



# Membership Recruitment Resource Guide



## **Girl Scouts of Central Texas**

Brownwood Service Center

Bryan Service Center

Killeen Service Center

Kodosky Service Center, Austin Texas

San Angelo Service Center

Waco Service Center

## As a volunteer recruiter for Girl Scouts of Central Texas, you will be the face of Girl Scouts in your community.

Many individuals commonly associate us with cookies, crafts, and camping. Since we are all that and more, we seek to expand knowledge of the diversity and flexibility of our program. Our main goal is to educate individuals by gaining access to schools and other organizations to cultivate and maintain positive relationships that lead to increased membership within within Girl Scouts of Central Texas (GSCTX).



This recruitment guide is your guide to creating a recruitment plan for your service unit. It is expected that you will customize the information to suit your personality, the situation, and to tell your own Girl Scout story. The Membership staff at GSCTX is here to help you and should be kept informed of any recruitment efforts you are coordinating within your service unit.

### Additional Resources

- Benefits of Membership
- Why Girl Scouts
- Girl Scout Basics
- Girl Scout Educator Guide
- Sample Girl Scout event flyers (English and Spanish)
- Sign-In Sheet, Lead Interest Cards
- Financial aid forms (work with Membership staff to determine if these are necessary)

*Most resources available at [www.gsctx.org/en/for-volunteers/brand-communications-resources.html](http://www.gsctx.org/en/for-volunteers/brand-communications-resources.html)*

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# ENGAGING ADMINISTRATORS WITH COOKIE GREETINGS

Research shows that Girl Scout alum are happier in their lives, take on more leadership roles at work and in the community, are more civically-engaged, and earn more than their non-alum peers. That's why we want as many girls as possible to experience Girl Scouts. Elementary schools will always be great avenues of recruitment because of the large number of girls present to form community-centered troops and the potential to talk to a large group of girls, many of whom are unfamiliar with the modern Girl Scout Movement.



A face-to-face conversation with a school administrator may last only 15 to 30 minutes, but can create a positive relationship and often leads to some form of school access for recruiting purposes. The cookie greeting method is an effective method for meeting with school administrators. The basic premise of the cookie greeting is to deliver cookies while you ask for a meeting. Who doesn't love Girl Scout Cookies?

When you are attempting to gain a face-to-face meeting with an administrator, it is important to establish rapport with the individuals who set up their schedules. For many schools this could be the administrative assistant or the front office staff. These individuals provide an opportunity for a short conversation about the benefits of Girl Scouts that can be passed on to administrators.

## Tips to remember.

1. Your goal is to educate the public about the many benefits of Girl Scouts in an effort to gain access to schools and other organizations to recruit girls and adult volunteers. Cultivating and maintaining these relationships is a priority for recruitment.
2. Many individuals with whom you interact will not be familiar with the range of programming offered by Girl Scouts and the many positive outcomes girls receive through participation. Your role is to educate them to expand their view of Girl Scouts.
3. You will want to maximize the relationship with each school and if allowed, visit with every grade level.
4. Face-to-face interactions are an effective way to engage school administrators and other organizations.
5. Cookies are something nearly every American associates with Girl Scouts. Girl Scout Cookies are the perfect token gift to help open the door for a conversation with school administrators and personnel.
6. Dress professionally and wear your name badge, if possible. First impressions are everything. \*Name badges are available for purchase on the council website
7. Create rapport with the front office staff, make note of their names and gain their contact information.



## Before a cookie greeting.

1. Prioritize the locations you would like to target and map out your route to most efficiently use your time and resources.
2. Research the names of the individuals you will be targeting including, but not limited to, the superintendent, principal, administrative assistants, and physical education teachers.
3. Review Top Ten Reasons to Be a Girl Scout (page 20) and Top Ten Reasons to Get Involved as an Adult (page 21).
4. Prepare the materials you will be bringing with you: a copy of the Educator Guide, a letter from you, and a copy of your business card/contact information.
5. If you have the resources, prepare two gift bags. One bag will be left for the principal/administration and the other for physical education teachers.

## During a cookie greeting.

1. Be friendly and attentive. Sometimes your visit may not be welcomed, but you want to make sure you talk with someone about Girl Scouts. Remember that the front office staff and/or administrative secretary will be the gatekeeper to the meeting you seek.
2. Ask if the administrator is available for a short chat. Handing him/her the “cookie greeting” bag with a smile initiates a positive reaction. If the administrator is not available, request that a meeting be scheduled on the appropriate persons calendar so that you can come back and meet in person.
3. Leave your contact information directly with the person you spoke with and ask for their contact information in return. Having a name to reference in further communications is extremely helpful.

