A Toolkit for Recruitment Events
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Presentation Tips

Planning

Consider Your Audience
1. How the audience FEELS about you and the subject
2. What the audience KNOWS about the subject
3. What the audience wants to DO about the subject
4. How DEMOGRAPHICS will impact the subject content

What Are Your Objectives
1. Specific purpose for the event
2. Responses desired from the audience (knowledge, belief or action)
3. Benefits to the audience

Delivering

WORDS
1. General to abstract with specific examples

PICTURES
1. Using objects, books, and handouts
2. Visual aids / Power point / books / internet
3. Testimonials

VOICE
1. Speak with confidence
2. Sound and loudness
3. Express meaning with emphasis
4. Sound authoritative and convincing

BODY
1. Stand, sit, and move
2. Use a microphone
3. Do gesture, but avoid wild gesturing
4. Eye contact and pauses before and after speaking
5. Podiums are useful, but don't hide behind one. A music stand works well.

Involving the Audience

IGNALS
1. Provide a time purpose and agenda
2. Use handouts / Power point / internet

ACTIVITIES
1. Introductions
2. Discussions
3. Questions and answers

QUESTIONS
1. Explain how you will handle questions (i.e.; Parking lot where people write their questions down and they are answered at the end)
2. Telling the truth (i.e.; about costs, time, effort)
3. Handling problem questioners
Tips for Conducting Conversations with Adults During Recruitment Events

As you recruit:
• Greet everyone with a smile and a hello.
• Approach them first, don’t wait for them to come to you.
• Describe the council and the volunteer and girl opportunities.
• Be prepared.

During the Recruitment Conversation
• Have everyone fill out the Sign-In sheet or interest card, and check for legibility
• Make sure to have a conversation with each person expressing interest in volunteering
• Listen to what their need & interests are, and then promote the opportunities we offer that address their needs and interests. Don’t overwhelm!
• Let them know that our organization is solely volunteer-run and without the adults, the girls cannot experience all the opportunities Girl Scouts offers.
• Give the candidate the chance to ask questions and respond to the questions honestly
• Discuss alternative volunteer positions and pathways with the candidate if during the conversation it becomes apparent that the original volunteer position is not a good fit. (Leader, Snack mom, troop cookie manager, offering to teach a specific skillset, etc.)
  Use language that will make the alternatives more appealing such as:
  “We really need someone with your experience (talent, knowledge, passion etc.) who can …”
  “You’d be really good at (in the role of..) …”
• “Have you ever considered volunteering through a pathway or being a co-leader of a troop?”

During the Recruitment Conversation for Girls:
• Ask girls what they love to do
• Talk about how girls can be involved in Girl Scouts and all the fun things they do!

Concluding the Conversation:
• Explain the next steps – Online Registration, Girl Placement, Adult Onboarding, etc.
• Conclude by thanking everyone for their interest and time
• Let them know they will receive a follow up call or email

Following the conversation:
• Turn in the collected Sign-in sheets or interest cards and Recruitment Evaluation form within 24 hours to your Council contact; Include as much info as possible while it is fresh on your mind!
• Review how the recruitment went and what could improve, if anything.
# Battling Excuses to Volunteering

<table>
<thead>
<tr>
<th>Issue</th>
<th>Response</th>
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</table>
| I don’t know anything about Girl Scouts. I was never a Girl Scout.   | - We have resources that teach you the basic Girl Scout values and processes, and we have amazing volunteers who have great fun supporting each other.  
- You will learn as you go!  
- There is no right/wrong way. Every troop is different, and you will learn right along with the girls. |
| I don’t have time.                                                   | - You will have a whole team of parents to work with. Girl Scouting is all about sharing responsibility and leadership.  
- As a leader, you set the frequency, and length of the meetings. |
| I work full-time.                                                    | - Most of our leaders work. Meetings are set by you. You determine the frequency and length of time.  
- Girl Scouts is not a 2nd job. Think of it as investing time in your daughter and sharing fun times with her. |
| I will think about signing up my daughter.                          | I understand you may have questions, what is your main concern and I will see if I can explain more about it! |
| I will think about joining as a volunteer.                           | That’s great!! Each and every troop needs parent volunteers to run smoothly. It is a great way to spend quality time with your girl too! |
| Why should my daughter join Girl Scouts?                            | Girl Scouts is the premier leadership program for girls, she will learn many skills that will impact her future! |
| Does Girl Scouts have a cost?                                       | Yes, Girl Scouts yearly dues is $40. Many girls pay for their registrations after the first year with “Cookie Dough” they earn from selling cookies. |
| We are already in a youth program that we think is great.            | That’s awesome! We love to see active and well-rounded girls! For many girls, Girl Scouts is a great addition to other activities such as sports or academic clubs. |
| I hate camping!                                                     | That’s ok. We don’t have rules that say you have to go to camp. Every troop gets to decide what they want to do. If you don’t like camping, there may be another parent who does and they can go if the girls would like to do that. |
| I am just not creative.                                              | You don’t have to be. We provide great training to get you started and remember that our program is girl-led, which means that the girls will plan and do the activities, with your guidance, of course. |
| I can help, but I cannot be a Leader.                                | I am sure that there are many ways the troop can use your help, and I am certain that you have skills and talents that you can share. Maybe some of the moms can all work together in spearheading this troop. You are not alone in this. Sometimes it is just simply about having enough hands on deck! |
| I don’t know if I could do it.                                       | Of course you can! When we say that “Girl Scouts builds girls of courage, confidence and character...” it is not just... |
the girls who grow, but the adults as well. Your example of moving through that uncertainty with courage and developing your OWN confidence is exactly the kind of “character” we want them to see modeled. You and the girls will grow together. It is also a great way to build your own resume. There are lots of trainings available and we will provide you with all the tools and resources.

