



service unit
membership
coordinator



The SU Membership Coordinator (SUMC) serves as an ambassador for Girl Scouts, enthusiastically seeking to engage and recruit new members into the organization. The SUMC also ensures the success of Girl Scout membership registration/renewal, as well as the accurate representation of troop and volunteer opportunities within the service unit.

Our Mission:

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

Qualities of a Great Girl Scout Leader



Honesty

You are a trusted representative of your service unit and of Girl Scouts. If you strive to make honest and ethical decisions, your team will too.



Ability to Delegate

Where there is trust, there is strength! The ability to delegate tasks to appropriate team members is one of the greatest skills you can have.



Communication

Be clear and be knowledgeable about what you want done or the information you wish to convey. If you can't explain it, they can't understand it.



Sense of Humor

Always try to find the smiles inside the struggles! If you strive to find the "punny" and positive side of any situation, your teammates will too!



Confidence

When setbacks occur, help assure everyone that everything is going to be OK. Be a source of encouragement and calm during life's little storms.



Commitment

Lead by example. If you expect your team to work hard and give of their time and talents, always do your best to do the same.



Positive Attitude

Help keep your team focused on the goals ahead by keeping a smile on your face and in your voice. Positive energy produces positive results!



Creativity

Problems don't always have clear solutions and sometimes the best ideas take a little time to find. Always try to think outside the box!



Ability to Inspire

Motivation is key to achieving your goals. Keep everyone's spirits high by appreciating hard work and recognizing team members' strengths.



Intuition

Use your best judgment. Trust your gut. When there is no roadmap telling you where to go or how to proceed, trust yourself and trust your team.



GSHS Service Unit Team Member

MEMBERSHIP COORDINATOR

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SERVICE UNIT MEMBERSHIP COORDINATOR POSITION DESCRIPTION

The basic job description for the Service Unit Membership Coordinator is listed below. We would like for you to be the first line of contact for all of our troops across your service unit regarding registration, renewal, troop placement and other duties as noted.

- Collaborate with the Service Unit Membership & Support Manager, other members of the service team, and the assigned Membership Manager on setting membership recruitment and renewal goals
- Develop the service unit membership renewal and recruitment plans
- Lead and/or coordinate service unit membership renewal and recruitment efforts and engage service unit volunteers to participate
- Instruct others on current methods for completing membership registration and opportunities for participation
- Plan and coordinate the implementation of pre-k recruitment efforts
- When applicable, manage the work of school captains and recruitment event volunteers in order to maximize recruitment opportunities and distribute materials
- Ensure proper troop establishment and operation regarding girl and adult participation, according to GSUSA and GSHS standards
- Regularly utilize Looker to review membership goal progress, troop information, and member information
- Update the Service Unit Membership & Support Manager of membership registration and renewal progress
- Maintain an up-to-date contact list of all service team membership and troop leadership

Thank you

for accepting the position of Service Unit Membership Coordinator!

You are a vital member of the team at Girl Scouts Heart of the South!

One important aspect of your position on the Service Unit Team is to guide the recruitment and renewal efforts for your area. In conjunction with the Service Unit Membership & Support and your Membership Manager, you will work to develop and implement strategies to help reach established membership goals each year. Not only will you help with the formation of your service unit's recruitment and retention plans but also with implementing strategies to reach your goals.

Specifically, as the Service Unit Membership Coordinator, it is vital that you have other volunteers support your role in organizing your efforts to bring in new girls and adults to our Girl Scout family. Your service unit's ability to meet or exceed its goals will not be solely your responsibility, but a team effort. Building a support system for recruitment is a necessary step in ensuring that goals are met and girls and adults can get started on their Girl Scout journey quickly. Here are some ideas to help build your recruitment team and involve others in this work:



- Work with your Service Unit Finance Coordinator to provide proper guidance to volunteers and families regarding the Membership Dues Assistance process and availability.
- Appoint a captain for each school in your service unit to handle distribution of flyers.
- Identify someone who can take the lead on recruitment efforts for each neighborhood, school or community in your service unit.
- Create a committee to help plan and execute your Annual Recruitment Event(s).
- Choose someone to help identify volunteers to attend and/or "man" community events that have (or could have) recruitment opportunities, on behalf of the service unit.

