart phones allowing you to scan documents as pdfs. Genius Scan by The Grizzly Labs is one variety.
- Return box to the designated location within 48 hours or the agreed upon date**
 - Include copies of the *Parent Involvement Forms* and sign-in sheets and completed membership forms
- If a troop leadership team is recruited:**
 - Forward the volunteers' name, contact information to the service unit administrator and external recruiting specialist
 - Follow up with a courtesy check-in call within 7 days
- If a troop leader is not recruited:**
 - Follow up with parents that attended the meeting and those that expressed interest as directed.
- Assist in the placement of girls who expressed interest in a troop or preferred pathway as requested by SUA or Region Team.**
- Refer back to planning calendar for the year.**



Open House/Meet the Teacher

Because Open House and Meet the Teacher nights are typically very busy, the goal of this type of event is to give out information about Girl Scouts and capture contact information for those interested. We use that information to follow up and register girls afterwards. While some may choose to go ahead and complete their registration, it is often too busy to do so. There is no formal presentation; rather, there is an information table set up with visitors coming and going throughout the event. Ideally a GS Information night is held within the following two weeks allowing you to both capture leads and invite them to attend for more information.

Supplies/Materials

- Sign-In Sheet and/or Interest Card
- Name tags for all recruiters
- Girl giveaways, may include tattoos, stickers, pencils
- Family Brochure
- Starter Kit Handout
- Girl tri-fold
- Volunteer tri-fold
- Troop Leadership Team Position Description
- Parent Involvement Form
- Becoming a Volunteer card
- Sign-up card
- Girl activity sheets _____
- Crayons and/or markers
- Paper Membership Forms (girl & adult)
- File folder or basket to collect information
- Pens, Tape, Envelopes, Paperclips



Suggested Supplies for Table

(Not in recruitment box, bring your own or request from SUA or ERS. Limited availability.)

- Journey books and/or Girl's Guide to Girl Scouting
- Uniform components
- Girl Scout table cloth
- Tri-fold poster with pictures of girls in your school doing Girl Scout activities. (Making your own with information about Girl Scouting in your particular service unit is encouraged!)
- Tabletop Display banner
- Laptop or tablet to allow online entry of information and registration
- Table (if necessary)

Personal Supplies

-
-
-
-
-
-

Set Up

- Arrive 30 minutes prior to scheduled time; be completely set up 10 minutes prior
- Be visually appealing: Girl Scout logo should be visible from 10 feet away
- Use wording: Discover, Connect, Take Action
- Arrange materials at different heights
- No clutter: make sure it appears neat and professional, remember to refresh throughout
- Space to fill out paperwork or activity (easy access to pens, etc.)
- Place to put applications and interest cards that are filled out
- If available, set up laptop with recruitment DVD set to play continuously (the intent of the DVD is to engage families while they wait to speak with you, as well as draw interest to your table).

Helpful Hints

- Stand in front of the booth
- Wear Girl Scout attire
- Be well groomed (showered, hair done)
- Be approachable (smile!) Be happy to be there
- Greet everyone who walks by (even those with boys, dads, and grandpas)
- Don't wait for the visitors to come to you
- Put cell phones away

What to Say

- As visitors approach, greet them with a smile and start conversations. Answer questions and share general Girl Scout information.
- Ask the adults if they are interested in volunteering. Say "We are a volunteer organization and we ask parents to help as parent volunteers (troop leaders/co-leaders, etc.)." "When we do not have open troops, we need parents like you to step up and help form troops."
- The next step is to gather their contact information by using the provided sign-in sheet or the online interest form**. This can easily be done through a tablet, smartphone, or similar device. Follow these simple steps:
 - Go to www.gsle.org
 - Click "Join Today", then "Get Started"
 - Click "Start the Fun Today"
 - Key in the information and click "Next".
- At this point, their contact information has been captured; however, they can choose to continue through and complete the registration process.
- Explain that they will be receiving an email soon with more information.
- Thank them for stopping by the table and offer stickers, pencils, etc.

