



Volunteer Recruitment Playbook

Dear Girl Scouts San Diego Recruitment Volunteers,

Thank you for lending your skills and being the first impression for girls and their families as they learn about Girl Scouting in San Diego.

Girl Scouts is the largest girl-serving organization, behind the public school system in the country. As a membership organization our strength for more than 100 years has always been our girl and adult membership. Girls everywhere have been waiting for someone to invite them to be a part of our organization.

In addition to girls, you're extending the invitation to adults that will make a commitment to girls in their community. The adventures don't stop with girls in Girl Scouting. We often hear how volunteers' lives are changed by the experiences they have by leading a troop.

We never know when a future astronaut or president will announce to the world, "I was a Girl Scout!"

Thank you again for making Girl Scouting happen! We think you're amazing!

Why do we recruit?

Juliette "Daisy" Gordon Low assembled 18 girls from Savannah, Georgia on March 12, 1912 for a local Girl Scout meeting. She believed that all girls should be given the opportunity to develop physically, mentally, and spiritually. With the goal of bringing girls out of an isolated home environment and into the open air. Girl Scouts hiked, played basketball, went on camping trips, learned how to tell time by the stars, and studied first aid.

Within a few years, Daisy's dream for a girl-centered organization became a reality. Today, Girl Scouts of the USA has a membership of over 3.2 million girls and adults, a significant growth from its modest beginnings more than a century ago. In fact, more than 59 million women in the USA today are Girl Scout alums.

Branding 101 for Girl Scout Volunteers

Representing Girl Scouts in the Community:

Thank you for representing Girl Scouts San Diego at community events! Please refer to the following tips to help avoid confusion that may arise from recent changes in Boy Scout membership policies.

- Use consistent language and correct Girl Scout branding, as outlined below. (Please share this information with the coordinators, spokesperson, or media representatives at events in which you participate.)
- Wear the Girl Scout uniform or Girl Scout-branded clothing at community and school functions (e.g., parades, flag ceremonies, recruitment events, Girl Scout troop outings).
- Ask event announcers to distinguish between the two separate youth organizations (i.e., use “Girl Scouts” or “GSUSA” and “Boy Scouts” or “BSA” rather than “Scouts” or “Scouting”).

We are happy to help if you have a question about a partnership opportunity with another youth organization or need assistance with a related situation. Contact us at 619-610-0821, customercare@sdgirlscouts.org, or visit sdgirlscouts.org/branding more information

CORRECT BRANDING	INCORRECT BRANDING
Girl Scouts of the USA (GSUSA)	Girl Scouts of <i>America (GSA)</i>
Girl Scout/Girl Scouts/Girl Scouting	Scout/Scouts/Scouting
Girl Scouts	<i>The</i> Girl Scouts
Girl Scouts San Diego	Girl Scouts <i>of</i> San Diego
Girl Scout Troop 1234	Troop 1234
Cookie Program , Fall Product Program	Cookie <i>sale</i> , Fall <i>Nut Sale</i>
Earn the Girl Scout Gold Award, Girl Scout Silver Award, Girl Scout Bronze Award	<i>Win</i> the Girl Scout Gold Award
Gold Award Girl Scout, Silver Award Girl Scout, Bronze Award Girl Scout	Gold/Silver/Bronze Award <i>winner, awardee, recipient</i>

Troop Catalog

Helping New Members Get Started:

Sdgirlscouts.org/join is the best place to direct all new members. Our Troop Catalog allows new members the chance to search for troops and find the best option for them. Sending new members to **sdgirlscouts.org/join** to visit our troop catalog is the beginning of a great customer service experience and helps with our internal workflows. Once on the Join page, new members will put in their information which lets our staff know they are interested in joining Girl Scouts. If they stop during the process of joining at any point or choose “Unsure” on the troop catalog, they will be reached out to by a Placement Specialist.