<table>
<thead>
<tr>
<th><strong>I wouldn’t know where to start.</strong></th>
<th>Simple! You wanting to do this with your daughter is a great start. Next, we train you and help you along every step of the way.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>I don’t have a daughter.</strong></td>
<td>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 model in their own lives. We have heard many testimonies from women who were Girl Scouts as a child who say that their Girl Scout Leader was the one person in their life they could count on, and that Girl Scouts saved their lives. You could be that point of stability in the midst of all the challenges young girls face today.</td>
</tr>
<tr>
<td><strong>I’m a guy! How can I be a Girl Scout Leader?</strong></td>
<td>We so need dads to step up! And many do! I am certain you have great skills you could share with the girls. What do you enjoy doing? Construction skills? Outdoor activities? Auto mechanics? Wouldn’t you want your daughter to learn those skills too?</td>
</tr>
<tr>
<td><strong>I already did all this for my girls. They are all grown now!</strong></td>
<td>Which means you know Girl Scouts! Some things may have changed from years ago, but the core values never do! You would be an amazing mentor to a younger Leader.</td>
</tr>
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Recruiting Process: Step by Step

Step 1: Build a Team & Research
Step 2: Define your Event
Step 3: Event Check List
Step 4: Event preparation
Step 5: Day of event
Step 6: Follow-Up

Step 1: Build a Team & Research

Before you begin...
Build a team to help you with recruitment efforts. Other Service Unit Team Members, Girl Scout Champions, Troop Leaders, parents and girls, can all assist in your recruitment efforts.

Create a Team...
- Talk to your Service Unit and ask them to get involved
- Invite all volunteers in your Service Unit to help you strengthen Girl Scouts through recruiting
- Find volunteers at each school within your Service Unit, aka Girl Scout Champions, to become a point person for recruitment and help you with your efforts. This could be a current leader or parent within that school.
- If there are no Girl Scout volunteers within that school, ask the school administrator to connect you with some key volunteers.

Questions to ask your Service Unit Team:
- What is the history of previous recruitment efforts?
- How many attended a recruitment?
- How was it set up? Was there a theme? For instance: an ice cream social, etc.
- Suggestions for future events?
- Who can help staff the recruitment table?
- Can we have older girls to assist with the recruitment of younger girls? For instance, doing girl activities, while there is a parent meeting.

Examine the current state of Girl Scouts in your Service Unit by talking to your Service Unit Manager and/or Council’s Recruitment Team.
- What schools are in the area and are there troops?
- In which schools are there no troops?
- Are there gaps in troops? Troop leadership?
- Are troops returning in the fall, and what level will they be?
- Is the troop accepting new girls? How many?
- Is the school administrator supportive and aware of Girl Scouts?
- What community events are happening in my area?
Step 2: Define your Event

1. Parent Information Night

*Definition*: Parents and girls are invited to a specific meeting time, and location. A presentation will begin at a set time and parents and girls will learn the benefits of Girl Scouting, and volunteering. Often girl activities are provided to the girls.

2. Girl Talk with Parent Information Night Follow-Up

*Definition*: Recruiter visits school during lunch time preferably the day prior to the Parent Info Night and gives a very short (3 min or less) presentation to the girls, handing out a sticker, flyer, or other reminder to take home. The flyer will remind parents to attend a parent info night the next day.

3. Community or Open House

*Definition*: Recruitment is done at an event that is planned by another organization and is often during a longer time period. Parents and girls may come at any time during the set time, inquire about Girl Scouts, and/or register. Examples: Back-to-School Nights, STEM Nights, local city fairs, etc.

4. Rally or Service Unit event

*Definition*: Recruitment is done at an event that is planned by GSSSC volunteers and/or staff. Event can be a “Bring-A-Friend” event, such as Cookie Rally, STEM, etc.

Step 3: Event Check List

- Create team for recruitment efforts
- Define event (booth/open house or parent information night)
- Select location
- Contact your Service Unit or Council Staff for flyer rules in your area
- Contact School District for flyer approval by the School Board
- Contact school for flyer delivery
- Pick up fliers at Council Boise Office, or give mailing instructions
- Disburse fliers to local school or other location(s)
- Promote event through social media or community boards, or other venues
- Consult Recruitment Toolkit for day of event planning
- Decide how many people are needed for day of event
- Decide on materials needed for event
- Find volunteers to help with event
- Fill out materials request form and turn into Council Staff
- Turn in volunteer/girl interest forms to your assigned Council Placement Coordinator or Council Recruitment Coordinator.
Step 4: Event Preparation

1. Contact your Service Unit Team or Council’s Recruitment Team

Plan ahead and call as soon as possible before the proposed recruitment event to discuss recruitment efforts.