Battling Excuses to Volunteering

- Refer to the appendix

Clean Up

- When the event is over and you have packed up to leave, it is a good idea to thank the event host if possible. Also, remember that a Girl Scout always leaves a place cleaner than it was found.

If technology fails or isn't available, it is still imperative to gather contact information on the *recruitment sign-in sheet* provided.

After the Event

- **Turn in any paper sign-in sheets to your External Recruiting Specialist within 24 hours.** These can be delivered in person, faxed, or scanned and emailed, but it is incredibly important for them to be returned in a timely manner so that all of the girls who were excited to join are contacted. Apps are available for smart phones allowing you to scan documents as pdfs. Genius Scan by The Grizzly Labs is one variety.
- **Return box to the designated location within 48 hours or the agreed upon date**
 - Include copies of the *Interest Indicators*, *Parent Involvement Forms* and sign-in sheets and completed membership forms

NOTES

Appendix

Sandler Sales Model: Recruitment Event Step-by-Step Process

Today's the day of your recruitment event! The event isn't about convincing people that Girl Scouts is the perfect program for their girl. It's about creating a sense of belonging and showing that Girl Scouts is a special place where their girl can become a G.I.R.L. (Go-getter, Innovator, Risk-taker, Leader).

The below content is not a script, but a way to demonstrate the flow of your presentation using the Sandler Sales Model. Each box is a different step of the system. See these talking points for more tips.

Bonding and Rapport

Greet attendees as they sign in and slowly get a feel of your audience. **Meeting them where they are attitude-wise is critical.** Don't get in the way of where you want your potential members to go by being too enthusiastic or too passive before, during, or after your presentation.

Up-Front Contracts

Thank everyone for attending, identify goals to set clear expectations, and define next steps after the event. **Always give attendees the chance to ask questions.** They are new to Girl Scouts and might not know much about what we do or who we are.

Here are a few sample bullets of how you can start your presentation:

- Welcome, and thank you for joining us tonight! My name is Daisy Girl Scout and I'm a Recruiter at Council.
- We're going to take about a half an hour to discuss who the Girl Scouts are, what we do, and how you and your girl can become involved. **Tip:** Reference Fall Recruitment tools when positioning what Girl Scouts is all about. In particular, the brochure, one-pager, and email content.
- You'll probably have some questions along the way, and that's OK. Please feel free to ask.
- At the end of our time together, we will hopefully will form brand new troops – with two volunteers each – to begin your Girl Scout adventures.

Pain

There is a gap between where your attendees are, and where they want to be. It's your job to figure out what your attendees want. What is their real reason for attending the recruitment event? Pull out your shovel and prepare to dig deep under the surface.

During the presentation, ask questions like:

- Are there certain experiences you want your girls to have while in Girl Scouts?
- How do you believe Girl Scouts can assist your girl in gaining courage, confidence, and character?
- What are some of your concerns about your girls' ability to connect with other children outside of school?
- Why do you want your daughter to become comfortable taking risks?

Pain (cont'd)

Highlight outcomes that you feel strongly about that reflect their concerns about Girl Scouts:

- Builds self-esteem and leadership qualities
- Develops positive values
- Develops healthy relationships
- Seeks challenges

Focus on the benefits for adults, too.

- See their girl grow alongside her new friends
- Learn new things about themselves too.
- Build their leadership skills and experience.

Share as much information as possible, but don't overshare.

When the tables are turned and attendees ask questions, start your answers by using statements such as "good question", "I'm glad you asked that", and "I appreciate that question" before a follow up question. **Never answer an unasked question.**

Budget

Uncover if the potential members are willing and able to invest the time and money that is necessary for a Girl Scout experience.

Continue to ask direct questions like, "What sort of time will you be able to contribute to the troop?" or "Are you able to make time for the troop?"

Don't glorify, and never lie! People purchase things from people they can trust. Be truthful and sincere when asked about money and time commitments.

Remind them of the goals of the event: to form troops. Do this by utilizing third-party stories.

Communicate the volunteer opportunities to the participants and stress that the troop will not start until there are two volunteers interested. Share that the most successful troops have all parents involved in some capacity.

