



# Recruiting New Leaders & Girls

A Guide for School Recruitment, Flyers, and Parent Meetings

Organizing a Parent Meeting  
Step-by-Step

## Research:

### 1. Call or email existing troops

- Are they returning? If no, follow disbandment procedures
- What age level will they serve in the fall?
- Are they willing to accept new girls? If so, how many?
- Inform them of recruitment efforts (school flyers & parent meetings.) Let them know process of recruitment flyers (ie: who picks them up)
- Make a listing to take with you to recruitment night to answer questions about existing troops wanting more girls (ie: leaders names, phone #s, where and when they meet)

### 2. Location of Parent Meeting

- Suggestions: school gym or library; public library; church; large subdivision or apartment complex building; community center; fire department; YMCA
- Determine meeting space based on location, space, cost, hours of operation
- Make reservation (ask to set up 30 min. prior and clean up 30 min after)
  - May want to have Daisies come at 6:00; Brownies at 6:30; Juniors at 7:00...easier to visualize troop and needs and can tailor speech directly to specific age group
- Verify equipment needs (ie: tables, chairs, dvd player, water, etc.)
  - Will they provide or do you need to bring equipment?
  - Any fees to use space?
  - Will they set up or do you need to?
- Make arrangements for payment & entry (ie. key) if necessary

### 3. School/Troop Organizer

- Find out the history of previous parent meetings
  - How many attended?
  - How was it set up? Was it themed/party style or just informational?
  - Suggestions for future events
- Will she be available to attend?
- Is she willing to coordinate other troop leaders to attend?



## Flyer Distribution

### 1. Contact School

- Call 2-3 weeks before school is back in session
- Start with secretary, then work up
- Inquire if flyers can be dispersed to all girls; clarify grades
- Ask if flyers can be returned to the school and MS or volunteer can pick up
- Tell them who will be picking up
- How many flyers are needed?
- Would they like them separated by classroom or in bundles?
- Let them know when you will be dropping them off
- If permission for flyer is needed, get fax or email info
- Ask if the school has a newsletter that can advertise the event? What is procedure to get info into newsletter?
- Inquire if a school assembly (10-15 minutes) can be conducted with the girls, preferably the same day recruitment flyers are distributed or the day of Parent Meeting to build excitement and attendance.

### 2. Prepare

- Be sure to provide 10-20 extra flyers (depending on school size)
- State on flyer if it needs returned to the school or brought to recruitment event
- Provide contact information should they not be able to attend parent meeting

### 3. Disperse

- Hand business card to the secretary and explain your role
- Provide an envelope with your contact info and pick-up date clearly marked
- Smile: Secretaries often run the school!!

### 4. Advertise More

- While in the area, distribute extra flyers to as many community places as possible! Sometimes the flyers never make it home from school or certain teachers decide not to hand them out. Make sure flyers placed in the community clearly indicate you want them mailed back! Possible locations include:

- |   |                  |
|---|------------------|
| ▪ Library   | ▪ Churches       |
| ▪ Banks   | ▪ Grocery stores |
| ▪ Resale shops                                      | ▪ Gyms/YMCA      |
| ▪ Post office bulletin board                        |                  |
| ▪ Dance/Gymnastics/Cheerleading studios             |                  |
| ▪ Day cares with After-School care                  |                  |
| ▪ Fast Food Restaurants (some have bulletin boards) |                  |
| ▪ Eye Doctors office                                |                  |

- Work with communications department
- Fill out the Recruitment Spreadsheet
- Encourage leaders to call or email friends, neighbors, etc. who may want to attend.
- Call and personally invite those parents who have called to inquire about GS



## Parent Meeting/Recruitment Events

1. Supplies (see attachment)
2. Set-Up
  - Arrive 30 minutes prior
  - Be completely set up at least 10 minutes prior to scheduled time in order to talk with those who arrive early (and make a good impression!)
  - May want music playing to create a fun atmosphere
3. Arrival of Girls/Parents
  - Greet every guest with a smile and enthusiasm. Don't ignore dads and grandparents. Direct them to where they need to go...it's their 1<sup>st</sup> time.
  - Remember, most young girls are shy and do not instantly want to be separated from their parents.
  - Present early guests with age level books, troop scrapbooks, and/or GS uniform catalog to get them excited.
4. Presentation (see attached outline)
5. Questions
6. Conclusion
  - Attempt to have an ending. Don't let it drag on or those who are intimidated to just leave may get discouraged
  - Thank everyone for attending.
  - Inform them of the next step
    - MS will continue to find volunteers/will follow up with tonight's volunteers
    - Leaders will take training
    - Leaders will determine meeting time & place
    - Leaders will call when troop meetings begin/troop parent night scheduled
    - If no troop leader found, MS will inform parents
    - Welcome to contact MS to inquire about status of finding a new troop



## After Recruitment Event/Parent Meeting

### 7. Appreciation

- Send email or card to troop leaders who assisted
- Thank school personnel; remind of collection of flyers process