Thank you so much for your time and effort, and **welcome to the Service Unit Team!**

COMMUNITY KNOW-HOW

You know your own community and your school district the best - that makes you the ideal recruiter! You know when the big festivals are happening, where moms and girls are hanging out, and when your school open houses are scheduled. All of these events are important to keep in mind as a recruiter.

It is a great idea to keep a list of Girl Scout-friendly locations that could be used throughout the year and communicate this information to your Membership Manager. You'll want to keep this list on hand to help identify:

- Meeting places for service unit or troop meetings
- Locations of varying sizes and atmospheres to accommodate different events or gatherings
- Businesses and locations that would allow you to distribute flyers or hang posters
- Schools (and a contact person at each location) that will allow you to attend open houses and put flyers in classrooms



SERVICE UNIT ANNUAL RECRUITMENT EVENT(S)

Each service unit is asked to host at least one recruitment event each fall for new girls (and their parents and families) to attend. Together with your SUMSM and your Service Unit Program & Events Coordinator, it is your responsibility to plan and develop these events each year. Ensure that your event is as successful as it can be by taking the time to form a committee to plan and execute your ideas. These events should have a clear theme (the council will provide support collateral each year) and be an opportunity not only for girls to have fun in a new Girl Scout setting, but also for parents to find information about participation in Girl Scouts. Typically the best time to hold these events is in August or early September.

While current Girl Scouts and their families are certainly not discouraged from attending these, it is important that the focus of these events be centered on those new individuals interested in joining.

General Recruitment Event Information

Recruitment events are a time to welcome new girls, parents, and volunteers, into the wonderful world of Girl Scouts. A recruitment event can be any type of gathering with the purpose of encouraging and inviting girls to join and volunteers to commit to Girl Scouts. As a recruiter, you get to share the fun and excitement of being a Girl Scout volunteer. You get the opportunity to share your experiences, the fun you've had working with your troop, meeting other parents, and going on new adventures, in an effort to bring others into the Girl Scout family.

Whatever type of recruitment event you host, it needs to represent Girl Scouts in a positive and welcoming manner. When you're planning and/or hosting an event, always think, "A girl and her parent's first impression of Girl Scouts is my recruitment event. What do I want that impression to be?" It's always exciting to see your Girl Scout friends after a long summer break, but recruitment events are a time to get to know potential new members, not catch up on each other's vacations. Nothing makes a newcomer feel out of place more than being excluded or left out of conversations.

Your Membership Manager is always available to help support your recruiting efforts by helping with theme ideas and providing useful collateral and other assets including:

- tables & tents
- giveaways
- informational brochures



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

- Parents of girls can share their story of how Girl Scouts has impacted their daughter and/or themselves.
- Find out if the principal or teachers at the school have been Girl Scouts and ask them to share their experience

If space allows, it is best to separate the parent portion from the girl activities. Let the girls play, sing, and have fun in a separate space so as not to distract from the important information parents need to receive.

Remember adult-to-girl ratios must be maintained. This is also a great opportunity for older Girl Scouts to earn service hours by helping with younger girls.

Planning Recruitment Events

The remainder of this guidebook talks about three suggested types of recruitment events: community display booths, school recruitment, and family recruitment events. Depending upon your community, you may do all three, maybe two, or just focus on one. You might also have some other ideas on recruitment events that you'd like to try in your community or that you have had success in hosting in the past.

There is no one way way to hold a recruitment event. However, results have shown that greater success is more common with recruitment events that are open to the entire family because parents make the choice to attend for the purpose of Girl Scouting, rather than simply passing by a booth during an event/fair or reading a flyer their girl brought home from school.

Use this guidebook to decide which style is best for you. But remember this toolkit is just a guide, and your Membership Manager is here to answer questions, give support and help you to have successful recruitment seasons.

Types of Recruitment Events

Community Display Booth

Community events and festivals are great places to get an already built-in crowd. And often these types of events will let Girl Scouts have booths for free, or for a fraction of the cost to normal vendors. Ask your Membership Manager if there are funds available to cover booth costs.

These events are good to get information out to a lot of people, but may lack the opportunity or ability to give a lot of detailed information. You should always collect interested families' and volunteers' information and follow up with them about a time to provide more details like troop options and volunteer opportunities. Ideally, you would be able to invite them to an upcoming Recruitment Event where they can get more detailed information and register.