Decision

It's time for the attendees to make a **decision**, and you must uncover who the actual decision maker is. Maybe grandma is attending the event for mom and dad, maybe mom needs to talk to dad first. Don't get frustrated if the decision maker isn't there.

Ask the participants when, where, how the decision will be made. Hopefully, they will be ready to make the decision that night, but if not set up a time personally follow up with them.

Don't be afraid to accept "no" as an answer, but have attendees understand the significance of being involved in their daughter's Girl Scout experience.

Fulfillment

At the end of your presentation, summarize for participants what you discussed and outline the next steps of the process. The participants will want to know when to expect to hear more information regarding their new troop.

Frame is similarly to the opening of your presentation:

- We just discussed the ways to become involved, why it's important, and the time and money commitments.
- After signing up tonight, you will hear from someone within the next few days.
- Now, let's walk through the registration process together.
- Please let me know if you have any outstanding questions.

Have laptops, iPads, and maybe even instruction cards on how to complete the registration process. Walk participants through and be available to answer any questions. If there is no Wi-Fi available, input information directly into the website – <https://girlscouts.secure.force.com/girl> for girls and <https://girlscouts.secure.force.com/> for volunteers - from the sign in sheet the following morning which will create emails urging parents to continue registration and give them the “Steps to Volunteer” handout which has the registration instructions on the back. Enter a troop # if applicable.

Also, have information ready regarding onboarding and training for those interested in fulfilling the volunteer roles. Give them a “Steps to Volunteer” handout along with dates for orientation if known.

Post-Sell

After it's all said and done, reflect on the event, your approach, and talking points. Debrief with those who assisted at event. You want to make sure there is role clarity and mutual understanding of the next steps from their perspective.

Overcome “buyer's remorse” by making sure the next steps for new girls and volunteers are smooth.

Manage the expectations that you set at the beginning of the presentation with your participants by making sure the attendees are followed up with in a timely manner. Follow up no later than 48 hours after the event.

Tip: Utilize emails to follow-up with potential girl and volunteer leads.

The 30-Second Commercial

A 30-second commercial is a short, succinct introduction to Girl Scouts. It should be the foundation of your presentation. The purpose of the commercial is to spark the prospect's curiosity and engagement in a conversation. The structure consists of an introduction and summary of what you will discuss during the course of the presentation.

It's also a good time to share a personal story about your time either being a Girl Scout or working at Girl Scouts. You want to show your audience that you really believe in what you do in preparing girls to empower themselves.

Prompts to help you craft your intro:

- How has Girl Scouts (either working there, as a girl member, as the parent of a girl) impacted your life?
- Why is it so important to prepare girls for a lifetime of leadership?

There's no need to write down an entire paragraph to memorize. 3-4 bullet points highlighting what you want to discuss should suffice.

A sample of bullets could look something like:

- Expands girls' worldview to see the opportunities that are possible.
- Helps girls discover what they are capable of no matter what it takes.
- Teaches girls to learn to take risk alongside their new lifelong friends.

Conversation Starter Outline (Recruitment)

Suggested talking points and weave into recruitment pitches, including through the Sandler method. NOTE: This does not have to be used as an exact script. Use this as a guide or thought starter.

What do you look for in extracurricular programs and activities for your girl? Do you or your girl get frustrated in trying to choose between different activities?

[IF THE ANSWER IS YES...]

What if there was an option that meant she didn't have to choose—and it wasn't exclusively about activities? An option that allowed her to try new things, take on challenges, and build community through countless of different hands-on experiences?

Did you know Girl Scouts can offer her all that and more?

(continue conversation with points below)



[IF THE ANSWER IS NO...]

Great! Did you know Girl Scouts offers hundreds of activities in one place that allow her to try new things, take on challenges, and build community through meaningful hands-on experiences?

(continue conversation with points below)



Our research shows that as a Girl Scout, your girl will thrive in five important ways:

1. She will develop a strong sense of self.
2. She will display positive values.
3. She will seek challenges and learn from setbacks.
4. She will form and maintain healthy relationships.
5. She will learn to identify and solve problems in her community.