### 8. Organizing flyers

- Make a copy of all flyers (originals given to leaders)
- Organize flyers by school, then grade
- May want to enter info into spreadsheet (optional)

### 9. Follow-Thru

- Call parents who indicated on form they would volunteer
  - Ask if they have questions
  - Remind them to submit volunteer application
  - Inform them of other interested volunteers
  - Set up troop leader meeting, if necessary
  - Encourage them to begin determining day, time, and location
- If no leaders,
  - Call all parents to inform them of situation
  - Ask if they will serve as co-leader/leader
  - Indicate response on interest form or spreadsheet
- Place girls in existing troops, if no troop is able to be formed
- Notify families of community troop options and Juliette IRG options

### 1. Troop Forms

- Call or meet with new troop leaders
- Disperse original flyers to troop leaders
- Assign Troop #
- Ask leaders to notify you if girls do not join their troop, so they can be placed in another troop if necessary.
- Constant communication: You can never ask a new leader too often if they have questions or need help. Call or email often
- Verify that troop registrations are received in a timely manner.

### 2. After fall rush

- Check on Personify that all girls who submitted an interest flyer are registered.
- If not...
  - Check with troop leader on status
  - Attempt to place girls in existing troops
  - Call or send letter encouraging girl to be a Juliette or to join the community troop.



## Sample Outline

- I. Welcome
  - a. Introduce self and volunteers
    - i. Role, experience, age levels, etc.
  - b. Explain purpose of Parent Meeting
    - i. Inform girls and parents about Girl Scouting
    - ii. Discuss how a troop is formed
    - iii. Build a leadership team/volunteers
- II. Intro to Girl Scouts
  - a. How many of you were Girl Scouts when you were young? What do you remember?
  - b. Watch recruitment video/or discuss troop experiences (more than cookies, camp, and crafts)
  - c. History of Girl Scouting
  - d. Introduce exciting new changes to Girl Scout program
    - i. Leadership Experience
      - 1. Discover; Connect; Take Action
      - 2. Girl Led; Learning by Doing; Cooperative Learning
    - ii. Journeys
    - iii. Pathways
    - iv. New Age Levels
    - v. Uniform
  - e. Troop Information
    - i. Day of Week/Time of meetings TBD
    - ii. Uniforms
    - iii. Cost
      - 1. GSUSA Registration fee
      - 2. Troop Dues
      - 3. Special trips, program fees, etc.
      - 4. Transportation to events
      - 5. Other: snacks, supplies
      - 6. Product Sales = Troop funding
- III. Process
  - a. How girls are placed
    - i. Existing troops
    - ii. 5 girls/ 2 adults
  - b. Volunteers Needed
    - i. Training
    - ii. Shared responsibility
    - iii. Benefit: Decide when/where/how often
    - iv. Recruit others: friends, grandparents, teacher, neighbor
    - v. Volunteer application
- IV. Questions
- V. Conclusion/Follow Up
  - a. What Happens Now?
    - i. Determine troop leaders
    - ii. Background check/training/troop details
    - iii. Troop Parent Meeting
    - iv. Communication with MMS/SUD/School Organizer
- VI. Dismissal/Clean-Up

## VII. Recruitment Display

### Supplies:

- Tablecloth
- Pictures
- Recruitment video
- Sign in sheet/clipboard/pen
- Girl interest flyers
- Age level books/Journeys
- Sample uniform (if available)
- 2-3 boxes of cookies
- GS shop catalogs
- Giveaways (magnets, pencils, candy, etc.)
- Business cards
- Volunteer applications
- Activity for girls & supplies (optional)
- Adventures program book (as a sample)

### Don't Forget:

- Nametag
- Girl registration forms (do not register unless they don't mind being an IRG or you already have a troop for them to join)
- Adult registration forms
- Ink pens
- Troop stats (# girls, meeting location, time of meetings, etc)
- Table if necessary

### Picture Board Tips:

- Girl Scout logo should be visible from 10 feet away
- Use wording: Discover, Connect, Take Action
- Pictures:
  - Large and clearly visible
  - Shows diversity of membership
  - Include both girls and adults
  - Girls in uniform and girls not in uniform
  - All age levels
  - Cautious of too many outdoor photos—scares some away
  - Badges are okay, just not too many—Again, badges are not a requirement and again appear scary to some
- Make sure it appears neat and professional looking
- If not a stand-alone board, make sure you have a backup plan to display should a wall not be behind you.

