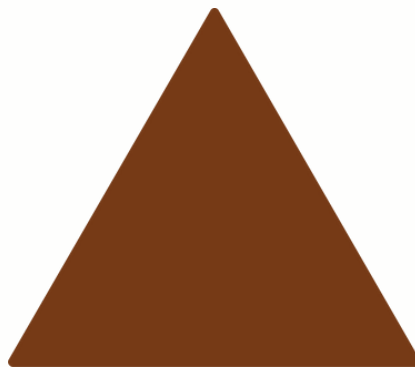
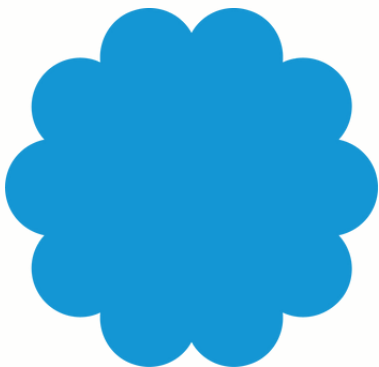




# GSVSC Recruitment Guide

An Outline for New Member Sign-up Events



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# In My GS Era Recruitment Theme



**A LOT OF FUN  
GOING ON AT  
GIRL SCOUTS**  
IN MY GIRL SCOUT ERA

Please use the following resources and guidelines to execute an **In My GS Era Recruitment** themed dance party. If you have any questions, please submit a case to [info@gvsc.org](mailto:info@gvsc.org) with “**Recruitment Event**” in the subject line.

The **In My GS Era Dance Party** is a “You’re invited to Discover Girl Scouts” non-member event. Each recruitment party should be paired with a Plática where Girl Scout staff or volunteers engage, educate, reassure, and recruit new parents/caregivers. Refer to the Plática outline in this guide.

Building relationships with girls and families is critical to a successful recruitment strategy, especially in new communities. Fall (Aug-Nov) and winter recruitment (Jan – Apr) is a time to highlight why their family should invest in Girl Scouts for their Pre-K, Kinder, 1st, 2nd or 3rd grader, while cultivating trust and creating a positive connection with families.

In communities where Girl Scouts are more prevalent (saturated), this is a time to reintroduce our offerings to families. In communities where Girl Scouts are not well known or visible (gap), it is a time to explain who Girl Scouts are, What Girl Scouts do, and how we connect to their values.



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

“One cannot manufacture confidence, but one can inspire it.”  
~ Juliette Gordon Low



# Recruitment Goals & Research

- Recruitment Goals**
- Know the goals. Recruitment is a year-around activity to ensure girls locally have the ability to join Girl Scouting and benefit from all the Girl Scout program has to offer. The goal of recruitment is to start new Daisy (K-1) and new Brownie (2-3) troops at each local elementary school. Other strategies should include starting new troops at local faith-based organizations, within home-school organizations, and local community centers. These strategies will ensure the Girl Scout movement will be here for years to come!
- 

- Research**
- Contact council. Every community we serve has a unique membership goal. Contact your Council Community Engagement Manager (CEM) to discuss the membership goals, how many new troops are needed, and to inform them of your recruitment plans. You should not move forward without notifying the council CEM of your recruitments plans to ensure efforts are not being duplicated. Need to know who your community engagement manager is for your service unit? [CHECK HERE](#)
  - Do the research. How many elementary schools are in the community? Assess whether a Brownie or Junior troop is also needed.
  - Know your local schools and school system. Do schools allow Girl Scouts to send home flyers through backpacks or other methods? Are flyers restricted to certain times of the year. Are staff and volunteers allowed to hand out flyers at PTA/PTO, back-to-school, or meet-the-teacher school events? School policies can change from year-to-year as superintendents and principals change. Call schools in advance of recruitment season to ask about policy changes and to identify how many flyers are needed to flyer the student body based on current school policies.
  - Know the Girl Scout data and mind the gaps. Attend regular service unit meetings. Get to know how many active Girl Scout troops are in your community. Know if troops are displayed in the opportunity catalog and accepting new members. Know if you are in a community where Girl Scouting is well known (saturated) or if there is very little or no troops represented (gap) in each of the elementary schools, faith-based, and home school organizations. Membership and Troop information can be found in the Looker SU ROSTER: Membership Analysis and SU ROSTER: Troop Details reports. If you don't have access to Looker, contact your Service Unit Team Leader and/or CEM who can provide you with these reports. Are there troops available to assist you with your recruitment efforts? Be sure to ask for help!