Think about community festivals, back to school rallies, school supply drives, etc. for places to set up booths. Does your library have a summer reading program? See about setting up a booth at the end of their program. What about local church craft fairs, or school PTA carnivals? These are all ideal events to set up a booth.

See pages 4 & 5 for tips to setting up a great booth.

School Recruitment

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

Some schools allow volunteers to host an all-girl assembly during the school day where girls participate in games, crafts or singing while learning about Girl Scouts.

Some schools prefer after school assemblies, or maybe during their registration nights. Work with your local schools to determine what they prefer.

These events are good to get the girls excited about all the terrific opportunities they can have when they join Girl Scouts, however they usually lack the parent and volunteer recruitment piece. We suggest inviting the girls and their families to an upcoming Recruitment Event where their parents can get more information, volunteer and register.

Many schools will gladly send home recruitment flyers in their students' homework folders or add a digital flyer to their emailed school newsletter. This gives you a direct way to invite families to attend your recruitment event. Plus, the council creates, prints, and pays for these flyers for you! You just have to let us know the details (*see information on page 4*)!

Schools also may let you host the next type of event, the Recruitment Event, in their cafeteria or gym.

See pages 6 & 7 for tips to hosting a great school assembly.



Family Recruitment Event

Family recruitment events are a lot of fun and can really create excitement about Girl Scouts. Parents can talk to current volunteers, get information about activities, troop schedules, learn about volunteer needs, and register on the spot. Girls have a great time meeting new friends, learning about Girl Scouts, playing games, singing songs and maybe even doing a craft.

These events are a great way to get the whole family excited about Girl Scouts. Moms, dads, siblings, and girls get to hear about all of the fun and opportunities they will have by joining Girl Scouts. These types of events do take more work, but they offer the best chance to really get the families plugged in and excited about Girl Scouts. Typically a service unit will host 1-2 Family Recruitment Events per year.

Many schools will gladly send home recruitment event flyers in their students' homework folders or include a digital flyer in their emailed school newsletter; newspapers will run event information in their calendars, and churches may include it in their bulletins to help you promote your event.

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If your service unit or troops need flyers for schools, recruitment events, etc., please submit the following information via the online **Recruitment Event Materials Request Form**. (<https://girlscoutshs.wufoo.com/forms/x1e1mfg171rei1/>) A link to this form can also be found on the **Volunteer Resources** page of our website:

- SU name and event name (ex: Stateline Service Unit School Flyers)
- Contact Person and information for flyer
- Any dates, times, and locations of events you want listed on the flyer
- Total Quantity needed

Be sure to give staff and our printing service plenty of time to get your request completed in time for your events and calendars. This can take up to 2 weeks turn-around time from when we receive the request to when it is in your hands.

HOST A SUCCESSFUL COMMUNITY DISPLAY BOOTH

Make a list of upcoming community events, fairs and festivals. Share this list with other volunteers to see where someone might know someone who would donate a booth to your service unit.

Identify which events, fairs and festivals you would like to attend and start asking for help! Prioritize by the potential for visibility to families and kids. Ask fellow volunteers to commit to manning the booth, make a schedule and share it.

Prior to the event:

- Confirm load-in time (set-up time) with the event organizer. Where is parking? What time is load-out (clean-up)? What happens if it rains?
- Confirm volunteers and shifts to make sure you have help loading in, working the event, and loading out.
- Consider borrowing or buying a dolly, or rolling cart to help transport items.
- Organize material in a plastic tub or box to make setting up and breaking down easier.



What to bring:

- **Table, tent, chairs:** Are these being provided by the event? Or will you need to bring them?
- **Tablecloth:** If your service unit doesn't have a Girl Scout tablecloth, consider investing in one. Tablecloths are available at your local council shop.
- **Girl Scout Service Unit banner** or sign identifying who you are.
- **Girl Scout materials:** The council may be able to provide the following to each service unit:
 - ~ Table top easel
 - ~ Lead sheets
 - ~ Adult Volunteer Brochures
 - ~ Girl Scout Experience Boxes
- **Pens, clip boards**
- **Some optional booth ideas:**
 - ~ **Giveaways:** Check with the council about pencils, stickers, bracelets. Have girls make SWAPS. Pass out balloons or candy.
 - ~ **Crafts:** Have a quick, simple craft girls can do while you are talking with their parents. Look on the council's Pinterest page for ideas. www.pinterest.com/girlscoutshs

