

Recruitment of Girls Scouts is the responsibility of the Service Unit Service Team under the direction of the Organizer(s). This packet is designed to provide step-by-step directions on how to plan, develop, and implement a recruitment event in your community at least monthly. 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. Now 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 Community Development Manager 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 Council and must be approved by the Community Development Manager.** Please submit information for flyers to the Community Development Manager at least ten 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 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 making everyone feel welcome and in answering questions. Coaches, other Service Team members, and experienced Leaders 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. Cadette, Senior, and Ambassador Girl Scouts with the assistance of an adult Leader can teach a song, game, or do a simple craft.

**Materials for display and necessary forms** are available from the Community Development Manager. Included are handbooks for each grade level, Daisy through Ambassador Girl Scout; *Council Calendar*; *Safety-Wise*; *Uniforms*; *Insignia and Recognitions*; *Leader Magazine*; program resource materials; girl and adult registration forms; and optional markers, pens, and nametags.

Also available is the *New Leader Packet*, which is to be given to a newly recruited leader. This packet contains the *Welcome to Girl Scouting* volunteer application packet; GSCBC, Inc., and GSUSA Council Fact Sheets; Girl Scout Shop Catalog; 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 Daisy Girl Scouts in one area, Brownie Girl Scouts 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, publishing *Leaders Magazine*, education opportunities, conferences, and National Equipment Service (*"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 \$250.00. 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 Council, Inc., (*GSCBC, Inc.*) is one of over 109 Councils in the United States. GSCBC, Inc., provides delivery of the Girl Scout Program throughout the Delmarva Peninsula from three offices: Newark Resource Center (NRC) located on the University of Delaware campus 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 Unit – currently 27 Service Units at GSCBC, Inc.:
    - 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 Leader support.
  - e. The Program Emphases are:
    - Developing self-potential
    - Developing leadership skills
    - Developing values
    - Relating to others
    - Contributing to society

- f. Briefly discuss the different grade levels:
- Troop activities
  - Stress Daisy and Brownie Girl Scouts **ARE** Girl Scouts
  - Petals (*Daisy Girl Scouts*); Try-its (*Brownie Girl Scouts*); Badges (*Junior Girl Scouts*) and Interest Project Patches (*Cadette, Senior, and Ambassador Girl Scouts*); Journey awards
  - Journey for all grade levels
  - Girl Scout Bronze, Silver, and Gold Awards
  - Council and GSUSA patch programs for Daisy through Ambassador Girl Scouts
  - 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 Council-Sponsored Product Sales Programs, Fall Product Sales (*magazines, books, CDs, candy, and nuts*) 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 (*Try-its, 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 Leaders
- Discuss the importance of a Troop Committee
  - Transportation, telephoning, 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, Community Development Manager, experienced Leader*) OR
  - c. Have a Teen Girl Scout share her experiences!
6. Then, **ASK THE QUESTIONS!!!**
- a. Who is interested in leadership or whatever your needs are for tonight. Give time for dialogue among those present. Be there to answer questions. Mention a Leader DOES NOT have to be a parent.
  - b. **BE HONEST** about the time commitment. Stress the importance of the Troop Committee, a Leader should never "lead" alone.
  - c. Explain Leadership Essentials is provided at no cost. Show them the Council Calendar locations for more details.
7. If interest in leadership positions is 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 Leaders to remain after the meeting.
  - e. Complete Volunteer Application
8. Provide time frame for organizing Troop:
- a. Have the organizer meet with potential Leaders to review dates for Leadership Essentials and the *Welcome to Girl Scouting* packet.
  - b. Explain 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 Leaders.
3. Give the names of potential Leaders to Service Unit Program Coach(s). New Leaders 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 Coach should call the new Leader(s) and invite them to the Service Unit meeting. Coaches should also offer to attend parent meetings and first Troop meetings. Continued communication between the coaches and Leader is vital!
2. Coaches should check periodically with new Leaders to ensure they have completed Leadership Essentials within the first six months of their Leader appointment.

## Miscellaneous

1. Always use the term Girl Scouts
2. All girls are Girl Scouts, Daisy through Ambassador Girl Scouts 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 on a regular basis 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 Council Register at the Newark Resource Center assigns Troop numbers upon completion of the *Troop Authorization Form* (407-AM).

