

What is Recruitment?

GSEP Core Goals:

Core Goal 1: Ensure every girl in our nine-county footprint is aware of and has access to the full Girl Scouts Leadership Experience

Core Goal 2: Achieve sustainable membership growth through troop formation, reaching 90% of the current year annual girl membership goal by December 31st and 70% of the next membership year goal by June 30th.

Core Goal 3: Continuously re-invest in the girl and volunteer experience by generating a six-figure surplus through increased revenue and optimized resource utilization.

Through the Core Goals, GSEP has made the commitment to ensure that every girl in our nine-county footprint is aware of and has access to the full Girl Scouts Leadership Experience. Service Unit Managers play a key role in partnership between GSEP staff and volunteers because they are members of our communities, leading SU teams in every school district. Recruitment is what drives our membership and ensures that girls have access to the Girl Scout Leadership Experience.

There are many ways to promote Girl Scouts in your community, from hanging posters at your favorite lunch spot to hosting a table at your school open houses, and even submitting a write-up for the local church bulletin. With all these options available, it can be difficult to know where to begin, how to prioritize, and what will be the best use of your limited time.

Girls find out about Girl Scouts in two ways- **Marketing** and **Recruitment**. Marketing efforts raise the **general level of awareness** about Girl Scouting within the community. Recruitment efforts use some of the same principles to **actively bring girls into the movement**- often face-to-face, in a setting where they can ask questions and even join a troop! For example:

	Marketing	Recruitment
Focus	Awareness	Completed registration
Execution	Passive	Direct, face-to-face
Tools	Print, social media ads, news placement, bulletin boards	Flyers, collateral, giveaways
Common Events	Information table	Troop formation event, rally, school and community events

You'll do a little of both. Here's how-

- 1.** You live in your community! As a resident, you are in the best position to bring the fun and excitement of Girl Scouts directly to the girls and families in your area. You are familiar with the events in your community that bring families out together. Prospective members love talking to someone who has had a Girl Scout experience in the very same place – your passion and authenticity always shine through!
- 2.** Start the conversation! Wear your Girl Scout gear. As a busy volunteer, we want you to spend your available time doing the work we know is most effective. Time and again, our data shows us that most of our new girls and families either attended a recruitment event, had support through the online process, or met someone in Girl Scouts.

Additional things to keep in mind:

- 1. Know your setting** – In a more formal setting, like a recruitment rally, your pitch may be longer and more detailed. In a less formal setting, like bumping into someone outside the post office, it may be shorter. If someone is seeking you out, like at a rally, they may want more information. In a chance encounter, it's likely they'll want just the highlights.
 - a.** You and your leaders may spend some time at a unit meeting designing "Elevator Speeches."
- 2. Ask questions** – what does this family already know about Girl Scouting? Were other family members a part of Girl Scouts in the past? What do they want for their girl? What does she like to do, and what do they like to do together? If you're face-to-face, you can draw out more information to customize your pitch.
 - a.** When chatting with another person about Girl Scouts you should be talking less (30%) and the prospect more (70%). Keep your conversation on the topics THEY are bringing up and how Girl Scouts can address those ideas.
Don't try to tell them everything you know about Girl Scouts. We all tend to do that...keep it simple and focused on their needs.
- 3. Save the lingo for longer conversations** – Girl Scouting is such a rich, vast tradition – with so much for girls to do and learn! Over time, we start to create a shared language for discussing what girls are doing. Remember that a new family is at the very start of their adventure, so meet them where they are. Use basic, common language and focus on experiences that will be relevant to them right away. If you are using a Girl Scout term, like "Journey," define it by saying something like "a year-long, immersive experience with awards along the way and a community service project at the end." If something takes more than a few seconds to define, save it for a later conversation.

4. **Prepare yourself with the right materials** – visit this [link](#) and request your recruitment materials in advance. To view the catalogue of recruitment materials visit our page at <http://www.gsep.org/en/our-council/forms/order-catalog.html>
5. Additional inquiries should be submitted through memberservices@gsep.org with a specific subject line: Recruitment Event.

Step-by-Step Troop Recruiting

Have a Plan!

Recruitment can happen at any time during the Girl Scout year, but there are times when efforts are more concentrated. The start of the school year is one of these times. School nights and parent meetings are the primary methods most Service Units use to recruit girls and adults.

