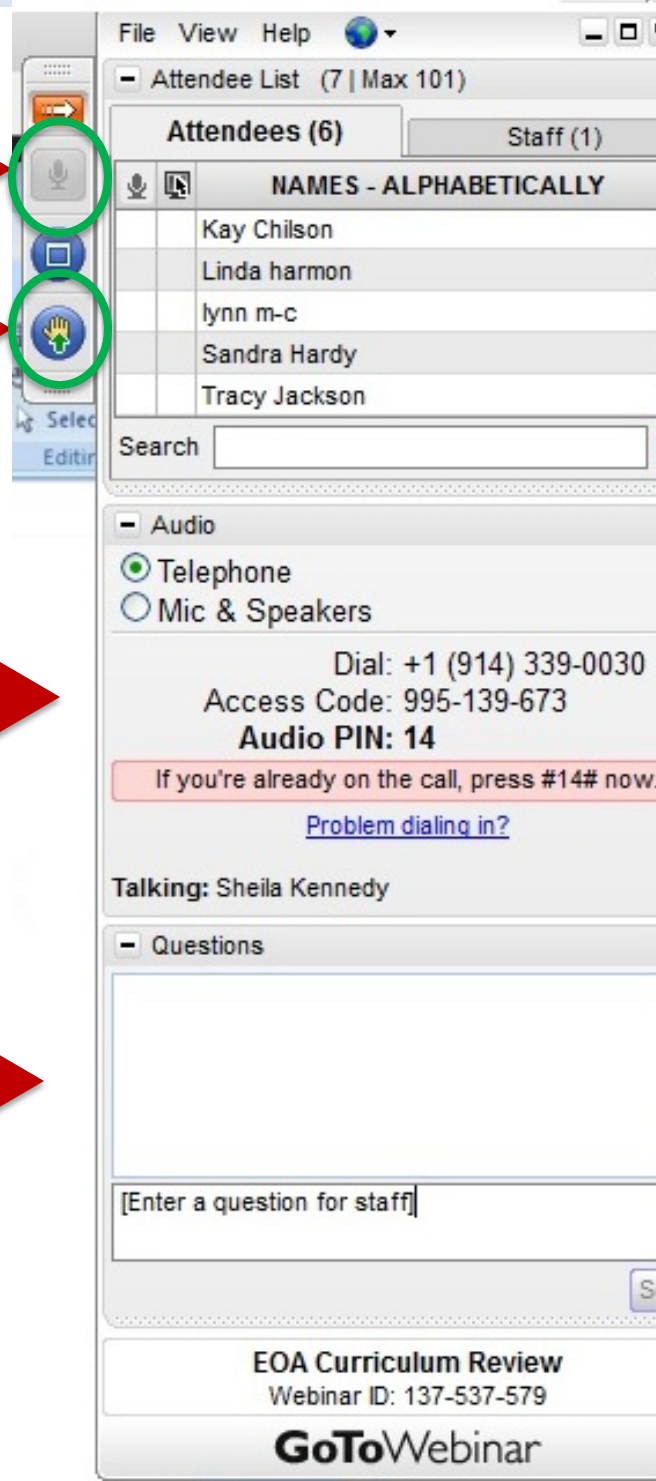


Service Unit Recruiter Position Orientation



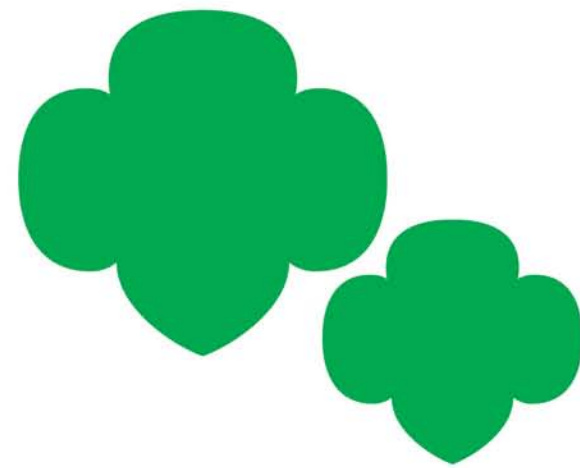
Webinar How To:



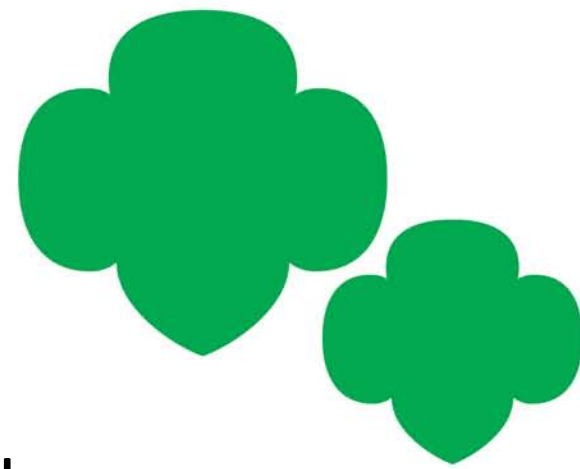
The screenshot shows the GoToWebinar interface. On the left, a vertical toolbar contains icons for microphone, chat, and audio settings. Three red arrows point to these icons: the top arrow points to the microphone icon, the middle arrow points to the chat icon, and the bottom arrow points to the audio settings icon. The main window displays the 'Attendee List (7 | Max 101)' with a tab for 'Attendees (6)'. Below the tab is a table of attendees:

NAMES - ALPHABETICALLY	
	Kay Chilson
	Linda harmon
	lynn m-c
	Sandra Hardy
	Tracy Jackson

Below the table is a 'Search' input field. The 'Audio' section shows 'Telephone' selected and 'Mic & Speakers' unselected. It displays the dial-in information: 'Dial: +1 (914) 339-0030', 'Access Code: 995-139-673', and 'Audio PIN: 14'. A red box contains the text: 'If you're already on the call, press #14# now.' Below this is a link: '[Problem dialing in?](#)'. The 'Talking:' section shows 'Sheila Kennedy'. The 'Questions' section has a text input field with the placeholder '[Enter a question for staff]' and a 'Send' button. At the bottom, the text reads 'EOA Curriculum Review' and 'Webinar ID: 137-537-579', followed by the 'GoToWebinar' logo.



Special Thank You to the Service Unit
Team Support Go Team:



Cassandra Alexander

Debbie Fountain

Heather Hetrick

Jaunita Doplemore

Kate Knight

Katie Jimenez

Laura Gordon

Liisa Froggatt

Linda Harmon

Liz Miller

Lynda Misiak

Lynn Mack-Costello

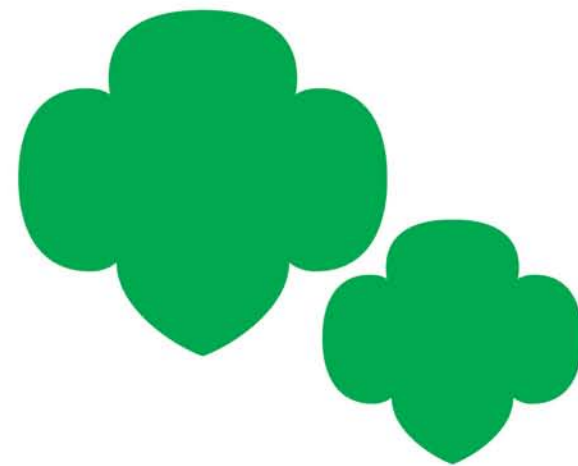
Sylvia Wikle

Tammie Scott

Yvonne Scheller



Service Unit Recruiter



Welcome to the Girl Scouts of Greater Los Angeles' Girl Scout Service Unit Recruiter Orientation. This orientation prepares a volunteer to fulfill the recruiter position within their service unit.

For this orientation, you will need to download and/or print the *Service Unit Recruiter Course Manual*.