## After a cookie greeting.

1. Send follow-up email to the administrator. (See the example in this guide.)
2. Send a personal note to the front office staff or administrative assistant as well.
3. Confirm any details you spoke about including your next scheduled face-to-face meeting.
4. Thank them for taking the time to speak with you.

## Administrator talking points.

1. Start with small talk:
  - Were you a Girl Scout?
  - Do you know any current or former Girl Scouts?
2. Discuss how the mission of Girl Scouts aligns with their educational mission and needs.
  - Are there any needs your students have that a Girl Scout Program might fulfill?
3. Point out that Girl Scouts aims to serve diverse populations. Mention financial assistance.
4. Speak confidently about why you would like to provide Girl Scout opportunities to their student community.
5. If the administrator reacts positively to the offer of Girl Scouts, request advertising and girl talk access. If the administrator seems hesitant, thank them for their time then follow up with more information to continue to encourage a relationship (see templates in this guide).





## Basic recruitment timeline.

1. Use the cookie greeting method to speak with the school administrator and request access to the school. Follow social distance guidelines, if needed.
2. Ask the school administrator to allow Girl Scouts to advertise via the school's social media pages, yard signs placed at student pick-up and drop-off locations, a poster on the marquee, take-home paper flyers, the school newsletter, and to allow access for a girl talk.
3. Lead a girl talk with grades K - 5 during physical education class or morning assembly. (See page 11 for more on girl talks.)
4. Send home informational flyer listing date, time, location for Girl Scout caregiver meeting.
5. Schedule caregiver meeting no later than one week after the school girl talks.
6. Additional methods to promote caregiver meeting include: NextDoor, caregiver Facebook groups associated with your school or district, other local caregiving groups online, community calendars, your troop and service unit communications, and listing on the GSCTX events pages.

## Social Distancing Guidelines

1. Send "cookie greeting" package through the mail or drop off at the location, if allowed.
2. Follow up with a phone call to confirm receipt of cookies and to set up a meeting with school administration to request access to the school.
3. Utilize Zoom or another video conferencing application for conversations with school administrators.
4. Conduct your girl talk via Zoom if allowed, or skip this step and focus on promoting the caregiver meeting.
5. Mail or drop off paper flyers, if allowed to be sent home with girls.
6. Conduct caregiver meeting over Zoom (refer to Virtual Recruitment Events for tips and guidelines on page 18).
7. Explore options to promote your caregiver meeting. See advertising notes, above.

# LETTER/EMAIL TEMPLATES

1. This letter/email template is formatted to be adaptable to several levels of communication.
  - First contact (in-person or mailing)
  - Follow up after cookie greeting
2. When printing letters, use the GSCTX letterhead. (Obtain template from Membership staff.)
3. Two sample letters are provided, which you may adapt to your needs.



Date  
Dear [name],

Please enjoy the enclosed cookies, compliments of Girl Scouts of Central Texas. Girl Scouts' mission is to build girls of courage, confidence, and character, who make the world a better place. We're willing to bet you already love our cookies, because most people do, but we think you'll also love how we align with your mission of educating our future citizens. Girl Scouts receive benefits like:

1. TEKS- and Common Core-aligned programming that emphasizes social emotional learning and provides hands-on, project-based experiences that extend and enhance what they learn in school.
2. Access to a girl-only space where every experience is designed just for her and her unique developmental needs.
3. An environment that embraces diversity and encourages inclusion, collaboration, and the celebration of others' success.

I will be reaching out to you again in the next few days to talk about the possibility of engaging girls from your school in the Girl Scout Leadership Experience.

Thank you so much for everything that you do for the students of [school name].

Yours in Girl Scouting,  
Your name  
Volunteer role  
Email address  
Home/mobile phone number  
[www.GSCTX.org](http://www.GSCTX.org)

# LETTER/EMAIL TEMPLATES



Date

Dear [name],

Girl Scouts dream big and have the tools to bring their dreams to life as they build a kinder, better world. Whether they want to climb to the top of a tree or the top of their class, lace up their boots for their first hike or advocate for climate justice, make their first best friends or get a law passed that protects other kids—at Girl Scouts they’ll find adventures that inspire them and meet them where they are.

