



Service Unit Recruitment Ideas

Why hold a service unit recruitment event?

Think of your favorite Girl Scout memory—maybe watching your girls come out of their shells at their first Daisy meeting, or maybe when they earned their Gold Ward and you realized how much they'd grown. Don't all girls and volunteers deserve those experiences?

Girl Scouting offers so many opportunities to learn and grow, and we want that feeling to be available to everyone. By helping to grow Girl Scout, you build girls of courage, confidence. And character who make the world—and your community—a better place. Recruitment is also part of the President's Award Criteria. If you have your sights on that honor, you'll want to start planning!

There are 20,000 girl members in Girl Scouts San Diego...and at least another 200,000 girls who are just waiting for a chance to join! Whether you are participating in the Spring Membership Campaign or simply want to help girls in your community get involved, there are tons of ways to help build Girl Scout membership. Remember: Your service unit, fellow volunteers, and your Recruitment and Service Unit Support Specialists are here to help. They can share ideas and help you get materials you'll need for a successful event.

Recruitment ideas include:

Songfest

Invite non-members to learn some favorite Girl Scout campfire songs—no flames required! This is a great event to hold outside at a park or at a Girl Scout property. Create songbooks so all attendees can sing along. Share fun and interactive snacks, like s'mores or ants on a log. Set up an information booth where adults can learn about joining. Invite a Service Unit Support Specialist or Recruitment Specialist to attend and help organize new troops. Collect names and contact information for everyone who attends and share this list with your Recruitment or Service Unit Support Specialist.

Ice Cream Social

Flyer your school, community centers, etc. to invite girls and families to a free ice cream social! Bring Girl Scout books for families to check out, along with display photo board and girl uniforms to show off troop memories and accomplishments. Lead girls in a quick craft, such as creating a memorable SWAP. Allow girls and adults to socialize while enjoying their ice cream, then gather everyone into program age levels. Speak about your Girl Scout experience and answer questions, then let adults discuss volunteering and forming troops. Collect names and contact information for everyone who attends and share this list with your Recruitment and Service Unit Support Specialist.

These are only a few ideas. Feel free to be creative, think outside the box, and design recruitment activities that work for your community. You might also try community service projects, a beach luau, or anything else you can imagine.