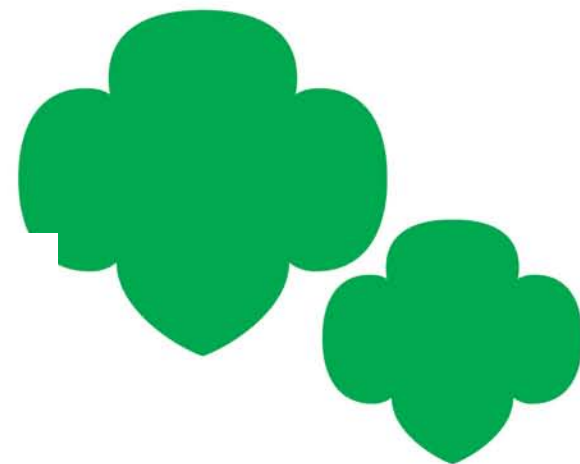
When finished, you will be able to:

- Describe the role of a Service Unit Recruiter
- Explain the relationship between the Service Unit Recruiter, the Service Unit Team and the council
- Identify strategies for recruiting and placing girls and adults.



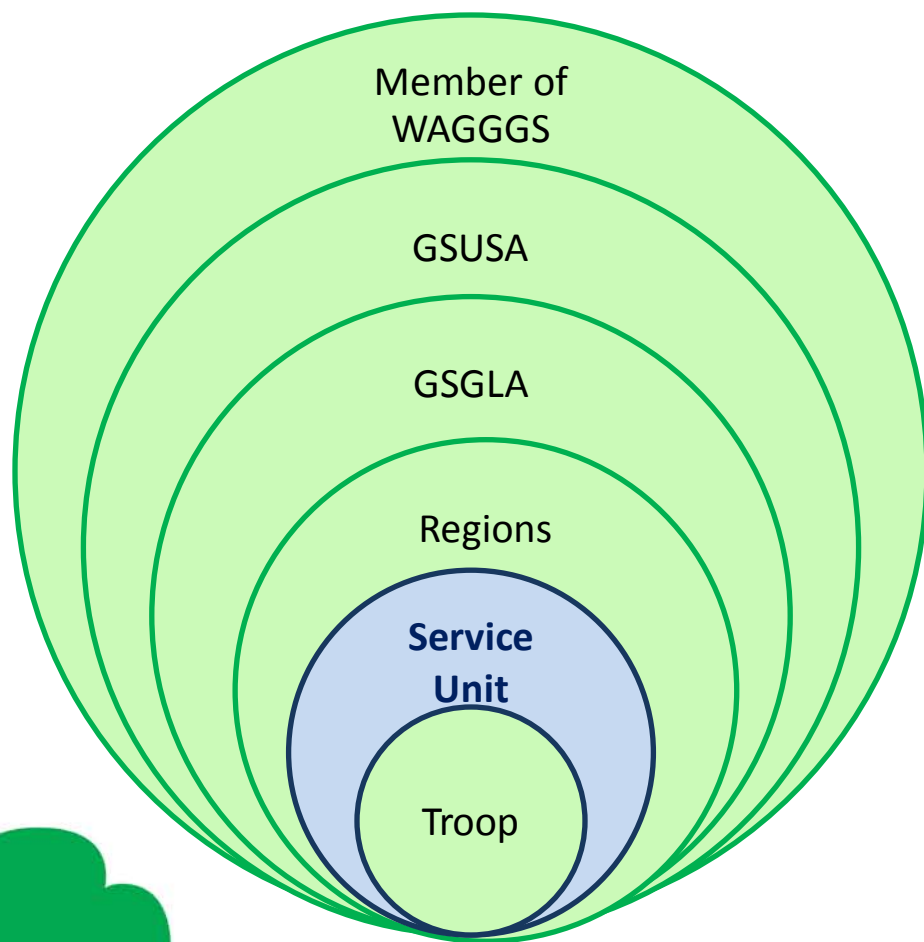
Service Unit

When you first joined Girl Scouts, you were welcomed by a team of volunteers and became a part of a Service Unit. The Service Unit is an important link between the Council and troops.



The role of the Service Unit is to:

- Form troops, recruit, and place girls and adults
- Support volunteers in the on-boarding process
- Provide on going assistance to existing troops and other pathways.
- Celebrate and recognize volunteers



Service Unit Responsibilities and Functions

The Service Unit is delegated responsibility to organize and service Girl Scout troops/groups and girls within its boundary. Girl Scout *Pathways* are the way girls and adults participate in Girl Scouting.