2. Location of the Recruitment Event (3 to 4 weeks in advance)

- Suggestions: School gym/Library/Cafeteria, Public Library, Church meeting room, Community Center. Many places will offer free usage of their space.
- Determine meeting space based on location, hours of operation, etc.
- Connect with the person in charge of the location to determine the best time to schedule the event.
- Reserve the space for 2 hours, which includes a 30-minute set up, a 45-minute presentation, a 15-minute Q & A session, and a 30-minute clean up.
- Verify equipment needs (tables, chairs, water, DVD player, etc.) – Will it be provided, or do you need to bring it? Will it be set up, or do you need to set up?
- Make arrangements for a key if necessary.
- Recruit additional help to assist you (adults to help with answering questions; girls to help with activities and hand-outs)
- Make sure to have a back-up plan in case of an emergency. For instance, building is locked, and no key is available; ice cream social scheduled for the park, but it rains on the day of the event; etc.

3. Contact event location (school or other)

- Call as soon as possible before the recruitment event.
- Ask who to drop fliers off to
- How many fliers are needed?
- If permission for flyer is needed, get fax or email information
- If at a school, contact the school district for flyer authorization (if necessary)
- If at a school, start with the secretary, then work up
- If at a school, inquire if fliers can be dispersed to all girls; clarify grades
- If at a school, would they like them separated by classroom or in bundles?
- If at a school, let them know when you will be dropping them off.
- If at a school, ask them if they have a newsletter that can advertise the event? What is the procedure to get information in a newsletter?

4. Prepare fliers for the event

- Contact Council’s Recruitment Team by filling out the Flyer Order Form and emailing that to Council’s Recruitment Team to give them the information needed on the flyer. They will produce and print the fliers. Please allow 5 business days for flyer production.
- Be sure to allow for 10-20 extra fliers.
- Provide contact information on the flyer request form so it can be included if parents or girls are not able to attend the event but would still like to get information.
5. Disperse event fliers

- Provide fliers to your contact so they can be dispersed in a timely manner
- If the school has an electronic newsletter, ask if information on your registration can be included.

6. Advertise More!

- Distribute extra fliers to as many community places as possible. If your recruitment event is held at the school, sometimes the fliers never make it home. Possible locations for additional fliers include:
  - Library, Bank, Post Office bulletin board
  - Gym, YMCA
  - Church
  - Day cares with after-school care
  - Doctor offices, etc.
- Work with Council’s Recruitment Team on all possible locations for flyer placement.
- Encourage other adults to call or email friends, neighbors, etc. who may want to attend.
- Talk to your Service Unit Team and Council’s Recruitment Team to see if there are any girls on the waiting list in your area that could be invited to the event.
- Use social media: If you have a Facebook or Twitter account, share the information with people who might be interested.

7. Almost here! (1-2 Weeks in Advance)

- Reconfirm with the facility, volunteers, girls, and set expectations with your team members (dress code, time of arrival, tear down, etc.)
- Create a girl activity (see Toolkit pages 14-22 for activity ideas)
- Gather supplies
- Prepare for presentation using outline or suggested script emphasizing eye contact and smiling
- Recruit last minute help as needed

Step 5: Day of the Event

- Arrive 30-60 min. ahead of the meeting to set up
- Wear Girl Scout attire and your name tag
- Greet every guest with a smile and enthusiasm.
- Have each guest sign in on the Event Sign-In sheet or fill out an Interest Card
- If girls are present and an activity is presented, direct the girls to the girl activity
- Register interested girls and adults online if possible

Online Registration

It is highly encouraged for everyone who would like to join to use the online method. It ensures that all the information captured is correct, and it is the quickest way.
To register a new girl, adult, or volunteer member, go to www.girlscouts-ssc.org

To join, click on “Join Now” and scroll to “online registration”.
Create a new online account and fill out required information.

**Paper Registration**

Paper registrations together with any form of payment must be turned into the Council office as soon as possible.

**Step 6: Follow-Up After the Event**

- Email, Fax or Mail interest cards, paper registrations, monies collected, and Recruitment Event Evaluation form (Appendix F) to the Recruitment Team at gs@girlscouts-ssc.org for Follow up.
- Send thank you email or card to anyone who assisted with the event, including school personnel.

**1. After Recruitment Event/Parent Meeting**

- Send an email or card to appreciate the volunteer(s) who assisted you.
- Send a “thank you” to the school principal, school personnel, or other community members who assisted you with the recruitment.