Day of Event

- Tables should be inviting and well organized. To reduce clutter, store additional flyers, volunteer brochures, etc., behind the table and hand out only to people who are interested. This is also a good practice with chotchkies, SWAPS, and candy so you won't run out before the event is over.
- If space allows, stand in front of your booth. You'll appear to be more welcoming.
- Smile. Be approachable. Let people see how happy you are to be a Girl Scout!
- Wear clothes that make you feel great! You'll be happier and more confident talking to potential members. Girl Scout gear is always a great option!
- Greet everyone. Make sure to talk to both moms and dads, engage a girl's sibling, talk to alumnae. You never know who might be your next member or next volunteer.
- Refrain from talking or texting on your cell phone unless it is necessary.
- Take a break and eat lunch away from the booth. It's a great idea to schedule more than one volunteer per event so people can eat and use the restroom.
- When packing up for the day, remember, a Girl Scout always leaves a place cleaner than how she found it.

What to Say

- Use your knowledge about Girl Scouts to generate excitement. Tell them why you joined. Tell them about the fun you've had with your troop. How much fun you have had experiencing new things with your girl. Share with them some of the great events and activities that are planned for the upcoming year.
- Find out the interest of the girl and tell them about opportunities that align with those interests.
- Remind them that Girl Scouts is a volunteer organization and that adults are vital to giving girls a great Girl Scout experience. Tell them about the training and support from other volunteers and the council.
- Get their information. Have them fill out a Lead Sheet.
- Be realistic. Do not promise them immediate placement as troops are still forming. Say you will follow up with them next week about available options, and make sure to ask them again about volunteering even if it is a co-leader or another troop volunteer role.

Post -Event

- Organize all information received at the event. Each person who left contact information should receive an email or phone call the following week with additional information about troops, meetings, or volunteer applications. This is a great opportunity to invite them to an upcoming Family Recruitment Event.
- If there are no troops currently available, reach out to the parents about volunteering. Tell them about your experience volunteering, the training and support they'll receive. Assure them they will have other volunteers guiding them on this fun adventure to being a troop co-leader or another troop volunteer role.
- In the case that there is not a leader, and no parents have agreed to volunteer, share that their girl will be in a placement troop while you actively recruit volunteers to form a new troop.
- Follow up with potential volunteers to talk about registering, background checks, and upcoming trainings and service unit meetings.
- Thank volunteers who worked the event.
- Celebrate your success!



AWESOME IN-SCHOOL RECRUITMENT

At the start of the school year, reach out to school administrators about ways Girl Scouts can participate at the school. Every district is different and what they will allow varies from school to school. This is why it is a good idea to schedule a meeting with administrators to discuss options ranging from an in-school day troop, assembly, after school participation, sending home recruitment event flyers, information on their website, mention on their Facebook page, etc. These are all great places to start.

School Assembly

This is where all girls in a school are invited to a special assembly to learn about Girl Scouts. Girls often create a craft, play a game, sing a song, or learn about community service, etc.

These can be done by Girl Scout grade levels, or the entire school depending on space and time limitations. Each girl should leave with information about joining Girl Scouts and an invite to an upcoming Family Recruitment Event.

Promote Your Event

See pages 10 & 11 for ways to effectively promote your event.

Prior to the Event

- Confirm time and location with school contact. Where is parking? Do you need to check-in at the office?
- Ask for Girl Scouts to do the morning announcements that day.
- Place yard signs or pass out information in the parent pick-up lines.
- Confirm volunteers to make sure you have help loading in, working the assembly, and loading out.
- Consider borrowing or buying a dolly, or rolling cart to help transport items.
- Gather supplies and organize material in a plastic tub or box to make setting up and breaking down easier.
- Plan assembly activities - *see ideas on page 7*



- Crafts. Have a quick, simple craft girls can easily do. Look on the council's Pinterest page for ideas www.pinterest.com/girlscoutshs
- Lyrics and motions to your favorite Girl Scout song. We love "MakeNew Friends" and "Boom, Chicka, Boom"!
- Show a slideshow of pictures from your troop or service unit. Remember to ask about electricity and/or make sure your battery is fully charged.
- Giveaways. Check with the council about pencils, stickers, bracelets.
- Have girls make SWAPs. Pass out balloons or candy.