These five key benefits of Girl Scouting will help her take the lead in her own life and in the world!

Want more reasons to sign your girl up? Our research also shows that Girl Scouts are more likely than non-Girl Scouts to:

- Earn good grades
- Take an active role in decision making
- Feel hopeful about their futures

At Girl Scouts, we prepare her for a lifetime of leadership, adventure, and success. Because Girl Scouts is not an activity—it's an experience!

Want to learn more?

Battling Excuses to Volunteering

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

- “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 be learning right along with the girls, or a few steps ahead of them!”
- “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 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 Scouts works for you. You get to set the day of the week and the time! “
- The girls will give you lots of ideas too.” (Give examples of what troops have done.)

I work full time.

- “Most of our troop leaders work too!”
- “Meetings don't have to be after-school. They can be at night, or even on the weekends. You decide!”
- “Don't think of Girl Scouts as a 2nd job—think of it as 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 girls 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) provides complete meeting plans.”
- “We want the girls to be able to decide what they want to do, with your guidance of course.”

I hate camping.

- “Good news--We don't have rules that say you must camp!”
- “Every troop gets to decide what they want to do. If your girls want to camp and you don't camp; ask a parent with an interest in the outdoors to be your trained camp parent.”

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 part of the leadership team? 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?"
- "Go ahead and complete the volunteer application and we'll work on just how the troop can use your extra set of hands."

I don't know if I could do it.

- "When we say that "Girl Scouting builds girls of courage, confidence, and character...", it isn't just the girls who grow! I really think that your example of moving through that uncertainty with courage and developing your OWN confidence is exactly the kind of "character" I'd want them to see modeled."
- "Girl Scouting is a leadership development program. Girls AND adults learn and grow together!"
- "This is actually a great way to build your own resume. We have great trainings, and certifications that are REALLY reasonable! 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 VTK and run meetings straight from the meeting plan 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 registration and a background check. We have an online orientation you can complete anytime, and then we'll schedule what we call "Leadership Essentials." That's a workshop with a facilitator and a few other new leaders where we walk you through the basics of Girl Scouting, setting up your troop, and working with your parent team."

But I don't have a daughter.

- "Which means you might not even know what a wonderful example you would be to girls out there who might not have the best role models in their own lives?"
- "You don't have to have a girl of your own to be a terrific leader."
- "We have girls 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 Scouting 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! You would work with a female volunteer to model great respect and values for your girls. We have lots of dads who have discovered how amazing it is to be a Girl Scout Leader. It gives them a wonderful way to connect with their daughters and make sure that those girls 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 girls. 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 girls, and they're all grown now.

- “Which means you have the core of Girl Scouting already in your bones! Some things may have changed, but the core never will.”
- “You would be an amazing member of the leadership team with 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 girls! You may just be the one who teaches them how to use that marathon to raise money for a special troop cause.”

Frequently Asked Questions

Q: Are you selling cookies? When are cookie sales?

A: Today we are here to tell people about all of the opportunities in Girl Scouts including the business skills learned in GS product sale programs. The cookie sale program typically happens in the first quarter of each year.

Q. We just moved here from _____, is my membership still good?

A: We can easily transfer your membership from your former Council. Submit a ticket using the contact us button at the top of the www.gsle.org homepage.

Q. How much does all of this cost?

A: Girl Scout membership is \$25 a year. Other costs are flexible and vary based on the type of experience you choose to have. Girls can participate in money-earning activities such as the annual cookie program to learn financial responsibility and help cover costs. Financial assistance is available to cover girl membership fees the first year.

Q. When, where, and what time are troop meetings?

A. This decision is made by the Troop Leadership Team and the girls. Locations must meet specific safety standards defined by Girl Scouts of the USA.

Q: When a girl leaves the troop does she get to keep her cookie money?

A: The cookie money earned is troop property, and not tracked according to who earned what. However if a girl is transferring to another troop, the leaders may come up with an agreement to transfer money to the new troop.