**2. Sign-In Sheet, Interest Cards and Recruitment Evaluation**

- Fill out the Recruitment Evaluation form and email to Council’s Recruitment Team
- Email Sign-In Sheet or Interest Cards to Council’s Recruitment Team

**3. Ongoing**

- Discuss continued recruitment needs with the Service Unit Troop Organizer.
- Continue to discuss your recruitment and retention efforts with your Service Unit Team during the monthly Service Unit meetings. Gather ideas and reflect on what can be improved on.
Recruitment Scripts

The following scripts are only meant to be a guide. It is important to be comfortable with what you are saying.

1. **Parent Meeting**
   (As parents walk in, have them sign-in on the Sign-In sheet or Interest Card
   My name is __________, and I am a __________ with Girl Scouts of Silver Sage.

1. **Upfront Contract with audience**
   - Show appreciation & Set time limit (Thank you, welcome, 1 hr meeting)
   - Provide an agenda (begin with questions, then explain the program, end with Q & A)
   - Describe potential outcome (Join Girl Scouts tonight or no fit for your family and it’s ok – GS not for everyone)

2. **Start with questions**
   a) Who here, from adults, was GS as young girl? How long? Fondest memories? (go around the room and let everyone who raised their hand talk)
   b) Those who raised their hand, who had parent, family member involved with their Troop?
   c) Reason why you came – How can GS help your family? What do you think we can do for you? (potential answers: meeting new friends, more outdoor experience, less time watching TC, etc.)
   (Depending on the audience answers you can go more in depth into outdoor badges, camp, troop sisterhood, etc.)

3. **Program & Pathways**
   **GIRL-LED, but driven by volunteers**
   Break down into girls & adults
   A. **Girls:**
      The goal of GS is to lift girls up to become the leaders of tomorrow. Everything we do is focused on girl-led How do we do that?
      To explain the program better, let’s divide girls into 2 groups:
      o Younger girls (K-5)
      o Older girls (6-12)
   a) Younger girls (K-5)
      - Kindergarteners start learning about what Girl Scouts stands for by learning the Promise & Law – emphasis on virtues (honest & fair, considerate & caring, responsible for what I say and do, respect myself and others, etc.) It’s the foundation of Girl Scouts and it is reflected in all we do.
      - K-5 do skill-building badges (maturity), learning about different facets of life (business, STEM, citizenship community, etc.
      - Camping & Outdoors: Outdoor Progression (if in Troop, starting with backyard camp out and/or camp out at 1 of our Council Camps (resident, core, family camp at Camp Alice Pittenger in McCall & Camp Ta-Ma-Na-Wis in Swan Valley), available local day camps.)
Community Service: very important – learn to give back

Program Chat activities: Council and community partner activities available for her to do either with the Troop or without.

Starting with highest awards for 4th & 5th graders (there are 3 awards) Bronze Award – talk more about Awards when we talk about older girls.

Girl-led? As girls mature and as they are mentored, their role in the program shifts to taking on leadership. If in Troop setting, they will decide how the Troop is led, what to do with the Troop finances, they will lead a badge and teach others, all while being mentored by adults.

b) Older girls (6-12)
Some older girls enjoy being part of a Troop, some due to an already filled calendar prefer to do things on their own. They are not associated with a Troop and are called Juliette girls.

- Continue building on Promise & Law, deeper understanding
- Skill building badges
- Focus more on Community service – helps with fulfilling requirements for Junior and High School Honors Society, Leadership positions in High School, Employment applications, etc.
- Focusing on Highest Awards – Bronze, Silver, Gold
  What is the Gold Award – Most prestigious award in Girl Scouts since 1916. Used to be called the “Golden Eagle of Merit” –
  (Girl will take a subject that is very important to her, she will take action to address the root causes of the problem and create a project that has a sustainable and measurable outcome. She will lead the project and share it beyond her community to encourage others to take action within their community as well).
  - Adding Gold Award to a college application is a critical element in the college application process
  - Opens doors to additional scholarships
  - Guaranteed 1 to 2 ranks up if applying to the Military

- Camp: can become Counselor-in-training
- Travel: with Troop or alone through Destinations and Getaways
  - Meridian girl traveled to the Galapagos islands to spend 2 weeks with the tortoises and learn how they can be rescued, etc.
  - Girls can attend a Broadway workshop, Space Camp, Canoe trips
  - International trios: Iceland, Mexico, etc.

B. Adults: Program is girl-led, but driven by adults
Stats show that when adults are involved in a child’s education, they will thrive! Same for Girl Scouts – We are NOT a drop off, babysitting club!
Remember you are making an INVESTMENT into your child’s future, so whatever you INVEST into it, is what you will get out of it.

Get involved: Several ways to participate:

- with other parents, together, lead a troop & be involved as a mentor
• any other role: help with fundraising (2 major fundraisers – fall product & cookies); parent driver, snack parent, etc.

Lots of support: we help you through the process, train & support you.

What does that INVESTMENT mean for you? What’s in it FOR YOU?

▪ You will develop skills & talents you never knew you had: just like with the girls, you may want to spread your wings and learn something new and add it to your existing resume: maybe you always wanted to learn more about event planning or use your graphic artist skills, etc,

▪ You will find friendships that stand the test of time: you will meet like-minded women and men who will support you and encourage you and share in your accomplishments for years to come.