# Event Marketing Strategies

## Marketing Strategies

- Recruitment event marketing strategies may vary based on community needs and council membership goals. In communities where there is a saturation of Girl Scout troops, you may only need to plan one or two recruitment efforts per school per year. When there are only a few or no Girl Scouts troops active in the community, recruitment efforts and community visibility needs to be increased and be carried out more frequently.

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### Have a Plan and Plan ahead

Marketing strategies should include multi-layer approaches.

- **Four weeks before event:**

- Plan & schedule themed Discover Girl Scout New Member Sign-up Event to be held two weeks post fall back-to-school, meet-the-teacher, or PTA/PTO events
  - When participation in school events or flyering is not allowable, use a similar strategy after participation in community fair or festival events
- Order digital copy of recruitment flyer from council to obtain school flyer approvals
- Obtain approval for participation at in-person back-to-school / meet-the-teacher or PTA/PTO school events

- **Two weeks before event:**

- Volunteer and/or staff participation at in-person fall back-to-school / meet-the-teacher or PTA/PTO events Talk to families about joining or volunteering, and hand out invites/flyers to scheduled New Member Sign-up Event.
- Post and share New Member Sign-up Event on social media
  - Ensure to post in local community social media groups and neighborhood apps
- Share New Member Sign-up Event through local news media outlets, community newsletters, and event calendars
- Order GSVSC Membership & Marketing materials for your upcoming event (See Event Marketing Resources for details)
- Place yard signs around the location of the planned event

- **One week before event**

- Flyer school / share invites to scheduled recruitment event
- Follow up and nurture leads of those who have already shown interest in the event or joining Girl Scouts; send email and text reminders about the upcoming recruitment event
- Identify any potential troop co-leaders / adults willing to start new troops; ensure they know to attend the upcoming recruitment event!

- **Prepare to Host Your Recruitment Event!**

- Gather your supplies
- Practice activities and conducting a Plática

“By failing to prepare, you are preparing to fail”  
~ Benjamin Franklin”

# Event Marketing Resources

## Membership & Marketing

Fulfill your needs for marketing items like customizable flyers, generic brochures, giveaways, and more. Order materials for school flyering, Girl Scout events, info meetings, festivals, and school fairs! If you have any questions or would like to suggest any additional materials, please email [info@gsvsc.org](mailto:info@gsvsc.org).

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## Marketing Resources

- **Visit the GSVSC Membership and Marketing webpage:** <https://www.gsvsc.org/en/get-involved/become-a-volunteer/membershipmarketing.html>
  - **Review all available resources:**
    - Customizable Materials
    - Generic Flyers and Handouts
    - Recruitment Event Essentials
    - Parent/Guardian Essentials
    - Adventurers Marketing Materials
- 

## Build a Recruitment Kit

- **Recruitment Kit Supplies (have extra on hand):**
    - GSVSC Family Connection 2024-25 (set of 25, full color, booklet)
    - Girl Power Stickers (Set of 25)
    - Girl Scout Activity Book (set of 25)
    - Daisy Troop Year Plan: year 1 (set of 25)
    - Daisy Activity Book (booklet, color ink, white paper, no personalization)
    - Brownie Troop Year Plan: year 1 (set of 25)
    - Brownies Activity Book (booklet, color ink, white paper, no personalization)
    - Girl Scout Pens (set of 25)
    - GSVSC Logo Sign (8.5x11 or 11x17 signs)
    - Join GS Tabletop Sign English/Spanish (8x10, 1 sign)
    - "How to Join" Half Page Flyer English/Spanish (set of 25)
    - Why Girl Scouts Tri-Fold Brochure English/Spanish (set of 25)
    - Volunteer with Girl Scouts Tri-Fold Brochure English/Spanish (Set of 25)
    - Join/Volunteer Activity Bookmarks (set of 25)
    - GS Promise & Law Poster (set of 2)
    - Girl Scout MythBusters (set of 25)
- 