Q. Are the Girl Scouts affiliated with the Boy Scouts?

A. No, there is no affiliation. Only Girl Scouts brings the expertise, programming, and legacy of success necessary to help girls reach their full potential, preparing them for a lifetime of leadership.

Q. Can girls who are in a troop participate in Series, Camp, Events, or Travel?

A. Yes. She can participate as an individual and with her troop in all pathways. If you and your Girl Scout see an event that looks interesting that the troop isn't going to, in most instances you and she can attend provided it is for her grade level and open to individuals. Camp, series and destinations (travel) are usually geared toward individuals with only a few sessions open to participation as a troop.

Q. Is there a troop in my area?

A: Girl Scouts are in most communities throughout south east Louisiana (and the United States); however, not all troops have the capacity for more girls. When you complete the basic information at www.gsle.org/join page, you will be able to search for troops with opening near you by zip code prior to making payment.

Q. Why don't you have enough volunteers?

A. Well, just like any volunteer organization, we unfortunately don't have enough volunteers. That's why we need committed volunteers to be mentors and lead groups of girls. A common misconception is that our Girl Scout leaders and other volunteers are stay at home moms, but that is not the case. 95% of our volunteers work full time and may be just as busy as the rest of you. This is why it's important that all parents help the troop in some way. Being a Girl Scout volunteer is manageable and will allow you to take the time to know your

daughter or granddaughter and their friends and to positively influence their future. Without the support of our parents and volunteers, Girl Scouts would not exist.

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

A. You don't have to be familiar with Girl Scouts. The online Volunteer Toolkit, Journey books and The Girls Guide to Girl Scouting provide the curriculum to follow, and there is training and people to help guide you. To start, just fill out a volunteer application and someone will help guide you through the process.

Q. I have four other kids. There is no way I can volunteer unless I can bring the kids.

A. You can ask another parent to keep your children during the meetings, but if can't physically come to the meetings there other ways you can get involved. Being the secretary, treasurer, helping with badge work or contact mom are a few examples. Please understand that the Girl Scout Activities are volunteer led. **There are also opportunities to volunteer on an occasional basis through the Events, Camp and Travel Pathways.

Q. What exactly is a troop leadership team's responsibility?

A. The leadership team is in charge of organizing the troop. Getting parents in roles and delegating, planning the meetings, contacting parents (email works or you can assign this to another parent), working on a meeting place and time that works for their schedule, and mainly working with the girls on what they want to do as this is a girl-led initiative.

Ways to Participate in Girl Scouts

There are so many things to do with Girl Scouts! Every girl is welcome, and girls can join at any time in the year. Girl Scouts offers different, flexible ways to join and participate.

Join a Troop

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

Go to Camp

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

Attend Events

Everything is more fun when you're sharing it with others who have the same interests. The council and many service units put on events from dances, ice cream socials, camping, day camps... the list in which to participate in endless.

Travel

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

Discover More -- In addition to the Pathways above, Girl Scouts offers programs that any Girl Scout can participate in, including the Girl Scout Cookie Program; badge and patch programs; the Bronze, Silver, and Gold Leadership Awards; scholarships; and community events.

Parent Involvement Form

Parent's Name: _____

Mobile Phone: _____ Home Phone: _____

Email: _____ Best Time to Call: _____

Girl's Name: _____ Grade: ____ School: _____

What hobbies or skills would you like to share with the troop? _____

Running a quality Girl Scout troop requires the involvement of **ALL** parents. Please check how you and/or other adults in your family will support your daughter's troop. Submit as soon as possible in order to get your first choice.