▪ You will create once-in-a-lifetime memories: laugh till you cry at camp-outs, beam with pride when girls bridge to another level, or when they reach another milestone.

▪ You will enjoy the adventure of seeing girls try new things: building robots, build her first camp-fire, surpass her cookie goal, etc.

▪ Prepare all the girls to become go-getters, innovators, risk-takers and leaders:

4. Cost of the program?

▪ Annual Membership: $40/girl; $25/adult (financial aid available when needed)

▪ Adults: $21/background check – one-time – good for 5 years

▪ Girl: Uniform (every 2 years) – average cost: $40-$60

▪ Troop dues (determined by Troop – on the average $20-$30 annually

  o How can the troop fundraisers help offset cost?
    ▪ Fall Product: gives troop some start-of-the-year funds
    ▪ Cookies: Money for troop AND girl (cookie dough); can be used towards reg, camp, events, destinations, Gold Award, etc.

5. Lastly: How can I join? Easy Peasy :

  o Take out your phones right now and go to our website “google Girl Scouts of Silver Sage” and hit the “join now” button, and just sign your daughter & you up – you will see a list of available troops and join the troop, both as a girl and as an adult. The troop Leader will contact you and invite you to the next troop meeting

  o Start a troop with several of your friends – same – take out your phones – when picking a troop – click unsure and a dialogue box will appear. Type in “want to start a new Troop”. We will reach out to you and get you through the process, train you and help you get you started with your Girl Scout adventure

6. Questions?
2. Meeting with a Principal

a) Setting the meeting by phone

Good Morning, My name is _______________. I’m with GS of Silver Sage. I would like to speak to Mrs. Smith.

Mrs. Smith, Good Morning, Did I catch you at a particularly bad time?

Would it be ok if I take 2 minutes to briefly tell you why I’m calling and then you can decide if we should continue the conversation?

(If Principal is too busy ask “When would be a better time to call back when you would have two minutes to talk?)

My name is ______________ and I’m with Girl Scouts of Silver Sage. We specialize in building Girls of Courage Confidence and Character. Parents and other adults call us because they are concerned about their daughter’s Self Esteem or Leadership Qualities, they are unhappy with the lack of new experiences available to their daughter, or they are disappointed their daughter is not learning new skills or not involved in community service opportunities,

I’m not sure if these concerns pertain to your school or not, however if you wanted to improve on self-esteem, learning new skills or community service involvement, which would it be? …

How important is that for your school?

Based on what you are telling me, I would love to come in and meet with you for about 15 minutes about these issues and then after 15 minutes you can decide if it’s a good fit. What do you think? What day and time works well for you?

Can you think of anything that will come up between now and then that would force you to cancel the appointment?

Just to reiterate, the whole purpose of my visit is to see, if what I and Girl Scouts have in mind is something you feel would be a fit. Please understand, if you do not feel that supporting this project is something you feel comfortable doing, that’s surely OK.

b) Actual Principal meeting

Good Morning Mrs. Smith. My name is ________________ with Girl Scouts of Silver Sage. It was very nice speaking with you on the telephone.

We sat aside 15 minutes today to speak about how Girl Scouts can help you and your students. Is 15 minutes still ok with you?

As I explained to you on the phone, parents and adults call us because they are concerned about their daughter’s Self Esteem or Leadership Qualities, they are unhappy with the lack of new experiences available to their daughter, or they are disappointed their daughter is not learning new skills or not involved in community service opportunities.

What is your biggest challenge in the school? Is this particularly so for girls?

I believe Girl Scouts can help you in this arena. Our curriculum is designed to:

- Give girls a strong sense of self
- Instill positive values
- Have girls seek challenges
• Build healthy relationships
• Have girls solve community problems

Our curriculum seems to do exactly what you are working hard on in your school. I believe that by partnering and having a Girl Scout program at your school, we can help you strengthen your efforts.

Would you be interested in discussing how we can make that happen?

We would need to be able to

• Distribute flyers inviting girls to join Girl Scouts
• Set up a parent meeting here at the school and invite parents to it
• Access to a meeting place after school here at the school once troops get started

Just to summarize, we have established that Girl Scouts can help you with your efforts, since both of our programs are striving to build children of Courage, Confidence and Character. You have agreed to provide us with an opportunity to distribute flyers in your classrooms inviting girls to join Girl Scouts; a place for a parent meeting; a meeting place after school for troops that will be formed.

What will happen next is:

• I will get a flyer emailed to you with all the pertinent information, so we can get that distributed. What is the best email address for you? Would we additionally be able to have some flyers at a place where students can pick one up as well should they lose the one that is going home with them?

• I will set a date for a parent meeting – You would not need to be there, but since it will be after school and most likely in the evening, we would need access to the building. Is there anyone we would need to speak to, to make that happen?

• I will let you know what the interest outcome of the parent meeting is, so you will know how many troops we can get started here at the school.

Do you have any questions for me?

Thank you for your time and commitment, and I will have that flyer to you by _____________.