How to Join:

- **Visit sdgirlscouts.org/join and click the “Join Today”** to visit our registration site and tell us a bit about yourself and your girl.
- **Enter your zip code** to find a nearby troop on our Troop Catalog. Choose a troop that works best for you and your family. Or enter the number of the troop you are interested in to pick a specific troop.
 - Some troops on the troop catalog are still in-information, meaning we need a few more girls or adults to sign up before the troop can begin meeting. If you join one of these troops, a Girl Scout staff member will contact you to discuss next steps.
 - Not sure what troop is best for your girl, or your troop isn’t showing up? Select “unsure” and let us know what experience your girl would like or what troop number you are searching for. A staff member will reach out to you to help you find a troop.
- **Complete the process by becoming a Girl Scouts member.** You will pay \$25 in member dues. Apply for financial assistance if needed.
- If you've chosen a troop that is already meeting, the troop leader will reach out to you soon to welcome you and provide more details.

Include **sdgirlscouts.org/join** on social media posts, messages to new leads, flyers for events, and anywhere else you are spreading the word about Girl Scouts.

Social Media Tips and Tricks

Have a digital presence by creating a Facebook page for your Girl Scout volunteer position.

You may create a page from your existing Facebook profile.

facebook.com/GirlScoutsSanDiegoLatinx

Like profiles, pages can be customized with stories, events, and more. People who like or follow a page can get updates in their news feed.

How to create a Facebook page:

- Visit **facebook.com/pages/create**
- Click to choose a page category
- Select a specific category from the dropdown menu and fill out the required information
- Click Get Started and follow the on-screen instructions

Create a Facebook event to promote and share with prospective leads.

How to create a private or public event:

- On Facebook: Click Events in the left menu of your News Feed.
- Click Create Event in the top right of the page.
- Click to choose between a private or public event. If you're creating a public event, you can set the event's host as yourself or a page you manage. You're not able to change the privacy settings once you've created the event.
- Fill in the event name, details, location and time. If you're creating a public event, you can:
 - Add multiple dates and times
 - Select a category for your event
 - Add keywords about your event (Free, Kid-Friendly, Girl Scouts)
- Click Create.
- Now you can invite guests, upload photos, share posts, and edit event details.

Example Event Detail Verbiage:

Tune in for a Girl Scout Open House Live on Facebook! For 100 years, Girl Scouts has given San Diego girls a way to be true G.I.R.L.s—go-getters, innovators, risk-takers, and leaders, who make the world a better place! Join Girl Scouts staff and other interested parents in your community to learn how you and your girl can get involved...right on your computer or phone!

Where: Girl Scouts Open House LIVE **Date:** Thursday, July 27 **Time:** 7 p.m.

For questions or technical support, contact Marlyn at mcarrillo@sdgirlscouts.org or 619-610-0817. Must have access to Facebook to participate in this meeting.

Hashtags:

Hashtags are a great way to allow your social media posts to reach a target audience, attract followers in your niche and increase engagement.

Girl Scouts San Diego Hashtags:

#BestPlace4Girls

#sdgirlscouts

#GSSD

#GSVolunteers

Service Unit Recruitment Event Planning Guide

Service unit recruitment events are an exciting way to showcase Girl Scouting and your service unit in your community. By hosting a recruitment event, you are helping make the world a better place by connecting more girls to Girl Scouting. As members of the world's premier leadership organization for girls, they will thrive in a safe, all-girl environment as they develop into girls of courage, confidence and character. (Wow-that's a big impact that you can have by organizing a single event!)

Step 1

Contact your Regional Recruitment Specialist (RRS), who is the staff member coordinating recruitment efforts in your neighborhood. This individual will be a great source of support, helping you plan an event with the greatest possible results, so be sure to team up together!

Visit sdgirlscouts.org/recruitment for additional recruitment resources.

Your recruitment event could help your service unit qualify for the President's Award. This is the highest award a service unit can earn! Ask your RRS or service unit team for details.