Times available:

Weekdays from _____ to _____

Saturday:

Weeknights after _____

Sunday: _____

Ways You Can Help

Check all that might interest you

- Leadership Team:** Plans\assists in leading activities, communicates with parents
- Treasurer:** Reconciles bank statement
- Troop Cookie Manager:** Organizes cookies program
- Event Coordinator:** Plans events/field trips for troop
- Service Project Coordinator:** Organizes and plans service projects
- Activity Chaperone/Driver:** Drives, serves as adult helper at activities trips
- First-Aid Parent:** Certified in CPR and first aid. They must attend all troop meetings and events.
- Phone Tree Chair:** Makes phone calls in case of last minute meeting / activity changes or emergency
- Snack Coordinator:** Organize and schedule snack rotation for meetings
- Badge Coordinator:** Takes a specific badge or Journey and plans activities to fulfill its requirements
- Meeting Helper:** help at each meeting with already planned activities
- Cookie Booth Chaperone:** Serves as adult coordinator and cookie booth supervisor
- Fall Product Manager:** Organizes Fall Product program.
- Camp Parent:** Certified camper. Assists in planning\leading camp out activities
- Troop Photographer:** Takes photos and posts to online site or memory book
- Service Unit Meeting Sub:** Attends GS Service Unit meetings on behalf of troop when leadership team members are unable to attend.

Summary: The Troop Leadership Team has the enthusiasm and ability to generate girls' interests and curiosities about the ways that they can discover themselves, connect with the others, and take action to make the world a better place through the Girl Scout Leadership Experience. The nature of this position requires the individual to provide direct service to girls, helping them to develop their leadership skills on an individual or group basis.

Term of appointment: Troop Leadership Team members are appointed for a one year term that is renewable upon completion of evaluation processes.

Supervision: The Troop Leadership Team reports to the Service Unit Administrator.

Support: The Troop Leadership Team receives support, guidance, and encouragement from the Service Unit Team. Troop Leadership Team members have access to relevant learning opportunities and materials that prepare for and support this role.

Responsibilities:

- Work in a partnership with girls and adults and possess the ability to generate girls' interests in and curiosities about the ways that they can discover themselves, connect with the others, and take action to make the world a better place through the Girl Scout Leadership Experience.
- Ensure that the program offered aligns to the Girl Scout Leadership Experience by utilizing journey books and *The Girls' Guide to Girl Scouting*, customized with additional local experiences.
- Serve as a positive example for girls by modeling positive attributes such as reliability, respect for others, inclusiveness, and a positive attitude.
- Organize fun, interactive, girl-led activities that address current issues involving girls' interests and needs.
- Communicate effectively and deliver presentations and information to the individual or group.
- Support and encourage girls in attaining desired goals and awards.
- Provide guidance and information to the parents or guardians of girls on a regular, ongoing basis through a variety of tools, including e-mail, phone calls, newsletters, and blogs.
- Process and complete girls' registration and other paperwork according to Girl Scouts of the USA (GSUSA) and the Girl Scouts Louisiana East's policies and procedures.
- Manage the group funds according to GSUSA and the council policies and procedures.
- Be guided in all actions by the Girl Scout Mission, Promise, and Law.
- Remain informed about and comply with the most current policies, procedures, and guidelines of Girl Scouts Louisiana East and GSUSA.

Qualifications and core competencies:

- **Girl focus:** Empower girls to lead activities, learn by doing, and cooperate with others on current issues that involve their interests and needs, while having fun.
- **Personal integrity:** Demonstrate dependability, honesty, and credibility.
- **Adaptability:** Adjust, modify own behavior, and remain flexible and tolerant in response to changing situations and environments.
- **Oral communication:** Express ideas and facts clearly and accurately.
- **Foster diversity:** Understand, respect, and embrace differences.
- **Computer skills:** Access to e-mail and the Internet.

Additional requirements:

- Valid driver's license and safe driving record (if applicable)
- Bilingual preferred (if applicable)
- Must become a registered member of GSUSA
- Complete required coursework as assigned and provided by Girl Scouts Louisiana East and GSUSA

Troop Leader signature: _____ Date: _____

Service Unit Administrator signature: _____ Date: _____

Original sent to Volunteer File: Date: _____ / _____ / _____

Principal Talking Points

On occasion you may be asked to visit with or contact your school administration to gain support for Girl Scouts or arrange a Girl Scout Information Night. The following will help you prepare for your visit or call.