## Place an order

- **Place your Membership and Marketing orders online [HERE](#):**
  - <https://docs.google.com/forms/d/e/1FAIpQLScoJuqT9DRdUjBloY8WiSuBA-Xf14lOCGkfiHFUEcF0JNiRyQ/viewform>
  - Allow 7 Business Days for mail order fulfillment
  - If picking up your order from GSVSC Headquarters, allow 3-5 Business Days for order fulfillment

Once you receive your order, follow the Girl Scout Marketing Strategies, and get the word out!

# In My GS Era | Materials & Supplies

**Event Description:** 60-minute hands-on event for girls and caregivers to sample GS and discover ways to participate.

## Suggested Supplies:

- Computers w/Wi-Fi access to look up available troops and demo registration process
- Table cloths
- Girl Scout Pens
- GSVSC Logo Sign
- Join GS Tabletop Sign English/Spanish
- "How to Join" Half Page Flyer English/Spanish
- Sample Kits new troop receives once the new troop is formed & eligible to meet:
  - New Troop Start up kits (Received after training has been completed)
  - Example Daisy Girl Scout Experience box (If eligible, received after order placed with GSUSA once troop has 2 leaders & 5 girls)



## GSVSC Print Materials:

- GSVSC Join Yard Signs
- QR Code with link to registration check-in
- Event Roster (list of participants who RSVP'd)
- Paper sign-in sheet (backup)
- Give-aways items
  - GSVSC Family Connection 2024-25
  - "In My Girl Scout Era Activity + Stickers
  - Daisy Troop Year Plan: year 1
  - Brownie Troop Year Plan: year 1

## In My Girl Scout Era Example



### Why do Girl Scouts use the "Girl Scout Sign?"

Girl Scouts make the Girl Scout sign—raising three fingers of the right hand with the thumb holding down the pinky—when they say the Girl Scout Promise. The three fingers represent the three parts of the Promise.

### Why do Girl Scouts recite the Girl Scout Promise?

Girl Scouts of all ages recite—and live by—the ideals listed in the Girl Scout Promise and Law. They remind us to do our best in being kind to others, respecting ourselves, making the world a better place, and so much more.

## Event Activity Supplies:

- Large Bluetooth speaker to play dance music and extension cords
- Bluetooth device (smart phone) & access to play Taylor Swift Song Playlists
  - (Spotify) <https://open.spotify.com/playlist/5qSILyXwE2Gp7NPOfymPQQ?si=e89b4c28800c4e0c>
  - (YouTube) <https://www.youtube.com/watch?v=WNVOc9bL3fM>
  - (YouTube) <https://www.youtube.com/watch?v=epOpGRNCtao>
  - (YouTube) <https://www.youtube.com/watch?v=rYGz-PMi2yM> (Shows dance moves)
- Print outs of "In My Girl Scout Era Activity + Stickers (Set of 25)
- Crayons, scissors & glue sticks
- Friendship bracelet supplies - Pony beads along with embroidery floss or elasticized Stretch Magic or pipe cleaners

# Event Outline

**Event Best Practices:** To be successful at your event, follow these best practices:

- Be prepared. Ensure you have everything you need
- Dress for the part and show your Girl Scout Pride
- Wear your nametag
- Arrive 30-45 minutes before the event to find the room and set up. Sometimes we get a less-ideal space (or we are locked out!) Arriving early ensures you have time to adjust your plans/set up before families arrive
- Leave a thank you note, extra brochures, or a flyers so they can contact us if families ask about joining after you leave

**Event Setup:** If possible, the event space should be set up in four general areas:

## **Registration – Supplies and materials:**

- Registration table and chairs; laptop or printed lead forms; name tags; pens; tablecloths
- Display simple, powerful collateral: Why Girl Scouts one-pager or brochure; What Daisies Do & Promise & Law flyer; Daisy & Brownie Booklets; council information cards; calendar of upcoming council events
- Make sure you can direct families to restrooms and identify whether there are changing tables available

