

Recruitment of Girl Scouts is the responsibility of the Service Unit in partnership with GSCB staff. This packet is designed to provide step-by-step directions on how to plan, develop and implement a recruitment event in your community on a monthly basis. The geographic layout of your Service Unit determines how many "communities" exist and therefore, how many recruitment events are needed.

### Spreading the Word

Once the Service Team has decided on the number of recruitment events the Service Unit will sponsor. Consider:

1. **Location** – It should be a place that is:
  - Easy to find
  - Known to the community
  - Open to all groups
  - Large enough to accommodate your anticipated group
2. **Timing** – The time should be convenient for working parents, but not too late if children are attending.
3. **Flyers** – An effective way to spread the word is through flyers. Most schools are cooperative in distributing flyers. Check with the Membership, Program and Volunteer Services Department to confirm that approval has been received to distribute flyers in your school district. **Flyers are provided to your Service Unit at no cost by GSCB and must be approved by the Membership, Program and Volunteer Services Department.** Please submit information for flyers to the Membership, Program and Volunteer Services Department at least **fourteen** working days prior to date needed on the flyer. Include date, time, location and Service Unit specific information.
4. **Publicity** – Submit recruitment information to the GSCB Communications Department at either the Newark Resource Center or Peninsula Resource Center. They will assist you in contacting the local media.

### Getting Ready for the Recruitment Event

The first item needed for a successful event is assistance with the meeting. A recommended ratio of one Girl Scout volunteer to ten anticipated parents will ensure you will have plenty of support in answering questions and making everyone feel welcome and in answering questions. Consultants, Service Team members and experienced volunteers can help with recruitment. If you have a lot of support, volunteers will realize there are new friends to be made and a strong support system within our organization.

**If children are attending with their families**, it is suggested you provide activities for them. Girl Scout Cadettes, Seniors and Ambassadors, with the assistance of an adult volunteer can teach a song, game or do a simple craft.

**Materials for display and necessary forms** are available from the Membership, Program and Volunteer Services Department. Included are, *GSCB Resource Guide*, *Safety Activity Checkpoints*, program resource materials, girl and adult registration forms; and optional markers, pens and nametags.

Also available is the *New Volunteer Packet*, which is to be given to a newly recruited volunteer. This packet contains the *Welcome to Girl Scouting* Volunteer application packet; GSCB, and GSUSA Fact Sheets; and grade level suggestions for the first few meetings.

## Things to do at the Event:

1. Arrive at least thirty minutes prior to:
  - a. Set up displays
  - b. Set up refreshments (optional)
  - c. Place signs directing people to the meeting room
  - d. Arrange seating for families by program grade levels (all Girl Scout Daisies in one area, Girl Scout Brownies in other, etc. – optional)
2. As people arrive:
  - a. Sign in (have several sign-in sheets on tables to prevent long lines)
  - b. Fill out name tags (optional)
  - c. Invite participants to browse through materials on display
  - d. Ask participants to sit in designated areas (optional)
3. Explain the purpose of the meeting:
  - a. Introduce self and other volunteers present
  - b. Present meeting objective (leadership is needed, sign-ups for openings in existing Troops, etc.).
4. Program: **Telling the Story**
  - a. Overview of Girl Scouts of the USA (GSUSA)
    - Headquarters in New York City
    - Provides support in the delivery of Girl Scout Program by developing materials, education opportunities, conferences and Girl Scout Merchandise (The Girl Scout catalog)
    - Largest organization in the world dedicated to serving girls
    - Membership fee is \$12.00 annually (our membership year runs October 1 through September 30) or a lifetime membership fee of \$300.00. This fee goes directly to GSUSA and provides Activity Insurance for each registered Girl Scout participating in Girl Scout activities
  - b. Girl Scouts of the Chesapeake Bay (GSCB) is one of over 112 Councils in the United States. GSCB provides delivery of the Girl Scout Program throughout the Delmarva Peninsula from three offices: Newark Resource Center (NRC) located in Newark, DE; the Community Services Building (CSB) in Wilmington, DE; and the Peninsula Resource Center (PRC) in Salisbury, MD. Both the NRC and the PRC have retail shops (The Bay Shop) selling a variety of Girl Scout items.
  - c. Outdoor Program Centers are located at:
    - Camp Grove Point, Earleville, Cecil County, MD
    - Camp Country Center, Hockessin, New Castle County, DE
    - Camp Todd, Denton, Caroline County, MD
    - Camp Sandy Pines, Fruitland, Wicomico County, MD
  - d. Service Units – currently 27 Service Units at GSCB:
    - A Service Unit describes a geographic location that is managed by a volunteer Service Team and Service Unit Manager. Discuss how many Troops exist in the Service Unit, the schools and communities and introduce (if present) members of the Service Team. Stress the volunteer structure in place that will provide volunteer support.
  - e. Program Emphasis on:
    - Developing self-potential
    - Developing leadership skills
    - Developing values
    - Relating to others
    - Contributing to society