General Talking Points

GS Partner (Known supporter of Girl Scouts)

- Thank them for their support
- Ask how Girl Scouts can improve our partnership with them
- As we are a volunteer-led organization – ask for their recommendations on reaching their parent base to be volunteers
- Address any obstacles Girl Scouts has experienced in the past specific to their schools or the area and ask for their advice/support/help
- Address Boy Scouts as needed

GS Partner to Be (Not currently supportive of Girl Scouts or unknown)

- Thank them for their support
- Ask them what they know about Girl Scouts
 - Fill in the blanks with information from the GS Difference
 - Use The GS Difference Slide Presentation on laptop/tablet or just paper
- Ask how Girl Scouts can improve our partnership with them
- As we are a volunteer-led organization – ask for their recommendations on reaching their parent base to be volunteers
- Address any obstacles Girl Scouts has experienced in the past specific to their schools or the area and ask for their advice/support/help
- Address Boy Scouts as needed

The Ask for a Girl Scout Information Night

Addressed in the sections related to Girl Scout Information Nights in more detail, the following is a quick checklist of items to address with the principal.

- Use Principal Visitation Form to collect information
- Find out date of Open House and request to have a table
- Request to have a GS Information Night onsite. Ideally one to two weeks following the Open House.
- Ask for their advice on time of day for the one hour or less meeting
- Request permission for fliers to be sent out to students through their normal process. Get specifics including number of homeroom, ask if stacks of 15 fliers meets their needs, any details on how they need the fliers returned for ease of distribution
- Talk about other marketing items such as posters, text reminders sent to parents from the school, website ads, yard signs, PA announcements
- Ask for their advice and reach agreement on what is the right mix for the school along with any specifics including # needed, file type for web ads, etc.
- Request to complete a Pep Rally with the girls a day or so prior to the GS Information Night. Most principals will not give up core curriculum time so be prepared to negotiate starting with the first bullet below and working down
 - All girls in one space for a rally
 - Grade level rallies in one space
 - Rallies during lunch
 - Room to room visits
 - Rallies as a part of non-core class time such as PE, library or study hall

Principal Visitation Form



Date: _____ SU: _____ School: _____

Principal: _____

Principal Email: _____ Principal Cell #: _____

Secretary: _____ Secretary Email: _____

Office #: _____ Web Site: _____

PTA President: _____ Phone: _____

PTA President Email: _____

Troops associated with school: _____

Notes: _____

Will host an onsite GSIN. Date/Time: _____

Will NOT host an onsite GSIN

Open House Date/Time: _____

Rally Information (Check all that apply)	
Rally Date: _____	
Rally Time: _____	
Type of Rally	Notes
<input type="checkbox"/> Room to Room	_____
<input type="checkbox"/> Assembly	_____
<input type="checkbox"/> PE/Enrichment	_____
<input type="checkbox"/> Closed Circuit (Live)	_____
<input type="checkbox"/> Closed Circuit (Taped)	_____
<input type="checkbox"/> PA System	_____
<input type="checkbox"/> Flyers Only	_____
<input type="checkbox"/> Cafeteria	_____
<input type="checkbox"/> Other: _____	_____

School/Classroom Information	
Kindergarten # Classrooms/# Girls:	/
1st Grade # Classrooms/# Girls:	/
2nd Grade # Classrooms/# Girls:	/
3rd Grade # Classrooms/# Girls:	/
4th Grade # Classrooms/# Girls:	/
5th Grade # Classrooms/# Girls:	/
Average Classroom Size:	_____
Total Girl Scout flyers needed:	_____
Folders go Home (day of the week): _____	
Date: _____	

Marketing Collateral	School Forms & Fee Waivers
<input type="checkbox"/> Cookies & Principal Packet	<input type="checkbox"/> Facilities Use Form Completed
<input type="checkbox"/> Volunteer Posters	<input type="checkbox"/> Proof of Insurance Requested
<input type="checkbox"/> Girl Posters	<input type="checkbox"/> Facilities Fee Waived
<input type="checkbox"/> GSIN Text Reminder Copy	_____
<input type="checkbox"/> Electronic Ad Copy File Type _____	_____

Completed by: _____ Date: _____