Girl Scout Pathways

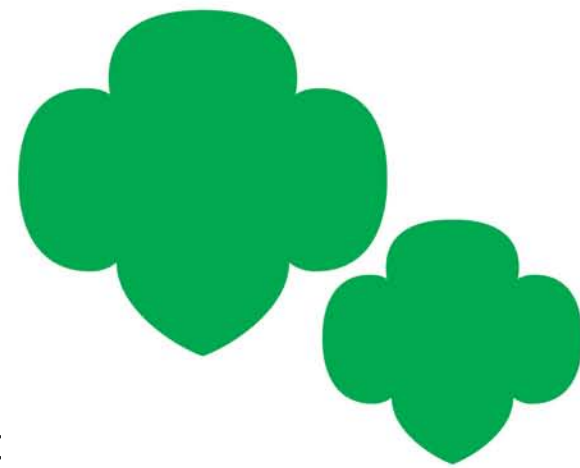


Service Unit Responsibilities and Functions



Service Unit Team

Do you remember what it was like when you attended your first Service Unit Leader meeting? Wouldn't it have been easier if there was someone there you knew who could introduce you and explain the ins and outs? As a Service Unit Recruiter, you help set the atmosphere for your Service Unit.



- Pay close attention to all the information you receive from GSGLA e-newsletter. It has helpful information to share.



Providing a Welcoming Service Unit

Dear Service Unit,

It amuses me to think that your organization spends so much time looking for new members when I was there all the time. Do you remember me?

I'm the person who came to every meeting, but nobody paid any attention to me. I tried several times to be friendly, but everyone seemed to have her own friends to talk to and sit with. I sat down among some unfamiliar faces several times, but they didn't pay much attention to me. I hoped someone would ask me to join one of the committees or somehow participate and contribute – but no one did.

Finally, because of illness, I missed a meeting. The next month, no one asked me where I had been. I guess it didn't matter very much whether I was there or not. On the next meeting date, I decided to stay home and watch a good television program. When I attended the next meeting, no one asked me where I was the month before.

You might say that I'm a good person. I have a good family and love my community. You know who else I am?

I'm the volunteer who never came back.

Communication

It's important to know how each volunteer wants communication. Everyone is different ~ establishing how to communicate with each volunteer from the beginning will prevent problems in the future.

Do you know how each generation communicates?

Generations	Communications	Messages that Motivate
<i>The Greatest Generation</i> Prior to 1945	Formal - written	Your experience is respected
<i>Boomers</i> 1946 - 1964	In person	You are valued, you are needed
<i>Gen X</i> 1965 - 1980	Direct and immediate E-mail Voice Mail	Forget the rules. Do it your way.
<i>Nexters – Gen Y</i> 1980 - 2000	Text messaging Twitter Facebook	You will work with other bright, creative people.

Communication

The term “social media” refers to tools that allow the sharing of information and creation of communities through networks or people. It is a method to have two way conversations online. Some of the most common types of social media include:

- Networking sites (Facebook)
- Microblogging sites (Twitter)
- Forums (Shutterfly, Google group)
- Blogs
- Content-sharing service (YouTube)

Ask leaders and volunteers:

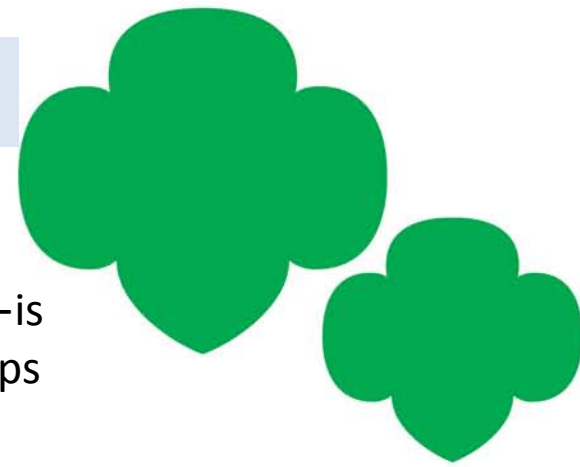
- How would you like me to communicate with you?
- How often should we communicate? (keep in mind there are certain things that come up at specific times)

Consistent communication with leaders and volunteers is just one way you will be successful. Here are others:

- Understand and support the Girl Scout mission, vision, and values
- Promote the Girl Scout Leadership Experience
- Provide timely and effective feedback
- Provide guidance; not directive.
- Be open to new ideas and ways of thinking
- Be willing to invest time, energy, and personal know-how to assist the growth of another person
- Maintain confidences

Promoting the Girl Scout Leadership Experience

Everything we do is aimed at helping each girl develop her own unique leadership skills. The Girl Scout program—what girls do in Girl Scouting—is based on the Girl Scout Leadership Experience, a national model that helps girls become leaders in their own lives and as they grow.