## Suggested Activity Ideas to Entertain Girls at recruitment

- S'more Mix Snack
  - Mix together Golden Grahams cereal, chocolate chips, and small marshmallows. Before event, add mix to snack size baggies for easy distribution.
- Girl Scout Law coloring booklet
  - <http://www.scoutingweb.com/scoutingweb/Documents/ColoringBook2.pdf>
- Paper Dolls
  - <http://www.billybear4kids.com/paperdoll/brownie-u-color.html>
  - [http://www.makingfriends.com/friends/f\\_scouts.htm](http://www.makingfriends.com/friends/f_scouts.htm)
- Easy crafts
  - Flower pen
    - <http://www.activitiesforkids.com/crafts/flower3.htm>
  - Flower Pencil toppers
    - <http://www.activitiesforkids.com/crafts/toppers.htm>
- Oriental Trading craft kits
  - Cheap, can do alone, few supplies needed, not messy
    - Decorate button (item IN-48/6548)
    - Color notebooks (item IN-57/6511)
    - Color shoelaces –need sharpies though (item IN-57/9161)



## Battling Excuses

### *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.
- If I don't hear from you by \_\_\_ (2-3 days), I will call you to see if I can answer any questions.
- 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.
- Read over this handout that has some common questions. If you have more questions, that's what I'm here for. Don't be afraid to ask.
- Here's a volunteer application, in case you do decide to help with your daughter's troop. We must do a background check on all potential volunteers.

### *I am just not creative.*

- You don't have to be! We provide training to get you started.
- The age level books, leader guides, and journey books will help you plan your meetings.
- Plus, we want the girls to be able to decide what they want to do, with your guidance of course.
- If you still feel like you need ideas, we have special workshops, the internet has tons of resources, and other leaders would love to help.
- Our troops are assigned to areas, called Service Units. They meet once a month to keep you up-to-date on council news, upcoming events, and more. They also have local events like father-daughter dances or celebrate GS holidays. But by getting to know the other leaders at the SU meetings, you will really feel like you have a lot of help.

### *I work full time*

- Most of our troop leaders work too!
- Meetings don't have to be after-school. They can be at night, or even on the weekends. You decide!
- If you meet then, you'll probably get more help from other parents anyway.
- Don't think of Girl Scouts as a 2<sup>nd</sup> job—think of it as a fun way to get to be with your daughter.

### *I hate camping*

- Good News--We don't have rules that say you must camp!
- But, we even have camps that have air-conditioning, running toilets, and electricity!
- 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 don't know anything about GS/I was never in Girl Scouts*

- You don't have to know about Girl Scouts! That's why we have training. It is there to teach you what you need to know. Volunteer Essentials will teach you about the history of Girl Scouting, why we do what we do, how we do things, etc. Leadership Essentials (which actually is new to everyone) is more about how to plan your troop meetings so that we made sure the girls are developing leadership skills in Girl Scouts.
- And honestly, you'll learn a lot as you go!
- There is no wrong way/right way either....every troop is different!

### *I can help, but I can't be the leader*

- Great! Your daughter will be so excited to have you with her at all of the meetings.
- I'm sure there are many ways the troop could use your help: Planning meetings, helping with crafts, driving, maybe writing a troop newsletter.
- But, you understand that we don't have a troop if we don't have leaders.
- Would you consider being a co-leader. Maybe you and 1 or 2 other moms could divide up the jobs so it's not so much for 1 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 have time*

- I understand. Everyone is so busy these days. I know your daughter would really enjoy having that special girl time together at Girl Scouts.
- The good thing about being a leader is that you get to decide when Girl Scouts works for you. You get to set the day of the week and the time!
- Think of it this way: Most troops only meet during the school year. Say you only meet 2 times per month. That's only 18 meetings. If you have another parent that would help plan every other meeting, that means you are only in charge of 9 meetings.
- 9 Meetings: Some doing badge work, one or two doing a community service project, one taking a fieldtrip, one going to a council program, one getting ready for the cookie sale, one doing a ceremony, one celebrating a GS holiday....shoot, your year is over!
- Plus the new Journey books are designed to be done over 6-8 meetings!
- The girls will give you lots of ideas too. (Give examples of what troops have done)

## Benefits of MORE Troops/Girls

### CAMP

- ★ More girls attending resident camp
- ★ More troops using camp facilities
- ★ More girls recruiting friends to attend camp

### SHOP

- ★ More customers in the shop = more council profit
- ★ More bulk orders = cheaper prices, more profit
- ★ Able to have more in inventory

### PROGRAM

- ★ More troops attending programs
- ★ Fewer programs cancelled
- ★ Bigger, grander programs can be offered and well attended

### FUND DEVELOPMENT

- ★ Possible more gift-in-kind donations due to more connections

### PRODUCT SALES

- ★ More girls selling products = more council profit
- ★ More booth sales = more visibility

### MEMBERSHIP

- ★ More girls talking about GS = more wanting to join
- ★ More girls wanting to join = more parents to recruit from
- ★ More leaders = More options/jobs on service team
- ★ More troops available = more girls placed in existing troops in fall

### PUBLIC RELATIONS

- ★ Possibly more United Way funding
- ★ More visibility
- ★ More feel good/news stories to publish



Most people do not say No



They just never knew you  
wanted them to say YES