3. GIRL TALK AT A SCHOOL OR ASSEMBLY

1. Pick up girl talk supplies prepared for you by Recruitment team, which will include:
   * stickers and/or fliers depending on the school and Girl-Talk scenario
   * Gift for Principal/ front Office Staff with Thank You note
   * Girl Talk scenario – which girl talk the school allows you to do (see #3 for more info)
   * Parent Info-Night day, time and place info to use in your Girl-Talk script.

2. When arriving at the school, get a Check in/Check out visitor badge if required or sign into the school’s “visitor’s log”

3. Depending on the school, you will be able to do one of the following “scenario’s”.
   a) Classroom to Classroom: ask the front desk for a map of the school if available and ask if any of the Kindergarten or 1st grades are transitioning between teachers. Go to those first.
   b) Assembly or auditorium: Ask the front desk where to go. Since you may have all grades, older girls may be present, ask them to help you pass out fliers.
   c) Lunch room or recess: ask the front desk where to go and ask staff present to help you quieting down the children. Hand out fliers and/or stickers.
   d) bus pick-up: get a flyer or sticker in the hand of every girl and let them know that they are invited to see what Girl Scouts is about – state the day “Tomorrow” at “6:30pm” in the “Cafeteria.

4. Once you have completed the girl-talk, make sure to go back to the front office, sign-out (if required) and thank them for having given you the opportunity.

**Girl-Talk script (applicable to 1-3)**

1. Make sure to have high energy and Introduce yourself –

   Hi girls/everyone (depending if you have boys as well), my name is ______ and I work for Girl Scouts.

2. Questions you ask –

   Validate and Suggestions:
   * Is anyone here already a Girl Scout? (If multiple girls raise their hands, I call on 2 usually; if only one then I call on her and ask question below)
   * Great! What was your favorite thing you did in Girl Scouts? *Let child respond and validate* “yes that is so much fun and that is something you can do in girl scouts” Next child- What was your favorite thing you did in girl scouts? *Let child respond and validate...
If there are no girl scouts in the class or group, I move to suggestions instead of questions so instead of a girl bringing up her favorite thing, I’m suggesting fun things.) Does anyone here like board games? (If multiple girls raise their hands I call on 2 usually). What board games do you like? *Let child respond and validate*...

Other questions are: Who likes art? Anyone want to design a robot?

**Validate and Suggestions:**

- Great so yes those are all things you can do- can anyone tell me what girl scouts sell? *Kids respond cookies 😊... yes and did you know that when girls sell cookies, they get to keep some of the money earned and use it for things like, going to the zoo or go camping as a troop, anyone like camping or sleeping overnight with your friends or family? Well, we have a beautiful camp in Mc Call where you can do things like swimming, canoeing, and another camp that is in a National Forest where you can ride horses, sit around a campfire and listen to stories– wouldn’t you love to do some of those things? So, here’s the coolest thing about Girl Scouts! You get to choose! So, if you want to go swimming, you can but if you don’t you don’t have to; if you want to go on a hike with your troop or camp you can, but you don’t have to. You get to choose!!

- We are going to have a meeting this *(Thursday or whatever)* night, here in the *(place, usually cafeteria or multipurpose room)* at 6:30pm *(or whatever time)*. All you have to do is come with an adult and we can get you signed up and answer any questions you have. All of that info is on this flyer- just take it home and show it to your parent. If you have something else that night like gymnastics or dance, that is ok, you can still become a Girl Scout. There is a phone number and a website here at the bottom of the flier; we can sign you up right away and you can start having fun with your new friends, just have your parent call us.

- So, what did I say- we will be back here *(use different day than the actual day of the Parent Info Night)* night right? “no--- Thursday”. oh good you were listening. And we will meet right after school yes? “no at 6:30! Awesome!!

- So, who am I going to see Thursday night? (I raise my hand and they raise theirs)

  Thank you:

- *Thank the teacher if it’s a classroom talk.* Thank you so much- could you make sure they get those flyers in their backpacks today! Again, thank you so much!!

Move to next classroom, lunch group, playground group, etc.
Recruitment Booths

1. Supplies and Materials*

* To request recruitment materials, see Recruitment Materials Request form

<table>
<thead>
<tr>
<th>PROVIDED BY US</th>
<th>PROVIDED BY YOU</th>
</tr>
</thead>
<tbody>
<tr>
<td>Table cloth</td>
<td>Water &amp; paper towels for tattoos (if needed)</td>
</tr>
<tr>
<td>Swag: Pencils, Stickers, Tattoos, etc.</td>
<td>Notepad</td>
</tr>
<tr>
<td>Clipboard</td>
<td>Your nametag</td>
</tr>
<tr>
<td>Sign-In Sheet</td>
<td>Hand Out (GS Info, relevant info, Bookmarks, etc.)</td>
</tr>
<tr>
<td>Anything you requested (Girl-Activity pages, etc.)</td>
<td></td>
</tr>
</tbody>
</table>

2. Set Up

- Arrive 30 minutes prior to the scheduled time; be completely set up 10 minutes prior
- Use GSSSC table cloth on table, and make it visibly appealing
- Arrange materials on the table at different heights (use acrylic flyer display stands/holders if available)
- No clutter; make sure the table appears neat and professional. Remember to refresh throughout the event
- Have a space to fill out paperwork or do the activity (easy access to pens, clip boards with sign in sheet/interest card
- Have a designated place to put applications, interest cards, and briefing response forms once they are filled out.