Using the Girl Scout Leadership Experience as our guide:

- Activities are designed to give girls the opportunity to **DISCOVER** themselves, **CONNECT** with others, and **TAKE ACTION** to make the world a better place.
- Activities are **GIRL-LED**, which give the girls the opportunity to **LEARN BY DOING** in a **COOPERATIVE LEARNING** environment.

Implementing the Girl Scout Leadership Experience:

- **Girls First** – Build a team relationship. Allow girls to benefit from adult guidance and mentoring.
- **Girl Choice** – with younger girls, use girl choice.
- **Journeys & Badges** – Use *Journey* and *Girls Guide to Girl Scouting* to facilitate girl development. Use the *Adult Journey Guide*.
- **Feedback** – Solicit girl and parent feedback. Everyone's feedback counts.
- **Team Work** – Work with younger/older troops to help facilitate bridging requirements and girl development. Requirements are found in *Girls Guide to Girl Scouting*.



Service Unit Recruiter Position Description

Summary: With the SU team, plan and implement recruiting events with the goal of placing every girl and adult who wishes to be a Girl Scout member

Term: October 1 through September 30 as a 1 year term

Accountable to: Membership Specialist and Membership Manager

CORE COMPETENCIES

- Girl Focused
- Demonstrates personal integrity
- Demonstrates adaptability
- Demonstrates effective oral communication
- Fosters Diversity
- Demonstrates adequate computer skills
- Additional requirements
 - Good standing with GSGLA
 - Belief in the purpose of Girl Scouting
 - Knowledge of goals, objectives, policies of GSGLA
 - Familiar with service area
 - Team player
 - Communicate effectively
 - Respect decisions made
 - Commitment and time
 - Planning, organizing, supervisory skills

Service Unit Recruiter Position Description

SERVICE UNIT RECRUITER RESPONSIBILITIES

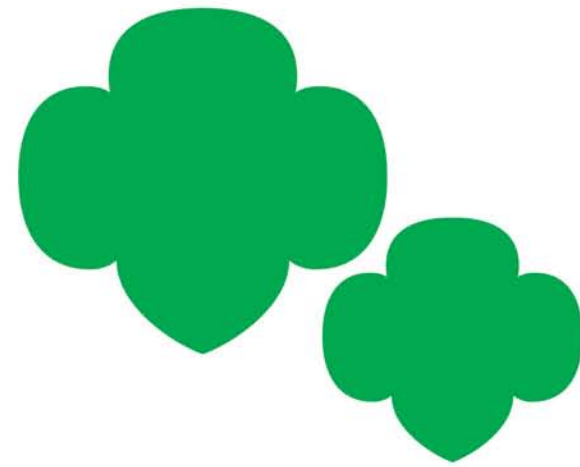
To the Service Unit:

- Plan and implement recruiting events w/SU team
- Identifies sources for recruiting adult leadership
- May assist leaders with conducting parent meetings
- Submit names of potential leaders to MDS
- Works with leaders to place girls

To the Service Team:

- Keep team up to date on recruiting progress
- Actively participate in Team and Leader meetings
- Be informed and comply with GSGLA policies and procedures
- Identity potential recruiters to expand the recruiting team

As a Recruiter - Plan of Work



As part of the Service Unit Team, you will be asked to work with your Service Unit Manager and your Membership Specialist to prepare your Service Unit Plan of Work.

The Plan of Work is a guide for what the Service Unit Team has accomplished in the past year and plans to accomplish in the upcoming membership year.