What to Bring:

- **Girl Scout material.** The council may provide the following to each service unit and will have additional resources available to download and print.
 - ~ Lead Sheets & Brochures
 - ~ Recruitment flyer with Family Recruitment Night invite - if not included in their folders
- Craft supplies
- Giveaways
- Laptop, or projector and screen

Day of Event

- Arrive early to have plenty of time to set up for the assembly.
- Thank administrators and teachers for allowing you to host an assembly.
- Smile. Be approachable. Let girls see how happy you are to be a Girl Scout!
- Wear clothes that make you feel great! You'll be happier and more confident talking to potential members. Girl Scout gear is always a great option!
- Greet everyone. You never know who might be your next member or volunteer.
- When packing up for the day, remember a Girl Scout always leaves a place cleaner than how she found it.

What to Say

- Use your knowledge about Girl Scouts to generate excitement. Tell them why you joined. Tell them about the fun you've have with your troop. How much fun you have had experiencing new things with your girl. Share with them some of the great events and activities that are planned for the upcoming year.
- Find out the interests of the girls and tell them about opportunities that align with those interests.

Post-Event

- Hand-write a thank you note to school administrators thanking them again for allowing the assembly.
- Thank volunteers who worked the event.
- Celebrate your success!
- Share your success! Let your Membership Manager know how many girls attended the assembly and how many came to the Family Recruitment Event from the assembly. Share pictures.

FAMILY RECRUITMENT EVENT

These events are the really fun ones! You can really create excitement and interest for Girl Scouts by hosting an event that welcomes the whole family to find out about the possibilities of Girl Scouts.

These events invite girls from across the community to come out for a day or evening of fun. And parents are able to get information about troops, activities, register and explore volunteer opportunities.

Great places to host these events are at your local park, a skating rink or school gymnasium. Several Service Units host these events with a theme - such as a luau, carnival or game night. Get creative and have fun!

You will need to have plenty of Girl Scouts and volunteers on hand to meet, greet and answer questions, as well as ensure adult-to-child ratios are being met while the parents meet and girls play.

Typically 4-6 weeks are needed to plan a Family Recruitment Event. If you have to provide everything at a park more time may be needed, a skate rink would typically take less time, but be sure to book ahead!

The most important part is that people get the information they need to join Girl Scouts.

Promote Your Event

See page 13 for ways to effectively promote your event.

Prior to Event

- Confirm time and location. Pay any necessary deposits.
- Drop off Family Recruitment Event information flyers for school to put in girls' folders.
- Create a yard sign for the drop off/pick up line entrance with event details.
- Order Recruitment Flyers from the council (see instructions p4).
- Contact your local paper, radio station and TV station to request that the event be added to their community calendar.
- Refreshments? Plan and purchase any refreshments. Keep this simple so volunteers and girls are able to interact with potential new members.
- Confirm volunteers and troops to make sure you have help loading in, working the event, and loading out.
 - ~ Troop leaders should be prepared to welcome new members and have dates, times and locations of upcoming troop meetings.
 - ~ Try to have a troop leader from each age group present to talk specifically with parents about what to expect in the upcoming year.
 - ~ Current Girl Scouts, they can lead a song or game, lead a flag ceremony or say the Promise and Law, even make a poster of their experiences. Older girls can speak best about the impact on their lives, or top awards.
- Consider borrowing or buying a dolly, or rolling cart to help transport items.
- Gather supplies and organize material in a plastic tub or box to make setting up and breaking down easier.
- Plan event activities:
 - ~ Crafts. Have a quick, simple craft girls can easily do. Look on the council's Pinterest page for ideas. www.pinterest.com/girlscoutshs
 - ~ Lyrics and motions to your favorite Girl Scout song. We love "Make New Friends" and "Boom, Chicka, Boom"!
 - ~ Giveaways. Check with the council about pencils, stickers, bracelets. Have girls make SWAPs. Pass out balloons or candy.