Partnering with Girl Scouts means providing a high-quality, girl-centered experience for tomorrow’s leaders and change-makers right in your school district. Research shows that girl-only places like Girl Scouts help girls form trusting relationships with adults and other girls, feel safe to share their opinions and ideas, try new things without fear of failure, and experience less pressure to look or act a certain way. That’s why we would like to partner with your school district and explore how we can help the girls in your community embark on a lifetime of leadership, success, and adventure.

Girl Scouts complements and enriches all the great work you already do every day. We help girls succeed academically as well as help them build crucial social and emotional skills that result in more confidence, resiliency, and overall success in school and their future careers. There are many ways we can partner together to see this happen:

- Allow Girl Scouts to distribute program information to the caregivers in your school district
- Place Girl Scout yard signs at school drop-off and pick-up lines
- Post on school district social media accounts or newsletters with Girl Scout updates

Let’s dive in and discuss the possibilities. If I do not hear from you, I will follow up next week to set up a virtual meeting. Thank you for your time, and I look forward to speaking with you about the benefits Girl Scouts can have for the girls in your school district!

Sincerely,

Your name

Volunteer role

Email address

Home/mobile phone number

[www.GSCTX.org](http://www.GSCTX.org)

# RECRUITMENT TABLE SET UP

A tabling event is a come-and-go event hosted by an outside organization that can include school open houses or community fairs. You will have the opportunity to speak one on one with individuals interested in getting their girls involved in Girl Scouts. It will be important to be prepared with your Girl Scout story, which we discuss more in the next session, to highlight the benefits of Girl Scouting and volunteering.

## Before the event.

1. Confirm with the organizer the date, time, location, entrance, other information such as whether a table and chair will be provided.
2. Review Top Ten Reasons to be a Girl Scout (page 20) and Top Ten Reasons to Get Involved as an Adult (page 21).
3. Practice your Girl Scout story.
4. Print information, flyers, and prepare grab-and-go packets.

## During the event.

1. Do not sit down (unless necessary) or use your phone while there is a crowd of people.
2. Be approachable and actively engage with the crowd.
3. Learn about your audience. Ask questions.

*Do they have prior Girl Scout experiences?*

*What goals do they have for their girl this year?*

*What activities do their girls enjoy?*

4. Ensure that everyone signs the sign-in sheet. You will need this information to follow up with calls/e-mails after the event.
5. Talk to potential adult volunteers about being a part of a troop team, where responsibilities are shared. They are more likely to see the potential of their time and abilities being shared with Girl Scouts. Many caregivers, especially men, do not realize that they can take the Girl Scout journey with their girl!
6. Ensure that everyone leaves with your contact information and a grab-n-go packet.
7. Be a good Girl Scout. Clean up after yourself and take all your trash with you.

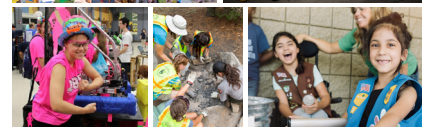
## After the event.

1. Follow up with the event organizer(s). Thank them for allowing Girl Scouts to have a table.
2. Follow up with everyone on your sign-in sheet within 24 hours, if possible (Monday for weekend events). You will still be fresh on their minds and you want to get them involved ASAP!
3. Provide attendees with a list of upcoming Try-It events. [www.gsctx.org/tryit](http://www.gsctx.org/tryit)
4. Keep track of event information to determine if it was worth the time/effort and whether it resulted in good public exposure.

*Approximately how many people were at the event?*

*How many people did you speak to?*

## JOIN TODAY!



[WWW.GSCTX.ORG/JOIN](http://WWW.GSCTX.ORG/JOIN)

**Word choice is important!**

Instead of troop leader say  
**troop co-leader**

Instead of volunteer say  
**troop team member**





### Kid-friendly table activities.

You may use table activities to engage kids while you speak with their caregivers. The same activities may be used during caregiver meetings.

1. Water color name tags
2. Kazoos
3. Juliette Gordon Low puppet (Kindergarten)
4. Toilet paper roll binoculars
5. I love Girl Scouts, unicorn, or friendship seeds SWAPS

Instructions for these and other simple activities can be found on [Pinterest.com](https://www.pinterest.com)

When preparing a table with an activity consider whether you can do this activity by yourself and talk to potential volunteers and adults at the same time. You may not always have an extra person to help.