Items on the list include:

- Service Unit Membership Goals
- Girl Recruitment
- Volunteer Support and Retention
- Reaching out to lapsed girls and adults
- Communication
- Product Sales
- Finances
- Program



As a Recruiter – Planning Recruitment Events

More details are found in your Recruiter workbook.

Working with your team:

- Set a date and time
- Reserve the location
- Who will be there to help?
 - other leaders?
 - Girls in uniform
 - Other volunteers
- Send out notification of meeting
 - if using fliers get school district permission
- Have presentation ready and practice ahead of time
 - use newsprint
 - use PowerPoint

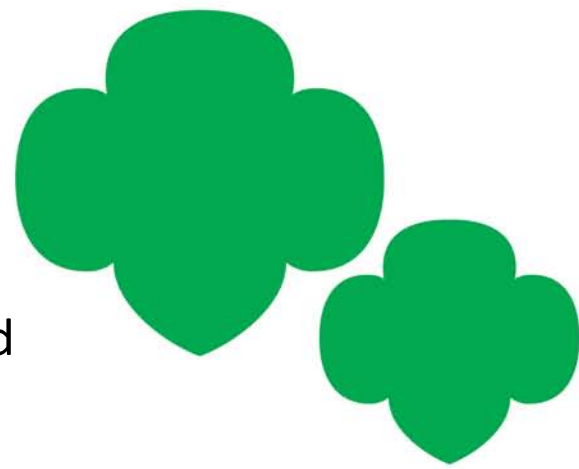


As a Recruiter – Recruiting Ideas

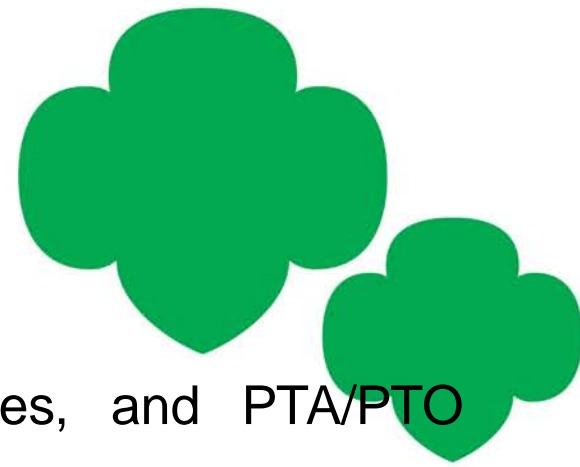
Growth depends upon ongoing recruitment and retention. Girl Scouting would cease to exist without the recruitment of girls and adults who are then organized into troops/groups.

Recruitment ideas:

- Table at back to school night
- Table at kindergarten round ups
- Host a recruitment fair at the beginning of each school year
- Host a booth at community events
- Hand out fliers at school and community events
- Post blurbs in school newsletters, e-newsletters, PTO/PTA newsletters



As a Recruiter – Recruiting Girls



1. Become acquainted with the principals, secretaries, and PTA/PTO members of public and private schools
2. Takes affirmative steps to recruit girls in under served areas and girls with disabilities
3. Determines other areas of recruitment (i.e., places of worship, recreation centers, day-care centers, kindergarten roundup days, businesses, community groups and colleges.)



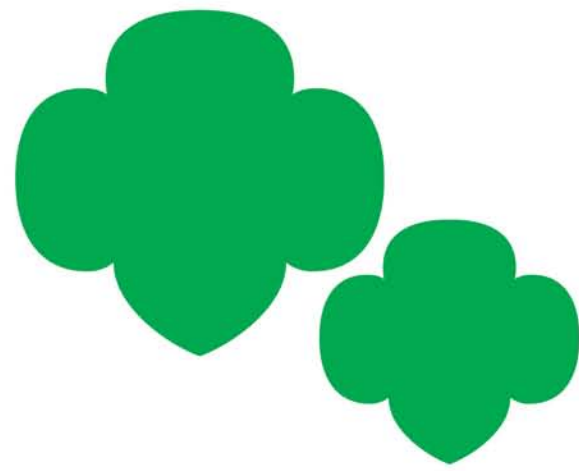
As a Recruiter - Distribution Suggestions