**Regardless of the type of Family Recruitment Event you hold,
be sure to follow the Post-Event guidelines noted on page 6.**

What to bring:

- **Tables, tent, chairs:** Are these being provided by the event? Or will you need to bring them?
- **Tablecloth:** If your service unit doesn't have a Girl Scout tablecloth, consider investing in one. Tablecloths are available at your local council shop.
- **Girl Scout Service Unit banner** or sign identifying who you are.
- **Girl Scout materials:** The council may be able to provide the following to each service unit:
 - ~ Table top easel
 - ~ Lead sheets
 - ~ Adult Volunteer Brochures
 - ~ Girl Scout Experience Boxes
- **Pens, clip boards**
- **Supplies for planned event activities.**
- **Refreshments and plenty of trash bags.**



Day of Event

- Arrive early to have plenty of time to set up for the even.
- Thank location for allowing you to host a recruitment event at their facility.
- Smile. Be approachable. Let girls see how happy you are to be a Girl Scout.
- Limit conversation with current parents and volunteers. These events are designed to welcome new families to Girl Scouts.
- Wear clothes that make you feel great! You'll be happier and more confident talking to potential members. Girl Scout gear is always a great option!
- Greet everyone. You never know who might be your next member or volunteer.
- When packing up for the day, remember a Girl Scout always leaves a place cleaner than she found it.
- We suggest you have the adults sit according to the grade level that their daughter is in. The goal is to encourage the adults to join together as leaders and co-leaders that night to form a leadership team.
- Setup a display table with scrapbooks, uniforms, etc. to excite the parents and girls about the fun they will have in Girl Scouts.
- Include current Girl Scouts' participation with a song or game, lead the flag ceremony or say the Promise and Law.

Open House or Information Night

Another type of Family Recruitment Event is an open house or information night - a more casual event allowing families to drop in at their convenience. You will want to set a start time and end time where people can come at their leisure to gain more information, join troops and register for the upcoming year.

Enlist as many current Girl Scout and volunteers as possible to be on hand to meet, greet and answer questions, as well as volunteers who will lead girl and siblings in a craft, game and sing-a-long activity.

Parents will be able to get information about troops and activities. Have them fill out a Lead Sheet, a registration form, or just a sign-up sheet, but get information that allows you to follow up.

And just because it is called an "open house" doesn't mean you can't have this at a park, skating rink or school gymnasium. Several service units host these events with a theme - such as a luau, carnival or skate night. The most important part is that people get the information they need to join Girl Scouts.

As with the other types of events, remember to bring registration forms but do not promise them immediate placement as troops are still forming. As stated before, say you will follow up with them next week about available options, and make sure to ask them again about volunteering even if it is as an assistant, or co-leader for a troop.

IDEAS FOR WORKING WITH GIRLS AT RECRUITMENT EVENTS

Here's an example of some things you could do with girls and their siblings at a recruitment event. Use your imagination! Every service unit and recruitment event is different! Try one of these fun activities, or come up with your own!

- Make friendship bracelets to exchange with each other.
- Create a SWAP to trade with new girls.
- Decorate a wooden picture frame with foam shapes.
- Have a Dance Party where you teach cool new dance moves.
- Set up a fun photo booth.
- Do a hula hoop competition.
- Make a pipe cleaner bouquet to give to parents.
- Have a face painting station.
- Teach the "Boom Chicka Boom" song.
- Teach the Promise and Law and make a color coded bead bracelet.
- Make indoor S'mores with graham crackers, marshmallow whip, and Hershey's chocolate spread.
- Teach the "Make New Friends" song to perform for parents.
- Make Button Bracelets. (Pinterest)
- Make a Plastic Lace/ Boondoggle Keychain. (Pinterest)



PROMOTE YOUR EVENT

Sending Home Recruitment Flyers

One of the very best ways to communicate directly with parents and girls!

Flyers are the perfect way to invite girls to an upcoming Family Recruitment Night. Ask to see if your school(s) will put the flyers in teachers' boxes to include in girls' homework folders. Make sure to find out when folders go home and plan to get the flyers to the school in plenty of time for insertion. Also be sure to find out how many girls are enrolled in the grades you are targeting so you will know how many flyers to print and send. The best part is that the council prints and pays for these at no cost to the service unit!

We print **lots** of flyers for our 59 counties each year, so please give us time to get your order ready. We need at least 10-14 business days to process a flyer order which you will place with your council liaison. See flyer ordering instructions on page 4.