Make the activities EASY and QUICK! You need the girls to keep moving, especially if the event is super busy. You do not want people skipping your table because it is crowded.



### Recruitment table checklist.

- Recruitment pamphlets and flyers
- Sample vests/sash full of patches
- Girl Scout tablecloth (if available)
- Sample Girl Scout activity fun items (girl-made robots, stuffed animals, SWAPs, rock-ets, etc.)
- Sign-in sheet or lead interest cards
- Computer for caregivers to utilize for registration
- Girl and adult registration forms (work with Membership staff to determine if these are necessary)
- Financial assistance forms (work with Membership staff to determine if these are necessary)
- Pens
- List of troop openings. Check Participation Catalog for the open troops in your area to allow for immediate placement of girls



### Collate grab-and-go packets.

1. Why Girl Scouts
2. Girl Scout Basics
3. Recruitment flyer with your contact information
4. List of upcoming Try-It events
5. Take home activity for the girl (optional)

*Don't forget Spanish versions of all flyers and information!*

# YOUR GIRL SCOUT STORY

Your Girl Scout story is one of the best ways to begin the conversation about Girl Scouts with administrators, community leaders, and caregivers. Your goal is to encourage your listener to want to hear more. If you are uncomfortable promoting the benefits of Girl Scouting, practicing in advance will help. Refer to the Top Ten Reasons to be a Girl Scout (page 20) and the Top Ten Reasons to Get Involved as an Adult (page 21) for talking points to help you solidify your story.

Girls and adults participate in Girl Scouts because doing so fills a need in their life for themselves or their girl. Needs may include:

- Girl is shy and reserved.
- Bullied at school.
- Not enough access to fun, hands-on activities.



Your story usually starts with “hello” and questions to find out more about the caregiver and their girl to establish a common need. Perhaps your girl used to be shy or you have seen girls have fun camping or building robots with other girls.

Tips for telling your Girl Scout story:

- Grab their attention with something you and they can relate to.
- Spark their curiosity. Show them you’ve got a solution to their problem.
- Summarize what you do. Explain the typical Girl Scout outcomes.
- Be ready for more questions so you can talk further about Girl Scouting.
- Have a business card or flyer with information so they can follow up later.

## Sample Girl Scout story.

Girl Scouts has been a game-changer for my three girls. My eldest daughter has been a Girl Scout since second grade. Before Girl Scouts, she never had best friends or a lot of play-dates, and I didn't know many parents at our school. I signed my daughter up for Girl Scouts with the hopes of meeting a group of girls at her school to whom she'd feel more connected and the hope of meeting more local parents my girl's age.



In Girl Scouts, my girl became known as a fun, funny, storyteller. During Girl Scout Cookie season, she made eye contact, told people all about the different cookie flavors, and charmed the pants off of her customers. She tried fly fishing and sand surfing. She joined her Girl Scout sisters on the robotics team, and taught programs for younger girls. All along the way, I had other parents who could commiserate about the trials and tribulations of parenting a growing girl, recommend teachers, and remind me of school field trips. That's why we've been involved in Girl Scouts for 10 years and counting. I couldn't recommend anything more.

**Practice writing your Girl Scout Story below.**

**Your Girl Scout Story**

# GIRL TALK



## Notes Before You Start:

- Be prepared to project your voice and answer questions.
- Walk around the group so you can engage more girls.
- Bring props, vest with patches, travel props, Girl Scout memorabilia.

Hi, my name is (insert name) and I work/volunteer for Girl Scouts! How are we all doing today?

(Try and build some excitement without getting out of hand.)

Are there any Girl Scouts here today? (Wait for hands to go up.)

That is so exciting! What is your favorite thing about being a Girl Scouts?

(Call on one or two girls, if possible.)

It sounds like you all have a fun time being Girl Scouts!

Okay, now raise your hand if you **THINK** you want to be a Girl Scout.

(This question gives you a gauge on the level of interest and will help you understand if girls are more interested after your presentation.)

So, I am here today to talk to you all about the fun and adventurous things that you can do through Girl Scouts. Many of you probably already know that Girl Scouts sell cookies. Show me a big thumbs up if you like Girl Scout Cookies! Does anyone know what we do after we sell the Girl Scout Cookies?