Step 2

Determine the grade levels you want to invite to the event.

- ☐ Grades K-5
- ☐ Middle school
- ☐ High school

(List schools here)

Step 3

Choose a location and date/time. Consider schools, libraries, recreation centers, parks, faith centers, and other community venues. Check school calendars and community pages for potentially conflicting major events and holidays.

Check out these location ideas for hosting a recruitment event:

- School multipurpose room or classroom (some districts have a meeting fee)-Facility Request Applications can be found on district websites or by request at the front desk
- Libraries (most library meeting rooms are free for nonprofit use)-applications for the San Diego County Libraries can be found at <https://www.sandiego.gov/public-library/services/specialresources/meeting>
- Recreation or Community Centers (typically \$2.50/hour fee)-you may reserve a room at your community's Rec Center at a low cost; facility locations and meeting room information at <https://www.sandiego.gov/park-and-recreation/centers>
- Churches, synagogues, temples, mosques and other places of worship
- Community parks
- Girl Scout properties: Balboa, Escondido, or North Coastal

Note, all recruitment events require additional insurance to cover attendees who do not have a Girl Scout membership. Visit sdgirlscouts.org/safety or contact your service unit for more information.

Submit the insurance forms at least two weeks before the event date.

Check with your service unit to see what your recruitment event budget is and how to submit your event for funding.

Step 4

Identify and develop the types of promotional materials you will use to market the event. Begin promoting your event at least three weeks before the event date. The more promotion methods you use, the greater the attendance at the event!

- | | |
|---|--|
| <input type="checkbox"/> Distribute hard copy flyers to schools
(Work with school membership recruiters [MRs] to distribute) | <input type="checkbox"/> Post on Peachjar
(At some schools, parents can post for free!) |
| <input type="checkbox"/> Post to social media (e.g., local community groups, ask friends to share on their feed) | |
| <input type="checkbox"/> Posters (coffee shops and community hubs are a great places to post) | <input type="checkbox"/> Email |
| | <input type="checkbox"/> Other: _____ |

Step 5

Pick a theme for your event:

Recruitment event ideas:

- | | | |
|---|----------------------------------|-----------------------------------|
| • Outdoor scavenger hunt | • Ice cream social | • Summer fun with Girl Scout |
| • Indoor photo scavenger hunt | • Mad scientist | • Ice rink/skating rink event |
| • Carnival game party | • Daisy day | • Fall-fest |
| • "Discover Girl Scouts" info night Bring-a-buddy | • Make s'mores and share stories | • Cybersecurity/STEM workshop |
| | • A taste of Girl Scouts | • Girl Scout sample troop meeting |

Which pillar of Girl Scouting does this theme connect to?

☐ STEM ☐ Outdoors ☐ Life Skills ☐ Entrepreneurship

How will you make girls and families feel welcome?

(List ideas here)

What activities will there be for girls who attend the event? *(Check all that apply)*

☐ Songs ☐ Craft(s) ☐ Game(s) ☐ Presentation ☐ Meet-and-greet with current Girl Scouts

☐ Learnabout:_____ ☐ Other:_____

What supplies will you need?

(List ideas here)

Who will you invite to the event the event possible?

☐ Current Girl Scouts ☐ Troop leaders or volunteers ☐ Regional recruitment specialist

☐ Service unit Membership Recruiter ☐ Community Partner ☐ Other:_____

Step 6

Plan and organize how you will engage adult attendees.

What activities do you want to provide the adults who attend the meeting to inspire them to join Girl Scouts?

(List ideas here)

Who will be talking to the adults and encouraging them to consider leading a troop?

(List ideas here)

What materials and information do you want to provide for adults to inspire them to become involved with Girl Scouts?

(List ideas here)

Use this space for any additional ideas or steps needed for planning your recruitment event.