## **Childcare**

- Set up a space for younger siblings who can't join Girl Scouts to play under the supervision of volunteers or older Girl Scouts
- Make sure the space is in view of the adult space but encourage parents/caregivers to let their little ones play so they can focus on conversations

## **Girl Space**

- Decorate for the dance party! Consider the theme but focus on bright and fun decorations. Hang decorations, Promise & Law Posters on a wall where all the girls can gather around. Play age-appropriate music at a lower volume as families arrive
- Allow girls to explore the room, get situated, and provide a coloring activity for early arrivals

## **Adult Space**

- Arrange chairs and/or tables in a circle with council staff/volunteers as participants, not at the “head” of the group
- Keep the girl and childcare space in view of adults, especially if this is an unfamiliar space for families or they are new to Girl Scouts
- If possible, decorate the adult space with the Girl Scout Promise & Law, inspiring quotes, and diverse photos of Girl Scouts in action
- Place Discover Girl Scouts Family Guides and other relevant parent/caregiver handouts on chairs



## Event Timeline:

	Time	Topic	Details
<b>Pre-Event - 30 mins</b>	20 Mins	Set-up	<ul style="list-style-type: none"> <li>Post signage for the event</li> <li>Set up your space and materials</li> <li>Test speakers and music playlist</li> <li>Check your technology and the Wi-Fi connection</li> <li>Go to MY GS on website to search for nearby troops by zip code</li> </ul>
	10 mins	Check-in	<ul style="list-style-type: none"> <li>Be ready 10 minutes before the event starts time</li> <li>Welcome attendees</li> <li>Check-in participants. If not on the list, using the QR Code to the web-to-lead interest form (QR Code or link ill be provided), ask the caregiver to complete the online interest form for each girl attending</li> <li>Provide handouts</li> </ul>
<b>Event - 60 mins</b>	5 mins	Welcome & Housekeeping	<ul style="list-style-type: none"> <li>Thank everyone for attending</li> <li>Identify the timing of the event, goals, and expectations</li> <li>Ensure everyone knows where bathrooms are located</li> </ul>
	5 mins	Activity 1	Turn up the music but not too loud! Icebreaker – Each girl shares who they are, their grade, and their favorite dance move.
	5 Mins	Activity 2	Strike a pose – Get the wiggles out. Turn up the music, and start dancing! When the music stops, everyone must freeze and strikes a pose until the music starts again.
	5 Mins	Activity 3	Feel the Beat - Music and dance can help us express our feelings. Put on a song that makes you feel good, then dance in a way that shows happy feelings. Next, put on some music that sounds angry or sad. Have girls move to this music that shows those feelings?
	25 Mins	Activity 4	<ul style="list-style-type: none"> <li>Hand out the “In My Girl Scout Era Activity + Stickers” to girls. Have girls color and decorate their activity sheet.</li> <li>Ask girls “Why do Girl Scouts use the “Girl Scout Sign?” Share with that Girl Scouts of all ages recite—and live by—the ideals listed in the Girl Scout Promise and Law. They remind us to do our best in being kind to others, respecting ourselves, making the world a better place, and so much more.</li> <li>Demonstrate how Girl Scouts make the Girl Scout sign—raising three fingers of the right hand with the thumb holding down the pinky—when they say the Girl Scout Promise.</li> <li>Explain that three fingers represent the three parts of the Promise.</li> <li>Help girls learn and recite the Girl Scout Promise and Law. If there is additional time to fill, talk to girls about making new friends and help them girls make a friendship bracelet using pony beads, pipe cleaner or elasticized string.</li> </ul>
		Parent conversation	<ul style="list-style-type: none"> <li>Use the Plática Recruitment Conversation Talking Points</li> <li>Discover their WHY</li> <li>Use the GSVSC Family Guide to call important GS info</li> <li>Remember to identify their wants, needs, and values</li> <li>Ask questions to uncover their motivation.</li> <li>Remember, it takes 3+ questions to discover their true motivation and/or needs. Make the “ask” for leaders!</li> </ul>
	10 mins	Next Steps	<ul style="list-style-type: none"> <li>Make the ask and pause - give them time to consider the possibilities. Ask good follow up questions</li> <li>Set clear next steps, including how to register or obtain free membership (if applicable)</li> <li>Who will contact them or who should they contact</li> <li>What activities can they start right away</li> </ul>