After we sell the Girl Scout Cookies we are able to go horseback riding, travel to lots of fun places, AND do exciting things like build our own solar cars.

Now, would anyone like to share what they like to do when they are not at school?

(Call on a few girls to share. You can also bring pencil and paper for older girls to share.)

Girl Scouts can do anything they put their minds to. While doing all the fun things you love to do you will earn badges and make new friends!

Some things that weren't mentioned that Girl Scouts can do are scuba diving, sleepovers at the zoo, and caring for animals!

(Bring some props to demonstrate different activities. You can use any activity examples you would like!)

Now, at Girl Scouts we like to make the world a better place. How do you think we do that?

(This one is a little more confusing for younger girls so more prompting may be needed.)

That's right! We volunteer at local animal shelters, hold food drives, and help clean up our local parks. Do you remember when I said before Girl Scouts is a place where you can do things you like to do? Well, you can always take something you like to do and help your community at the same time!

So, now that you know a part of what Girl Scouts do I bet you are wondering why I am holding/wearing this vest? Well, as a Girl Scout you will earn badges for all the fun activities and community projects that you do.

Once you earn these badges you can put them on your vest to show everyone in your family and your friends all of the things you have learned at Girl Scouts! You can wear your vest with pride knowing that you worked hard to earn your badges! Is anyone excited to start earning badges and wear a Girl Scout vest?!

Alright, now if you weren't already excited, are you ready to hear something else?

First, I have a question, does anyone here like to go on trips with their family and friends?

As I mentioned before Girl Scouts get to do lots of fun things including travel! Where do you think you would get to go on trips with your Girl Scout friends?

(Call on a few girls.)

Well, these are some of the trips I know Girl Scouts go on...

Galapagos Islands to see swimming Iguanas, snorkel with colorful fish, and meet blue footed boobie birds.

Alaska to learn to drive a dog sled team...

Florida to see Mickey and Minnie Mouse, Colorado to ride horses and hike in the mountains, AND a trip right here in Texas to our Girl Scout summer camps to go swimming in lakes, zip line, ride horses, and have a big sleepover with all your fellow Girl Scouts!

Now that I have told you all these fun things to do, how many of you want to be Girl Scouts now? Raise your hands... That is so exciting!

(Insert activities to modify Girl Talk to fit time allowed.)

Alright, before I go I want you all to know we are having a Girl Scout night for your school (insert date). You all will be receiving a flyer to share information with your caregivers about this meeting and a sticker to help you remember to mention Girl Scouts when you get home today.

If you can't come to the meeting, do not worry. All of my information is at the bottom of this flyer so you can have your adult contact me and we can get you started in a troop. Make sure you go home and tell your adult all the fun things you learned about Girl Scouts today and that you want to join a Girl Scout troop!

## Optional activities for your girl talk.

Kindergarten and 1st Grade

- Camp songs
- All my friends like, story telling round robin

2nd and 3rd Grade

- Hula hoop team building
- All my friends like

4th and 5th Grade

- Hula hoop
- Eye contact team building

## CAREGIVER MEETING

An information meeting should be scheduled within a week of organized girl talks to allow caregivers the opportunity to learn about Girl Scouts, register their girls, and consider volunteering. Caregiver meetings may also be set up to direct generalized recruiting efforts (community flyers, posters, and social media posts) toward an informational meeting for caregivers.

### Before the caregiver meeting.

1. Confirm with the location the time, date, and any special rules or procedures you need to follow.
2. If caregivers RSVPed for the meeting, send a text, email, or Facebook message reminder the day before the meeting.
3. Practice your pitch about Girl Scouts.

### During the meeting.

1. Learn more about your audience. Ask questions.
  - Do they have prior Girl Scout experiences?
  - What benefit are they seeking for their girl?
  - What activities does their girl like to do?
2. Use a sign-in sheet to collect attendee information so you can follow up later.
3. When talking to caregivers pay attention to word choice. Troop co-leader and troop team member are preferable to troop leader and volunteer.
4. Ensure that everyone leaves with your contact information and on-line registration instructions.

### After the caregiver meeting.

1. Follow up with all attendees within 24 hours, if possible.
  - Phone calls are best
  - Share a list of upcoming Girl Scout activities.
  - Include a list of open troops.
2. Send a thank-you note to the location organizer(s) for allowing use of their space.