- f. Briefly discuss the different grade levels:
    - Troop activities
    - **Stress Girl Scout Daisies and Brownies ARE Girl Scouts**
    - Petals and leaves (Girl Scout Daisies); Badges (Girl Scout Brownies, Juniors, Cadettes, Seniors and Ambassadors); Journey awards
    - Journeys for all grade levels
    - Girl Scout Bronze, Silver and Gold Awards
    - GSCB and GSUSA patch programs for Girl Scout Daisies through Ambassadors
    - Special awards, recognitions, etc.
  - g. Some Basic Information:
    - Registration fee of \$12.00 goes directly to GSUSA
    - Secondary insurance is included as part of the registration fee – provides coverage only when participating in approved Girl Scout program activities.
    - Troop dues are determined by the girls and adults based on anticipated expenses as part of the girl-adult partnership planning unique to Girl Scouting. In addition to dues, Troops are funded through participation in two GSCB Sponsored Product Sales Programs, Fall Product Sales (magazines and nuts/candy) and the Cookie Program
    - Explain Pathways. Let them know there are ways other than a Troop to participate in Girl Scouting
    - All insignia and earned recognitions (Petals, badges, patches, etc.) must be purchased
    - Handbooks and uniforms are not mandatory (stress that the membership pin is the uniform)
  - h. Parental participation is needed to support volunteers
    - Discuss the importance of a Troop Committee
    - Transportation, phone calls, Product Sales, chaperones, skill sharing, first aider for Troop, Troop camp trained person, record-keeper, treasurer, etc.
5. Presentation (optional):
- a. Video/DVD
  - b. Guest speaker (Service Unit Manager, Membership, Volunteerism and Program Department, experienced volunteer)
  - c. Have a Teen Girl Scout share her experiences
6. Then, **ASK QUESTIONS**
- a. Who is interested in leadership or whatever your needs are for tonight. Give time for dialogue among those present. Answer questions. Mention a volunteer DOES NOT have to be a parent.
  - b. **BE HONEST** about the time commitment. Stress the importance of the Troop Committee, a volunteer should never "lead" alone.
  - c. Explain Volunteer Essentials is provided at \$3. Show them the GSCB *Resource Guide* locations for more details.
7. If interest in leadership position(s) are shown:
- a. Ensure people who are planning on working together exchange telephone numbers.
  - b. Have all parents fill out the "Families Make it Happen" (404 -AM) form
  - c. Bring back girls and have them perform or show craft they have made.
  - d. Ask potential volunteers to remain after the meeting.
  - e. Complete "Volunteer Application"
8. Provide time frame for organizing Troop:
- a. Have the organizer meet with potential volunteers to review dates for Volunteer Essentials and the *Welcome to Girl Scouting (001-VM)* packet.
  - b. Explain that volunteer applications are reviewed carefully and the Service Unit Manager appoints leaders. If the Service Unit Manager feels a volunteer is better qualified for a different position, she/he will recommend that placement.
  - c. Assist Leader with finding a meeting place, if requested.
9. Thank everyone for attending and say Good-bye!
- a. Close with a Friendship Circle

## After the Meeting

1. Look over the information you receive at the recruitment event as well as the recruitment flyers that were returned to school. Will you be able to organize enough Troops for the girls who want to be in Troops? Check the Service Unit Organizer(s) *Troop Projection Sheets* (409-AM) and *Troop Projection Summary Sheet* (410-AM). Can some girls go into existing Troops? Do you need to contact people from the recruitment event who did not volunteer but seemed interested?
2. Organizers who were unable to attend the event must be contacted and given the names of potential volunteers.
3. Give the names of potential volunteers to Service Unit Program Consultant(s). New volunteers must be supported to ensure a successfully, empowering Girl Scout experience.
4. Congratulate and thank your team for a successful event!

## Follow-Up

1. The Service Unit Program Consultant should call the new volunteer(s) and invite them to the Service Unit meeting. Consultants should also offer to attend parent meetings and first Troop meetings. Continued communication between the consultant and volunteer is vital!
2. Consultants should check periodically with new volunteers to ensure they have completed Leadership Essentials within the first six months of their volunteer appointment.

## Miscellaneous

1. Always use the term Girl Scouts
2. All girls are Girl Scouts, Girl Scout Daisies through Ambassadors including those participating in programs such as camp, Juliettes, activity or interest groups.
3. Girl Scouts are not affiliated with the Boy Scouts. We are separate organizations.
4. Girls who participate in year-round programming with the same group of girls are registered as a TROOP.
5. Girls who participate in programming on a short-term basis are registered as a GROUP. Groups are often multi-grade levels.
6. The GSCB Registrar at the Newark Resource Center assigns Troop numbers upon completion of the *Troop Authorization Form* (407-AM).