Service Unit Recruitment Event Timeline

Before the event

Five weeks prior:

- Contact your Regional Recruitment Specialist (RRS) to team up in planning an outstanding recruitment event.
- Determine if the event calls for a Spanish-speaking volunteer at the event and plan accordingly.
- Research potential event locations.
- Complete the Service Unit Recruitment Event Planning Guide worksheets.
- Reserve the date and location for the event.

Four weeks prior:

- Finalize your plan to promote the event.
- Contact your RRS if you are requesting color flyers within the template* guidelines of Girl Scouts San Diego.

Be sure to provide the following information:

- Time
- Date
- Location
- Program level(s)
- Event description

**Option to ask Girl Scout staff to create flyers; requests considered on a case-by-case basis based on printing schedule.*

Tips for event flyers and social media posts

- Digital flyers are great for all forms of social media and Peachjar. Multiple posts on different social media websites and groups really works! Send event notifications to newsletter pages and community message boards.
- Printed flyers designed by volunteers or the service unit are more affordable to print as black and white.
- Volunteers and girls can create posters to highlight the event. Posters are great to share at schools, community centers, and coffee shops. Communities love posters created by the Girl Scouts, so have your girls make their own design!

Three weeks prior:

- Contact and confirm the attendance of the staff, volunteers, community members, and Girl Scouts who will assist in the activities at the event.
- Connect with your RRS for Girl Scout goodies! They can sometimes provide Girl Scout swag such as pencils, stickers, bookmarks, volunteer brochures, Family Guides, sign-in sheets, and information about the Troop Catalog.
- Prepare your script or flashcards with your talking points. Be sure to review the Recruitment Talking Points and Recruitment Presentation Script available in this Playbook or online at sdgirlscouts.org/recruitment.

Reminders during the event:

- Arrive 30-40 minutes early to set up the booth or room and prepare for the activities. Expect early arrival of interested girls and families.
- Ask for help throughout the event. For example, speak with parents and girls who arrive early to assist with

set-up.

- Encourage attendees who arrive early to ask their questions about Girl Scouts before the official start of the event.

After the event:

- Follow up with your RRS to provide event feedback.
- Send your RRS a copy of the sign-in sheet with the contact information for the girls and adults in attendance. Your RRS will send everyone a follow up email with next steps on finding or starting a troop. Your RRS can CC you on the email at your request.
- Take inventory of your Girl Scout swag and, if needed, request items from RRS for future events.
- Send thank-you emails/cards to: volunteers who assisted with the event, school personnel or other community members for their attendance and/or support of the event, and any donors (i.e., vendors that donated ice cream, craft supplies, etc.)

Materials list

Set up items needed:

- Green tablecloth
- Folding table (if needed)
- Pop-up canopy (if needed)
- Display boards of photos of Girls participating in STEM, outdoors, cookie, life skills, or anything else!
- Examples of Girl Scout activities- VTK print outs of sample meetings to show potential volunteers the resources provided to help them plan and execute meetings and/or age level journey books
- Program-level activity books and leader guides for display
- Banners

Marketing materials to distribute:

- Volunteer brochures
- Pencils, Stickers
- Interest cards or lead tracking sign-in sheets
- Pencils/pens for adults to fill above blank forms
- Bookmarks
- Seasonal materials (camp brochures, program events flyers.)
- Volunteer applications and flyer with information on how complete online

Other Items:

- Table (If not provided by site)
- Cookies, nuts, or other giveaway for school staff at event location
- Rubber bands, staplers, scissors, and tape
- Hands-on activities for children (e.g. Girl Scout scrapbooks, crayons, etc.)

Talking Points

Benefits of being a leader:

- Flexibility-make the troop meetings fit to your family's schedule
- Influence-choose badges and activities that are within your means and capabilities and that you enjoy!
- Fun, quality time-there's nothing better than seeing the smiles on the girls' faces as they try new things
- Help change the lives of girls-the girls in your troop will remember their leader for the rest of their life, it's true!