*\*Don't forget Spanish versions of all flyers and information!\**



### Meeting supplies checklist.

- Recruitment pamphlets and flyers.
- Sample vest/sash full of patches
- Girl Scout tablecloth (if available)
- Girl Scout general information
- Girl Scout activity sample items (girl made robots, stuffed animals, SWAPs, rockets, etc.)
- Sign-in sheet or lead interest cards
- Computer where caregivers can register online
- Girl and adult registration forms (only in special circumstances)
- Financial assistance forms (only in special circumstances)
- Pens
- List of troop openings. Check the participation catalog for the open troops in your area to allow for immediate placement of girls.
- Sample program materials (age level books, journeys, etc.)

# CAREGIVER MEETING SCRIPT



This is a general template for a caregiver meeting script. You will want to make it your own and become knowledgeable with the information you are referencing.

Hello Everyone, I want to welcome you to this meeting for prospective Girl Scouts at \_\_\_\_\_ Elementary.

We are very excited to form new troops for the girls here this year! First, I would like to start by introducing myself. My name is \_\_\_\_\_ and I am a (insert volunteer title) for Girl Scouts of Central Texas. My goal is to encourage and support girls as they try new things, gain new skills, discover new passions, speak up for themselves, and gain confidence along the way. And that's exactly what Girl Scouts offers.

During this meeting, we are going to dive into Girl Scouts so you can better understand who we are as an organization and how it can fit into your lives! We will also be discussing how to form a troop and what you will need to do as caregivers to help your girl's troop be successful. For those of you familiar with Girl Scouts, what kinds of activities do you associate with Girl Scouting? (Take some answers from the meeting participants.) When I ask this question, most people talk about cookies, camping, and crafts. All of those things are part of Girl Scouts, along with so much more. We want girls to grow up knowing they can be whatever they want to be. At Girl Scouts, we help them to build skills, strategies, and behaviors that will help them achieve whatever they want to achieve. Our programs and activities encourage girls to explore a wide range of topics and build skills and confidence along the way.

The Girl Scout Leadership Experience is open to all girls in Kindergarten through 12th grade and includes countless programs, badges, and events to encourage self-exploration and achievement. One of the most positive aspects of Girl Scouting is that it is girl-led. This means that the girls decide what they want to do and how they want to accomplish their goals. Out of all the extra-curricular activities girls are offered in today's world, Girl Scouts is unique offering programs that range from science and technology to outdoors and entrepreneurship. Our programming encourages fun, hands-on, age-appropriate exploration. Each girl gets to decide what she wants to explore and can even investigate multiple topics throughout her Girl Scout journey.

Girls can participate in Girl Scouts in a couple different ways. One way is to join a troop where she'll share her Girl Scout experience with a group of girls. Another way is to participate individually, where you as a caregiver will help guide her through the program. As the girls get older they will encounter more opportunities for individual work, such as taking on leadership roles supporting younger girls at camp, or earning awards by leading projects to help create lasting, positive change in our community.

(You can always talk more about this if you have older girl caregivers attending.)



Does anyone have any questions about Girl Scouts in general before we move on to discussing forming a troop for your girls?

(Pause for questions.)

Next, let's talk about program costs.

This seems to be a burning question amongst caregivers. The Girl Scout annual membership fee is \$25 (insert information about extended year, if applicable). Many Girl Scout troops also charge troop dues to cover the costs of materials the girls use during meetings. In some cases, troop dues may cover extra activities like camping or special events and programs. Each troop is a little different. Because we want Girl Scouts to be available to all girls no matter their background, we offer financial assistance to cover the annual membership fee, plus special programs and activities. If you or a family you know wants to learn more about financial assistance, you can visit [www.gsctx.org/fa](http://www.gsctx.org/fa)

Girl Scouts offers two girl entrepreneurship programs that also allow girls to earn money to fund their Girl Scout activities. These include the Fall Product Program and the Girl Scout Cookie Program. Through both programs, girls learn about goal setting, business ethics, and money management, among other skills. Many Girl Scouts and troops fund the majority of their activities, including everything from meeting supplies to troop field-trips and travel, camp outs, and pretty much anything else they would like to do as a Girl Scout, through participation in these programs.

Any questions so far?

(Pause for questions.)