3. Helpful Hints

- Stand in front of the booth and be inviting—refrain from sitting if possible
- Wear Girl Scout attire & be well groomed
- Be approachable (smile) and engage! Don’t wait for people to come to you! Greet everyone, be inviting, and start a conversation.
- Pull cell phones away.
4. What to say

- Find out through questions why they are approaching your booth (for instance STEM, Camp interest, etc.) and gear your knowledge about Girl Scouts to address those specific questions.
- Share your story, experiences related to their questions.
- Encourage families to complete a membership registration form or interest card.
- If an adult is interested in volunteering, give them a volunteer application packet (volunteer application, background check form, and registration form) and make sure to get contact information.
- See Tips for “Conducting conversations with adults during recruitment events” page 4 and “Recruitment Scripts” page 10

5. Interesting Facts & Talking Points

1. The “5” Girl Scout Outcomes

1. SENSE OF SELF: Girls have confidence in themselves and their abilities and form positive identities.
2. POSITIVE VALUES: Girls act ethically, honestly, and responsibly, and show concern for others.
3. CHALLENGE SEEKING: Girls take appropriate risks, try things even if they might fail, and learn from mistakes.
4. HEALTHY RELATIONSHIPS: Girls develop and maintain healthy relationships by communicating their feelings directly and resolving conflicts constructively.
5. COMMUNITY PROBLEM SOLVING: Girls desire to contribute to the world in purposeful and meaningful ways, learn how to identify problems in the community, and create “action plans” to solve them.

2. The Girl Scout Levels

**Girl Scout Levels:** Girl Scouting invites all girls Kindergarten through 12th grade
- Daisy – K-1st grade
- Brownie – 2nd-3rd grade
- Junior – 4th-5th grade
- Cadette – 6th-8th grade
- Senior – 9th-12th grade
- Ambassador – 11th-12th grade

Older girl scouts, who are approaching college age, can look into available scholarship opportunities, offered by colleges, universities and other organizations nationwide, especially after earning the Gold Award, the highest Girl Scout Award available.

3. Who are Girl Scout Volunteers

a. Women or men, at least 18 years of age, who deliver the Girl Scouting program. There needs to be two approved unrelated adults present at every girls’ activity.
b. All adult volunteers who are in the girls’ presence for more than 2 times must complete a Silver Sage issued background check. (Background checks performed by other institutions cannot be accepted).
There are many volunteering opportunities: Troop Leader/Co-Leader, First Aider, Troop Fall Product Manager, Troop Cookie Manager, Driver, Troop Treasurer.

4. **What is the cost of Girl Scouting**
   - A Parent/Guardian’s financial investment in their daughter/girl is:
     - Girl $40 Annual Membership
     - Adult $46 ($25 Annual Membership + $21 background check)
   - Financial assistance is available for those in need. Financial assistance is made possible through grants and donations and is limited to the funds received by the Council. It is important that Service Units make Financial Aid part of their plan of success each year, so a sum can be set aside to assist those in need, especially for new troop members. Existing and established troops should also make Financial Aid part of their budget, especially when planning cookie sales, so they do can provide girls and adults with assistance when needed.
   - Most troops collect troop dues. Troop leaders will work with the girls and parents to decide how much the dues will be. The dues are used for troop activities, projects, supplies, etc.
   - Special activities, such as field trips, council-sponsored programs, overnights, etc., may require additional family contributions.
   - Troops will use troop proceeds earned through participation in Product Programs, and the troop should budget accordingly.
   - Cookie credit, also called “Cookie Dough”, is available to girls who participate in the Cookie Product Program who sell a minimum amount of cookie boxes. This credit can be used to pay for membership, uniforms, books, program events, camp, and store products.
   - Girl Scout uniforms must be worn and are important when representing our organization to the public.

5. **A different approach to Girl Scout Recruiting “Discover vs Convince”**
   “Help the parent/guardian/girl discover why they want to be in Girl Scouts, rather than convincing them to be in Girl Scouts”
   a. Build Trust – Be friendly and welcoming to all! Answer questions as honestly as possible. Remember there is always time to find out an answer later- it is ok to get back to people with good information.
   b. Up-front Contract: Communicate up-front clearly the purpose, agenda, expectations, time set aside, and potential outcome to the parent
   c. Pain: Understand the reason why the parent/guardian has come to the meeting. Potential questions: “What is the biggest challenge you are facing right now with your daughter?” “Can you share with me your impressions about Girl Scouts?”
   d. Budget: Parents/guardians must be willing and able to invest money, time, and resources. It helps summarizing why they want their daughter or girl to be in Girl Scouts.
   e. Decision: Likely the parent or guardian will be making a yes or no decision today.
   f. Follow-Up: Communicate clearly what the next step will be and what the parent/guardian can expect will happen.