# Guide to Conducting a Plática

- In Spanish-speaking communities, a plática is a warm and friendly conversation. The goal of our Plática is to create just such an environment so that the conversation between parents/caregivers and the recruiter can yield insights into their thoughts and needs. The Plática model is not exclusively for the Latinx community, you can apply this engagement technique with all communities, and we recommend you do.
- Council staff/volunteers should act as a guide, but not control the conversation. The primary objective is to listen and then draw connections between what the parents/caregivers say about their girls and the ways Girl Scouts can support their goals.

## **Consider these general guidelines for the conversation**

- Know your audience – Who are these families? What are common cultures, circumstances, or challenges facing this community?
- Avoid Girl Scout acronyms or internal language. Use vocabulary that is familiar to everyone, or make sure to clearly explain Girl Scout traditions and terms.
- Note opportunities to connect the values of Girl Scouts through our Promise and Law to the values and goals expressed by the parents/caregivers.
- Answer questions with clear next steps. Note new opportunities that have been released (such as Girl Scout Experience Boxes, new badges, etc.) as well as upcoming milestones or council events.
- Before you close, ask if anyone is ready to join or if they would like to gather more information and participate in another Girl Scout experience.
- Note: Some families will not be ready to join after the first experience, and that is okay! Make sure all families leave understand their next step and how you will continue to communicate with them.

## **Opening + Icebreaker - 5 mins**

- Sit in a circle so there is no “head” of the group, like a Girl Scout meeting. Share with families why the circle is an important part of Girl Scouts.
- Introduce yourself and thank them again for coming. Assure parents/caregivers that this is a safe space to share and get to know each other.

## **Build connection among adults through this icebreaker**

- Ask parents/caregivers to think of one woman they look up to. What qualities do you admire in this woman? How has she made an impact on you?
- Give participants some time to think and then ask each parent/caregiver to introduce themselves, share their girl(s) name and age, and then share the woman they look up to and why. Would you like your girl(s) to be like this woman when she grows up?

# Plática Cont'd

## **Talking Points - Discussion 10 minutes**

Use the three conversation starters below to prompt the discussion but allow parents/caregivers to continue if they are building their own topics as they get to know each other. You may not need to ask every question. What is important is finding out their WHY and family values.

### **Starter #1: Learn who they are, what they value, and how they spend their time**

- What is important to your girl and to the family?
- What is most important to you as a family?
- How does your family support your girl(s)?
- What do you all enjoy doing as a family?
- What things do you do only with your girl(s)?

### **Starter #2: Learn what they want for their girl(s)**

- What are your dreams for your girl(s)?
- What is most important to you in your girl's development?
- Tell me about when you are most proud of or happy for your girl(s).
- What does your girl struggle with the most?
- Imagine your girl (s) as a young adult: Describe the person you hope she becomes.
- What do you think she will do when she grows up?
- What challenges might get in the way of her reaching these dreams?

### **Starter #3: Identify the types of activities they and their girl(s) enjoy**

- What is important for your girl(s) to learn?
- What does your girl love to do most?
- What does she get excited about?
- When she is happiest and most engaged?
- Outside of school, how does your girl spend most of her time?
- Are you / is she happy about this?
- If not, how do you / does she wish she were spending her time?
- What types of activities or experiences do you wish your girl(s) could have that she is not having now?
- What is holding her (or your family) back from having those experiences?
- Are there experiences or opportunities you missed out on growing up that you hope your girl(s) can have?

# Plática Cont'd

## **Girl Scout Connection - 10 minutes**

While this should not be the same formal Girl Scout presentation we have done in the past, families should still leave with a clear connection between Girl Scouts and their experience.