So, forming a troop is quite simple. We try and make the process as smooth as possible and are here to support you every step of the way. As a caregiver group, you will form a troop committee and assign different aspects of the troop to different people. In your packet of information, you will find a form detailing some of the caregiver positions within the troop. Not every position needs to be filled to start, but we find that distributing the responsibilities amongst several adults helps the troops thrive in the long run.

(Describe some of the positions within the troop, such as treasurer, communications coordinator, CPR/First Aid certified adult, badge coordinator, snack coordinator, etc.).





As your troop forms, you will have the support of other troop leaders in your area to guide you through the training and be another source of knowledge for you.

(Assess the group dynamic. Are they ready to hear more information about forming a troop?)

### What are the next steps?

First, you will need to register. This can be done with me tonight, online, or later when you've had some time to think about it.

Second, as a group, you will decide a date, time, and location for your troop meetings. Typically, troops use churches, community centers, or their school to meet either bi-weekly or monthly depending on schedules. You'll want to exchange contact information with each other, as well, so you can communicate.

Any adult that is going to attend troop meetings will need to register as a member, too, so we can complete a background check.

(Leave room for questions. Don't push the crowd too far, but you also don't want them leaving without knowing all their options and what to do moving forward.)

At this point, I will take any questions or listen to any concerns you may have. I know this was a lot of information and it can be a little overwhelming, but Girl Scout provides you with all the resources and support to run a successful troop. We know everyone one is busy these days and we just want to provide the best Girl Scout experience for you and your girl.

(If you are asked a question to which you do not know the answer, write it down, provide your contact information, and say "I will check with my team and get back to you.")



# VIRTUAL RECRUITMENT EVENTS

Virtual recruitment events allow us to reach more girls as we target families too busy to travel to in-person meetings and those living remotely. Virtual events will continue to be a part of the GSCTX programmatic offerings and allow us to expand our reach to more girls. While we discourage using only virtual events to drive membership recruitment, virtual events should be considered when making plans.

## Planning virtual events.

1. Determine the Girl Scout program level your event will serve. Pick your event type and activities accordingly.
2. Select the platform you will use to host your event: Zoom, Facebook Live, etc.
3. Define how you will promote your event.
4. Create your event content, or use an event script provided by Girl Scouts (animal dance party, robot building party).
5. Outline how you will follow up with participants after the event.

## Selecting your event format.

1. Activity-based events- engage girls with fun activities followed by a soft ask about joining.
2. Open houses- educate caregivers and girls about the benefits of Girl Scouting, the expectations for caregiver involvement, and lead to a direct ask to join Girl Scouts.

## Promoting your event.

Promotion is a key component of hosting a successful virtual event.

- All school-based event promotion options highlighted on page 4 may apply.
- Additional event promotion channels include: flyers or poster at the local library, post on Nextdoor, post to online groups (such as Facebook parenting groups) to which you belong, submit to local community calendars (like those available online or in the newspaper)
- You may also submit your event to be shared on the GSCTX events page.

## Creating content for virtual events.

Your recruiting event may contain both live and pre-recorded material. If utilizing pictures and video of girls, please ensure that you have consulted caregivers and obtained a media release for each girl. Consult with GSCTX Membership staff to obtain prepared presentation materials and scripts for virtual recruitment events.

## Virtual platform features.

Many different online meeting and video conferencing platforms are available such as Zoom, GoogleMeet, GoToMeeting, and more. Girl Scouts does not endorse any specific platform. Features to look for in a platform include:

- Settings to keep meetings secure
- Waiting room
- Private chat (we recommend you disable)
- Screen sharing
- Meeting recording (we recommend you disable)
- Pre-registration
- Participant engagement and monitoring features like polls, chat, hand-raising, and reactions

*Verify all rules and regulations when using Zoom with your local Membership staff.*

## Event registration and reminders.

1. We recommend including a sign-up function of some kind for your event, so you can track interest and send reminders before and after the event. Many volunteers request participants send an email or text to sign up for the event. You may also use free tools like Eventbrite or the registration functions available when your event is published to the GSCTX calendar.
2. Before or during your event, we recommend collecting the following information for participants: Caregiver name, caregiver email, caregiver phone, girl name, girl's school or address, and girl's grade level.
3. Day of event, send text, email, or call to remind registrants about event time, meeting link, and password, if relevant.