Initial steps required to become a troop leader:

- Adult membership (\$25 annually)
- Background check (about \$9; good for three years)
- Getting Started with your Troop (free online training)
- Intro to Girl Scouts (nominal fee, in-person training; within three months)
- Financial assistance available to cover various new troop leader registrations and expenses

Support available for new troop leaders:

- Volunteer Toolkit (VTK)-easy-to-use (and recently updated) digital resource with downloadable lesson plans for all badges/journeys from Daisy to Junior levels
- Service Unit-Find sister troops and network with other leaders who can offer advice
- Troop Support Specialist-staff members can point you to additional Girl Scouts resources
- Adult learning training opportunities-monthly training opportunities to learn new skills

Myths and Facts-How to Respond to Misperceptions

MYTH: Men/nonparents/related adults cannot volunteer for Girl Scouts.

FACT: Any registered and background checked adult can volunteer. However, troop meetings must have at least two un-related adults, one of whom must be female.

MYTH: Every volunteer needs to take the online and in-person training.

FACT: Only the troop leader (or, for cooperative troops, as many other adults planning to serve in that role) needs to complete the trainings. Co-op troops can also select a "main" leader or a "safety" coordinator who completes all trainings and ensures that other leaders are following safety guidelines.

MYTH: Once a troop is formed, the members have no one to ask questions to about safety, VTK, badges, etc.

FACT: Each troop has a designated Troop Support Specialist position and a team of staff members in Adult Learning, as well as a designated staff person for every Service Unit to assist leaders with their questions. Your Service Unit is also filled with awesome volunteers and resources to assist you as a new troop.

MYTH: It takes too much time to be a troop leader.

FACT: Each troop decides how frequently they meet and for how long. Most new troops do not meet more than twice a month for no longer than one hour each meeting. Prepping for meetings can be quick and easy, since the Volunteer Toolkit provides the lesson plans. Even when you include the one hour per month it takes to attend a service unit meeting, the amount of time invested still stays at a low, manageable level.

MYTH: Girl Scout troops have to get started in the fall.

FACT: Troops can get started at any time of year; staff will provide them with ideas and resources to hold meetings and activities after the cookie program during the spring and summer. (The \$25 annual membership is an **annual** membership.)

MYTH: Daisies cannot participate in the Girl Scout Cookie Program.

TRUTH: Girl Scouts of all program levels are able to participate in the cookie program; however, it is not a requirement. The minimum number of boxes to sell if a girl chooses to participate is just 12 boxes.

MYTH: It takes a lot of work to participate in the Girl Scout Cookie Program...it doesn't seem worth the effort.

TRUTH: To make it as easy as possible for girls and volunteers to take part-including new troops wanting to take it slow--we provide plenty of training and support. Through the Girl Scout Cookie Program, girls have fun learning entrepreneurial skills while earning funds for troop activities. As the world's largest girl-led business, the Girl Scout Cookie Program teaches girls five key skills: goal setting, decision making, people skills, money management, and business ethics.

MYTH: There can only be one troop per grade at each school and, when it is full, girls must go on a waiting list.

TRUTH: Many schools have multiple troops per grade that meet at different times and it creates a wonderful Girl Scout community at the school. If troops are full, new families can start Sister Troops by contacting a Regional Recruitment Specialist at council.

Sample Recruitment Presentation Script

The following sample presentation script can serve as a guide when presenting at a recruitment event. Volunteers are highly encouraged to customize the script to match the event audience and their own presentation style.

Good morning/afternoon/evening!

My name is _____. Thank you for inviting me here to talk with you about Girl Scouts San Diego! In the next half hour, I hope to make sure that you have all of the information you need, and we have answered your questions. After, I will need 5-10 minutes more of your time to do some paperwork. Does that sound ok?

(Let audience members answer.)

Good!

Girl Scouts is the world's best leadership organization for girls! For over 100 years, the Girl Scout mission has been to build girls of courage, confidence, and character that make the world a better place. Through programs focused on the outdoors, STEM, entrepreneurship, and life skills, Girl Scouts prepares girls for a lifetime of leadership, adventure and success in a safe, girl-focused space.