- What did you hear parents/caregivers express that uniquely connects to Girl Scouts?
- Do we meet a challenge in their life or support a goal for their girl(s)?

Ask a parent to read the Girl Scout Promise and Law. When complete, ask the parents what they think?

- Does this align or differ from their values?
- Does this align or differ from their perspective of Girl Scouts?

Emphasize that Girl Scouts is not just an after-school activity. They are joining a local community, and a national Movement. Use the GSVSC Family Guide to call out important Girl Scout info:

- Note that Girl Scouts grows up with their girl, and she can continue through high school and then join our Alum Network. Providing a vision of the Girl Scout journey will help with overall retention.
- Be clear that all parents, caregivers, and adult supporters are encouraged to join this journey with their girls as volunteers. Everyone has a role and place in Girl Scouts.
- Describe the opportunity as a supportive troop leadership or volunteer team – a group of parents/caregivers that all work together to support their girls' troop – not the traditional burden of one or two parents being the only troop leaders.
- Ask the parents if they have special skills or a skill they want to develop further, and then describe the different types of volunteer roles, if time permits. This may also be a good follow-up after the party.
- Give specific examples of Girl Scouts programming based on the shared interests of the parents/caregivers and how the Girl Scout Leadership Experience and Foundational Girl Scout Experience work together for successful outcomes for girls.
- Share that we are more than just cookies and camping by explaining the girl scout leadership processes and give examples of the types of programming that falls within our four pillars (Outdoors, Life Skills, Entrepreneurship, and STEM).

## **Make the Ask! - 5 minutes**

Give parents/caregivers a few moments to talk amongst themselves. Walk away and check in with girls. Upon return, make the “ask” if anyone in the group is ready to lead.

## **Closing - 5 minutes**

Thank them for their time. Ask parents/caregivers to rejoin their girls for the closing activity, but assure them you will be available to answer questions after the last activity.

- If they are ready to join, direct them to the registration table.
- If they want to learn more, encourage them to participate in another experience (in-person or virtual) including another party, Girl Scouts at Home, or other council events.
- Tell families that you will be following up with them by phone and/or email.
- Be sure to thank every family and stay to answer questions after the official event concludes.
- Verify you have a list of everyone at the event before they leave.

# Closing & Clean up

	Time	Topic	Details
<b>Closing</b>	5 Mins	Friendship Circle	Have girls recite the Girl Scout Promise for caregivers. Have everyone get into the a friendship circle, grasping hands right over left
		Say Goodbye	Verify you have a list of everyone at the event before they leave
<b>Clean up</b>	10 Mins	Clean up	Always leave the space cleaner than you found it! Pickup yard signs, posted Girl Scout signage, feather flags, etc.



# Post Event Follow Up & Debrief

	Time	Topic	Details
<b>Immediately Post Event</b>	10-30 mins	Wrap up	Enter leads from any sign-ups that happened via paper
<b>Next 1-3 Days</b>	1-2 hours	Follow up	<ul style="list-style-type: none"> <li>• Call families that participated               <ul style="list-style-type: none"> <li>◦ Ask them if they have any follow up questions or considerations for starting a new troop (if needed)</li> </ul> </li> <li>• Call leads/families who could not make the event               <ul style="list-style-type: none"> <li>◦ Help them identify ways to participate/troops to join</li> <li>◦ Answer any additional questions and share any next steps</li> </ul> </li> </ul>
<b>Event Debrief</b>	15 Mins	Email/Phone Call	<p>Contact your CEM via email or phone call to debrief the event:</p> <ul style="list-style-type: none"> <li>• Discuss how it went</li> <li>• Outline what follow up is needed</li> <li>• Discuss any information regarding potential troop co-leaders needing next steps</li> <li>• Discuss placement of girls into troops</li> </ul>
<b>Repeat Strategies</b>	1 hour	Plan the next event	<ul style="list-style-type: none"> <li>• Based on the event outcome, plan out your next recruitment strategy and event.</li> </ul>



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