## Hosting your event.

1. Mute all participants until you are ready for interactions.
2. Ask all participants to stay muted until called upon.
3. Ask youth participants to change their names to first name and last initial only to protect their privacy.
4. Introduce yourself and any other volunteers/staff on the call.
5. Be interactive and ask questions.
6. Allow time for for participants to ask questions.
7. Always describe next steps.



## Following up post-event.

1. Compile contact information for event attendees and share it with your local GSCTX Membership staff.
2. Call event participants or their caregivers within 24 hours to answer any questions and encourage registration with Girl Scouts.
3. Send follow up email to all participants thanking them for attending. Include information on upcoming Girl Scouts events and joining Girl Scouts. Include your contact information or GSCTX customer care information for extra support: [www.gsctx.org/contactus](http://www.gsctx.org/contactus)
4. Evaluate your event. What did you enjoy, what could you have done differently, and was it successful?
5. Start planning more recruitment!

“We must accept the fact that transport and communications will bring the world in close relations and the youth of the world should have standards and ideals in common.”

-Juliette Gordon Low

# TOP 10 REASONS TO BE A GIRL SCOUT

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

- She'll encounter a wide range of activities that encourage her to try new things and become more brave in tackling the unknown.
- She'll fail, and have encouragement to get up and try again.
- She'll gain practice in taking action to change things she cares about, and gain confidence that she can change the world.

## 2. Girl-only space.

- She'll experience a program tailored to her unique developmental needs.
- Every opportunity in every area is built for her.

## 3. Program variety.

- She'll explore the outdoors, STEM (science, technology, engineering, and math), entrepreneurship, and other life skills like wellness, civics, and self-advocacy.

## 4. Extend and amplify in-school learning.

- She'll explore STEM through hands-on activities.
- She'll practice civic engagement in an apolitical environment.
- Social-emotional learning is built into everything she does.

## 5. Earn awards for community engagement.

- She'll gain confidence in her ability to impact the community and society.
- She'll stand out on resumes and scholarship applications.

## 6. Girl-led experiences.

- She gets to choose the activities that excite her most.
- She'll receive positive reinforcement for speaking up and driving choices.

## 7. Many ways to participate.

- She can participate on her own or as part of a group.
- She can dive deeper into things she loves, like robotics, SCUBA diving, astronomy, high adventure, and more.

## 8. ALL girls are welcome.

- She's encouraged to join, regardless of her backgrounds, identity, or ability.
- Together, we stand against racism and pledge to work for a just society for all.

## 9. Fund your own adventures.

- Girl Scout-sponsored programs like the Girl Scout Cookie Program will help her gain essential business skills while creating opportunity to earn funds for the troop and individual activities she loves.

## 10. Progressive leadership development.

- She'll start practicing leadership as early as kindergarten.
- She'll be more likely than other girls to be a leader - research proves it.



# TEN REASONS TO GET INVOLVED AS AN ADULT



## 1. Take the journey with your girl!

- Spend quality time with your girl and her friends.
- Discover, explore, and have fun by her side.

## 2. Gain new skills.

- Experience positive personal growth as you mentor girls in your community.
- Build your resume by building more leadership, critical-thinking, problem-solving, communication, and creativity!

## 3. Participate in training to make it easy.

- No need to figure it out on your own or have previous experience.
- Learn everything from CPR to water sports and cooking over a fire to girls' behavioral dynamics - and more!

## 4. Help girls realize their potential.

- Foster a safe environment that allows girls to make mistakes they'll learn from.
- Create a space where girls practice leadership, self-advocacy, and learn they can accomplish anything.

## 5. Get to know her friends and confidants.

- Really KNOW your girls' close friends.
- Help influence and guide your girls' peers.

## 6. Make new friends.

- Make lifelong, cherished friends who are there to support you.
- Have FUN with other adults.

## 7. Give back and get back.

- Do good for girls and make an impact on society.
- Lead and participate in a variety of community service projects alongside your Girl Scouts to demonstrate the value of service.

## 8. Do things you've never done.

- Take surf lessons, travel the country, build your own potato battery, identify the constellations, make cake over a fire. You'll explore as the girls explore.

## 9. Build leaders and change-makers.

- Research shows that Girl Scouts are more involved in their communities, are more civically engaged, and take on more leadership than their non-Girl Scout peers. With your guidance, she can change the world!

## 10. Discover the FOUNTAIN OF YOUTH!

- Girl giggles, silly stories, new experiences, and breaking out of your comfort zone keep you forever young!