Be sure to provide the following information:

- Family Recruitment Event date, time, location
- Service unit contact name, email and/or phone number
- Total flyers needed for school
- In-hand date to school
- Any specific details you would like listed

You will need to provide post-event information to your Membership Manager. This includes number of attendees, girls registered, volunteers registered, and pictures.



Our research shows that the majority of new members are in grades K-5. These grades will be given priority printing. We reserve the right to request additional information for flyers requested for middle or high school(s).

School Website or Social Media

Does your school(s) have a website where you could place an ad? Maybe the school would be willing to post about the Girl Scout Family Recruitment Event on their Facebook page? The council has graphics to fit every size requirement.



PTA

Parent Teacher Associations are another great avenue for recruiting girls and volunteers. Ask to be a guest speaker at an upcoming meeting or see if you can set up a Community Display Booth with information. *See pages 4 & 5 for how to host a Community Display Booth.*

Ask Your Local Paper, Radio and Television Stations to Announce

Most all media outlets have a community calendar. This is a great place to request that your information be shared. Work with your Service Unit Community Relations Coordinator to help promote the event to local media outlets.

List it in Your Church Bulletin

Churches will often list or announce Girl Scout Recruitment Events. Talk with your fellow parents and volunteers to see if their home church(es) will help promote the event.

Youth Groups, Clubs and Other Organizations

We all want to see our children succeed, and many other youth-serving organizations will help promote a Girl Scout Recruitment Event. Ask about their website, Facebook or newsletter. Consider hanging a poster at the community center or ballpark. Ask your local government to announce on their website or social media sites.

TALKING POINTS

Welcome, introduce yourself, and tell a story about Girl Scouts.

Think about what you can share from your Girl Scout experience that will illustrate why you and your family are engaged with Girl Scouts?

There is greatness in every girl; Girl Scouting helps her find it.

- By participating in Girl Scouts, girls discover the fun, friendship, and power of girls working together.
- Girls benefit by developing social skills, building confidence, and pursuing interests, causes, and leadership roles that matter most to them.
- Cookies, camping, and craft activities are wonderful Girl Scout traditions, but leadership development in girls is our organization's unique purpose.
- When a Girl Scout sells cookies, she's doing more than just handing customers a box; she's creating a plan, interacting with customers, and working on a lifetime of skills and confidence. Participating in the Girl Scout Cookie Program teaches goal setting, decision making, money management, people skills, and business ethics—lifelong skills that will benefit every girl.
- What is leadership development? Learning how to work well with others, resolving conflicts, becoming problem-solvers, and developing critical thinking skills.

- Girls who are Girl Scouts are more likely to achieve academically, graduate from high school and college, and enjoy economic equality, healthy living, and participation in faith-based communities.

Now that we know the benefits for girls in our premier leadership program, is this the day you decide to make a difference in the lives of your daughter and her friends?

- Everyone has something to offer, whether it's as a troop co-leader or parent support. Troops need people to volunteer for snacks, or field trip transportation, or maybe just an extra hand in passing out supplies at a meeting.
- The common denominator for girls who are successful in Girl Scouts is that they have positive adult role models who share their unique talents to help girls become the kind of leaders they want to be.
- With the guidance of passionate volunteers, girls are standing up, standing out, and standing tall in every aspect of their lives.
- Volunteers are empowered to connect with girls, do quality activities with their daughters, and influence the development of the Girl Scouts with whom they interact.
- When we say "Girl Scouting builds girls of courage, confidence, and character...", it isn't just the girls who grow! Your example of moving through uncertainty with courage and developing your OWN confidence is exactly the kind of "character" we want girls to see modeled.
- Girl Scouts Heart of the South offers personal development trainings that adults can use to boost their own learning, career success, and personal goals.



- Girl Scouts have the opportunity to earn their Bronze, Silver, and Girl Scout Gold Awards. These awards ask the girls to discover their passion and help solve community issues by taking action and helping to find sustainable solutions.
- Girl Scout Gold Award recipients can earn college scholarships! And Girl Scouts looks great on college applications!

What is expected of a Girl Scout volunteer?