6. **Frequently asked questions**

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

A. Today, we are here to tell you about all of the opportunities in Girl Scouts. We are a lot more than just cookies. Girls will be selling cookies in January through March.
Q. Is there a Troop in my area?
   A. Girl Scouts are in most communities throughout Idaho, however not all troops have the capacity to accept more girls. When you complete your interest card, a staff member or volunteer from your area can connect you to discuss troop availability in your area.

Q. We just moved here from out of state? Is my membership still valid?
   A. We can easily transfer your membership from your former Council. We just need the name of the person whose membership we are transferring, a Date of Birth, your previous GS Council name, and your previous zip code.

Q. When, where, and what time are troop meetings?
   A. This decision is made by the troop leaders and the girls. Locations must meet specific safety standards defined by Girl Scouts of USA.

Q. When a girl leaves the troop, can she keep her cookie money?
   A. Troop cookie proceeds are part of the troop’s earnings. When a girl transfers from one troop, the troop leader may offer to transfer some money to the new troop. It is a troop decision. Girl “Cookie Dough” is the girl’s money she earned by selling a minimum number of boxes.

Q. Can girls who are on a waiting list participate in Series, Events, Camp, or Destinations?
   A. Yes, as long as they are registered.
Recruitment Materials Request Form

Please allow 5 business days

Name: _____________________________     Date: ________________________________

Service Unit: ________________________   Troop Number: __________________________

Type of Recruitment: __________________________Age Levels______________________

Date Supplies Needed: ________________________________________________________

Materials: (please mark the materials needed and quantity requested)

<table>
<thead>
<tr>
<th>ITEM</th>
<th>QTY</th>
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<tbody>
<tr>
<td>Brochure</td>
<td></td>
</tr>
<tr>
<td>Paper Registration forms (girl and adult)</td>
<td></td>
</tr>
<tr>
<td>Girl Scout Stickers</td>
<td></td>
</tr>
<tr>
<td>Give Scout Tattoos</td>
<td></td>
</tr>
<tr>
<td>Bookmarks</td>
<td></td>
</tr>
<tr>
<td>Sign-In Sheet; Interest Cards</td>
<td></td>
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</table>

Email to: customercare@girlscouts-ssc.org

__________________________________________

For Office Use Only

Recruitment Team Member: ______________________________________________________

Date: ________________________________________________________________________
## Flyer Order Form

**SU # _________ Person Submitting Request: _______________________**

Schools/other location this flyer will be distributed to: _______________________________________________

<table>
<thead>
<tr>
<th><strong>Step 1</strong></th>
<th><strong>Submit your request to our Recruitment Team through email to</strong> <a href="mailto:customercare@girlscouts-ssc.org">customercare@girlscouts-ssc.org</a> Please allow 5 working days for processing and printing</th>
</tr>
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<tr>
<th><strong>Step 2</strong></th>
<th><strong>Flyer Information</strong> Day of the week: ____________________________________________________ Date: ___________________________________________________________ Time:_____________________________________________________________ Location Name:_____________________________________________________ Address:___________________________________________________________ Contact/Phone number of person to be listed on the flyer: __________________________________________________________</th>
</tr>
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</table>

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<tr>
<th><strong>Step 3</strong></th>
<th><strong>Flyer details</strong> Number of flyers needed:________________________ Date flyers need by:____________________________</th>
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<tr>
<th><strong>Step 4</strong></th>
<th><strong>Delivery</strong> I will pick flyers up from Council office on (date):____________________________ Please mail/ship:</th>
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<tr>
<th><strong>Step 5</strong></th>
<th><strong>Additional Information</strong> Any other information or wording you would like included on the flyer:</th>
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<tr>
<th><strong>Office Use:</strong></th>
<th>Date Flyer request rec’d: __________ Date Flyers picked up: _________________</th>
</tr>
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</table>
Parent Involvement Form

Parent’s Name: ________________________________

Mobile Phone: ___________________________ Home Phone: ___________________________

Email: ________________________________ Best Time to Call: ___________________________

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 _______________

☐ Weeknights after: ___________________________

☐ Saturday: ________________________________

☐ Sunday: _________________________________

Ways you can help - Check all that might interest you.

☐ **Leader:** Plans\assists in leading activities, communicates with parents

☐ **Treasurer:** Reconciles bank statement

☐ **Troop Cookie Manager:** Organizes cookies sales

☐ **Event Coordinator:** Plans events/field trips for troop to participate in

☐ **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 any camping event

☐ **Phone Tree Chair:** Makes phone calls in case of last minute meeting / activity changes or emergency

☐ **Other:** ________________________________

☐ **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 sale.

☐ **Camp Parent:** Certified camper. Assists in planning\leading camp out activities

☐ **Troop Photographer:** Takes photos and posts to online site or memory book

☐ **Highest Award Coordinator:** Is the go-to person when girls are working on their Bronze and Silver Awards