When and Where

- Schools
- Parks
- Community Centers
- Community Churches or Faith Base Locations
- Libraries

Planning

- Ensure things go smoothly by contacting the school with a reminder of the event
- It is an event. Think through how you can make it more exciting for girls. What will little brothers be doing? How can you capture the parents' attention, so they are really engaged and hear the volunteer opportunities?
- Order collateral and giveaways (available from Council, just use the online request form: <http://www.gsep.org/en/our-council/forms/girl-scout-collateral-order.html>)
- Create a customized flyer and post in public areas (schools, grocery stores, libraries, etc.) to increase promotion/visibility of the event (available from Council, just use the online request form: <http://www.gsep.org/en/our-council/forms/girl-scout-collateral-order.html>)
- Freshen up your Girl Scout knowledge and practice your pitch
- Gather your supplies, display materials (pictures, handbooks, uniform components), a sign-in sheet, collateral, and any activity supplies
- Have a plan for follow-up before you hold the event

Promotion

- Ask the school, if possible, ask for a reminder to be sent through the morning announcements a few days before the event.
- Encourage girls to tell their parents.
- Ensure the flier or postcard has been sent home
- Consider using Facebook and Instagram to promote the recruitment event. If you are creating a Facebook event, make sure that it is a public event so that anyone can search for it

- Wherever possible, recruit schools to help with advertising recruitment events held in a school. Show a Girl Scout video on the school TV or post information on the school's website, newsletter, or marquee
- Attend PTO/PTA meetings to promote Girl Scouts via booth or announcement
- Place yard signs throughout your community (available from Council, just use the online request form: <http://www.gsep.org/en/our-council/forms/girl-scout-collateral-order.html>)
- Ask current Girl Scouts to spread the word and invite their classmates

Who Can Help?

Current Girl Scouts (girls and/or adults):

- To lead a song, activity, or game
- To create a poster of their Girl Scout experiences
- To speak about their Girl Scout experience and how it has impacted their lives
- To discuss awards – bronze, silver, and gold
- To have parents share their daughter's experiences
- To discuss parental involvement
- To share why they volunteer and how they have benefitted personally

Prior to Event:

- Dress the part. Wear a Girl Scout t-shirt or Girl Scout pin and name tag so that the guests know you are representing the organization
- Arrive about 20 minutes early to set up and prepare. Post directional signs or ask girls to help as greeters and assist families in finding the recruitment location. Designate an area for the children's activity. Encourage older Girl Scouts to wear their uniforms and help facilitate the activities. We suggest you have adults sit according to the age level of their daughter. The goal is to encourage the adults to join together as leaders and co-leaders that night to form a leadership team
- Plan to setup a display table with Journey books, scrap books, uniforms, etc. to excite the parents and girls about the fun they will have in Girl Scouts

The Event!

There are two main focuses during a recruitment event:

- Give a general, informational overview of a Girl Scout troop experience. Remember that there are different age levels and that all troops are different. Give parents enough detail to make it sound like a great activity for their daughter. Stress the advantages of an all-Girl experience.

- We are a volunteer-led organization. Explain that you are looking for adults who are prepared to play a role in the lives of not only their daughter, but many other girls. Being a Girl Scout leader has benefits they will discover as they lead: professional development, connection to the people who interact with their daughter, connection to the school and neighborhood as “the Girl Scout lady”networking in all circles to share the Girl Scout Sisterhood.

Give them some food for thought:

- We provide an easy to use support system with curriculum provided (handbooks and the VTK)
- We offer training, resources, and the collaboration with other volunteers, as support
- Troop meetings and activities can be tailored to fit the troop leader’s calendar
- 80% of women leaders in your community were Girl Scouts
- All women astronauts were Girl Scouts
- Volunteers introduce girls to new experiences that show them they’re capable of more than they ever imagined
- Only one in five girls believes she can lead
- Some girls lack female role models
- Peer pressure starts in elementary school
- The "mean girl" culture is a problem in every community

The Follow-Up

So, the question on everyone’s mind as they leave your recruitment event is, “What’s next?” You want to leave them with an Action Step (join online, confirm a meeting location, plan a leading team meeting, look for your email follow up, etc.). Make sure they know how to contact you with any questions they may have after they leave you.

Direct parents to website – www.gsep.org to register as a Girl Scout.