Every level of Girl Scouting takes girls to the next level of leadership! In Girl Scout Daisy troops, girls do fun activities to earn petals that reflect values of the Girl Scout Law. Brownies earn special interest badges. The girls get outdoors to learn skills and explore, and they participate in community service activities. Before I speak more on this, I would like to ask you what brought you here today to explore Girl Scouts for your girl.

(Allow guests to speak. Try not to fill silence gaps. If conversation stalls, ask the following questions to encourage more discussion.)

- *Are there certain benefits or opportunities that you hope your girls will acquire?*
- *Are there any issues in your town or with your girl that you hope Girl Scouts will help with?*
- *Who was a Girl Scout? Do you think this has helped you in your life?*

All of these things are important and Girl Scouts will benefit your girls in many ways that will help them right through adulthood by...

(Mention three benefits that you feel strongly about and try to use ones that reflect the concerns or wishes that the adults just talked about. For example: 1) builds self-esteem and leadership qualities in a safe, all-girl environment; 2) provides a community and sisterhood with new friends as well as community service opportunities; or 3) provides new experiences and a chance to try new things, build new skills and get outdoors.

Girl and adult memberships are \$25 a year; financial assistance is available to cover the membership fee, programs and camps. Additional startup expenses might include troop dues and uniform costs. Girl Scout Cookie Program revenues should be able to cover most other costs associated with troop activities.

The *real* cost is the time that you might be willing to put into the program in order for your girls to get all of the great benefits of Girl Scouting.

Today we will work together to form troops for the girls. Troops are led by a team of at least two background-checked adults who share troop meeting responsibilities. Our council, Girl Scouts San Diego, provides training, an easy-to-use curriculum including resources available on the newly redesigned digital platform, the Volunteer Tool Kit---and other resources. In addition, the leaders are supported by a core team of volunteers in your community: your service unit. Are there any questions about this?

Can you guess what some of the great benefits are to being a part of the leader team?

(If no answer, encourage current leaders who may be present to answer and move on.)

1. A huge benefit is the ability to pick when/where and how often the troop meets!
2. Many love the sense of community and new friends they meet through getting involved.
3. You have fun with your girl! You get to try new things and carve out a little time for the two of you.

I would now like to give you the opportunity to volunteer, so we can get the troops started! Is anyone interested in becoming a leader?

(Allow for audience members to answer, wait out the silence if necessary.)

The most successful troops have lots of adult help. This allows for everyone to share the responsibilities of planning meetings, product program, transportation for field trips, badge help, etc. Don't forget that you can draw from family adults and beyond. We'd like for you to talk together and decide who will do what. I have a sheet with the information necessary to help you with this process. We will come around to see how you are doing.

(If you have not already done so, get attendees into groups by grade level and pass out the "New Troop Formation" worksheet on a clipboard to each age level group and ask one adult to fill it out. Mention that at least two adults are required to lead to make the troop happen. Step back and allow them to figure this out, but be nearby to answer questions that may come up. Also, have them discuss a day/time that might work best for the group.

Direct groups to their designated troop number in the Troop Catalog by visiting sdgirlscouts.com/join. Give information on upcoming orientations, if any are available.)

We would like to help capture any of your girl's friends that might be interested but are not here. By filling out their information on this form, you will assure that they get one email from us instructing them on how to get involved.

(Pass around sign-in sheet again on clipboard and have them put down contact information for their referral.)

If any on this list join, your girl will earn her first patch for referring someone!

(Thank all for coming and let them know that there is staff who will help them if they get stuck during the registration process and others that will follow up with the leaders to support them. Make sure they all leave with information on how to register online (if they did not already complete the online registration form), Diving into Daisies/Brownies, volunteer brochure, and a card with information on which troop to register with in the Troop Catalog.)