- Girl Scout volunteers must complete a volunteer application, background check, and register as a Girl Scout member, as well as complete mandatory volunteer training.
- The best thing about volunteering for Girl Scouts is that you are not alone! You have a whole service unit there to help you, guide you and answer questions you may have. Plus, council staff is just a phone call, or email away.
- Girl Scout volunteers receive training prior to meeting with girls, so you are totally prepared for your first troop meeting. And with additional training opportunities throughout the year - from troop camping to making SWAPs - you will be prepared for whatever, wherever your troop may take you.

- Volunteers use Girl Scout materials such as the Girl's Guide to Girl Scouting and Journeys to guide them on flexible, fun, age-appropriate, girl-led activities. Complete meetings are outlined in the facilitator guides.
- Skill-building badge activities are outlined in the Girl's Guide to Girl Scouting.

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 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!"

I work full time.

- "Most of our troop leaders work so we try to make volunteering as easy as possible."
- "Meetings can be at night, or even on the weekends. You decide!"
- "Volunteering with Girl Scouts is a fun way to get to be with your daughter."
- "The good thing about being a leader is that you get to set the time, location, and frequency of meetings to fit YOUR family's schedule! Lots of troops meet in the evening, or on weekends, weekly, bi-weekly, or monthly. It's up to you."

I'll think about it.

- "I understand. However, we don't want the 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."
- "We want the girls to be able to decide what they want to do, with your guidance of course."
- "The girls will give you lots of ideas too." (Give examples of what troops have done.)

I hate camping.

- "Good News! There's no rule that says you HAVE to camp!"
- "Every troop gets to decide what they want to do. If you don't want to camp, you don't camp. If you like traveling, you can take trips every week."

I can help, but I can't be the leader.

- "I'm sure there are many ways the troop could use your help: Fall Product Manager, Cookie Program Manager, snack mom, helping with crafts, driving, etc."
- "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! Your example of moving through uncertainty with courage and developing your OWN confidence is exactly the kind of “character” we want girls to see modeled.”
- “Girl Scouts 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. We make sure you’ve got the tools and resources you’ll need at every step along the way.”
-

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! 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 Scouts already in your bones! Some things may have changed, but the core never will.”
- “You could be an amazing co-leader to a younger mom who is just starting out. Your skills and experience would be invaluable to her.”
- “You don’t have to be the one who runs a marathon with your girls! You may just be the one who teaches them how to use that marathon to raise money for a special troop cause.”

YOUR YEAR AT-A-GLANCE

August/September /October

Promptly follow up with any girls/adults/troops that miss the Early Bird Registration deadline to avoid having their registration lapse and to offer assistance in the renewal process.

Work with council staff on girl placement related to waiting lists and troop availabilities.

Assist volunteers with registration process.

Work with the SU Membership & Support Manager to assist with beginning of the year recruitment for the Service Unit.

- Assist with the development and execution of the membership recruitment and retention work plan for your service unit, based on council-provided goals
- Develop strategies to meet SU membership goals

Continue to work through placement of girls.

- Work with the SU Fall Product Coordinator to ensure that all persons selling fall products are registered Girl Scouts.

November/December/January/February

Continue to work through placement of girls.

- Work with the SU Cookie Program Coordinator to ensure that all persons selling cookies are registered Girl Scouts.



March

Review Early Bird Registration instructions for the upcoming membership year, as this is the chance to capture the momentum from the year to get as many adults and girls re-registered as possible.

- Prepare Troop Leaders for Early Bird Registration

April/May /June/July

Encourage all returning girls/adults to Early Bird register.

Communicate Early Bird processes, incentives, and time periods to volunteers.

Evaluate your Service Unit's troop listing from the previous membership year.

Which troops and leaders are planning on returning?

- How many available spaces will they have this year, if any?

Assist troops with proper disbandment process.

- Is there replacement leadership, if a leader is not returning and the troop would like to stay together?
- Are there girls who need to be placed in other troops?

Start a waiting list (if you haven't already) to help you keep track of girls wanting to join.

- Develop a system for communicating girl placements within your SU for leaders.
- Provide timely follow-up and communications to families who are on your waiting list about their status.
- Communicate program opportunities to girls on the waiting list.

Above all, **THANK YOU** for your continued dedication to Girl Scouts, our mission, and to Girl Scouts Heart of the South!

We appreciate YOU!

For questions or concerns, please contact your Membership Manager or Customer Care at 800-624-4185.