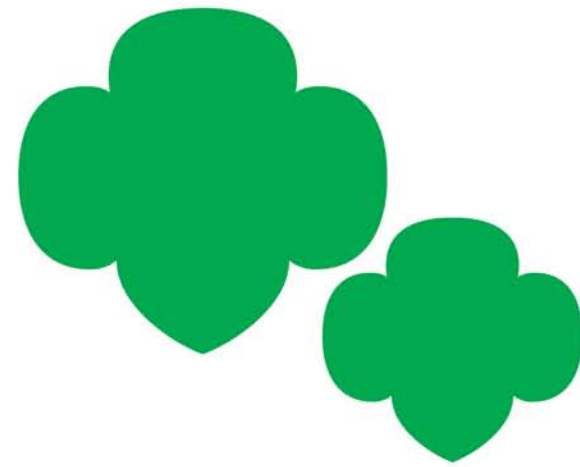
Beauty Salons and Barber Shops	Libraries	Dry Cleaners and Laundromats	Bowling Alleys	County and Community Fairs	Doctor and Dentists Offices
Shopping Malls	Grocery Stores (grocery bag stuffers)	Volunteer Centers	Business and Professional Organizations	Colleges, Technical Schools	Cultural/Ethnic Centers
Welcome Wagons	Department Stores	Women's Clubs and Centers	Credit Unions	Schools	Cookie Booths
Speaker's Bureaus	Banks	Naturalization Ceremonies	Insurance Agencies	Employment Development Departments	New Housing Developments
Hospitals	Small Businesses	Chambers of Commerce	Senior Citizen Centers	Skating Rinks	Sporting Goods Stores
Police Stations	Fire Stations	Employee Bulletin Boards	Public Utilities Payment Desks	Day Care Centers	Realtors
Door Hangers	Museums	Clubs and Agencies	Social Security Offices	Houses of Worship	Bumper Stickers

As a Recruiter - Six Recruitment Steps

Six steps have been identified in the process of recruiting, using these steps will help ensure successful recruiting

- Stating your purpose clearly
- Present the benefits of Girl Scouting
- Present your major points, listen and give feedback
- Manage “no's” and other objections
- Ask volunteers about previous volunteer work and their knowledge of Girl Scouts
- Identify follow up as needed

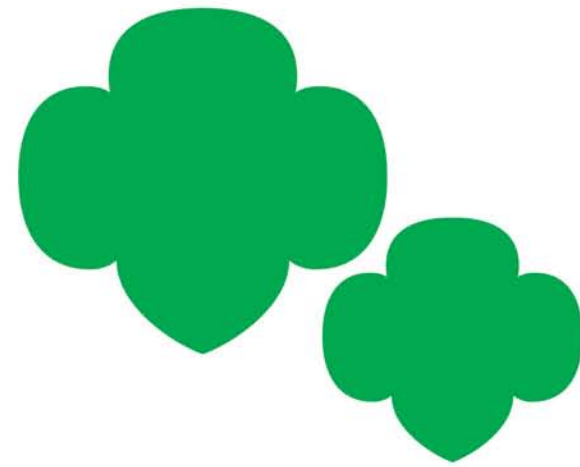




Presentation Ideas

- Create a flip chart
- Create PowerPoint
- Create a video
 - Use girls
 - Use other volunteers

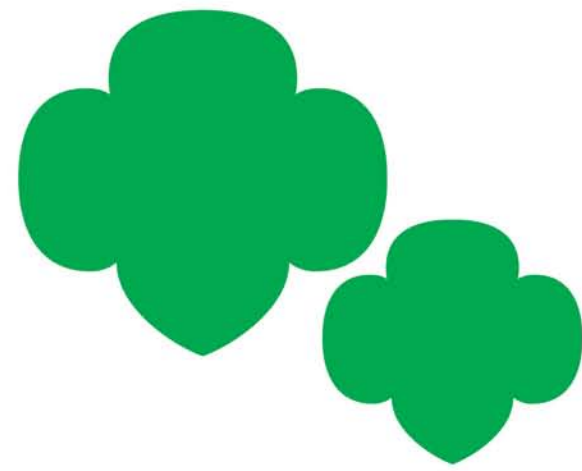




Presentation Basics

- Know Your Audience - find your “connection”
- Tell your audience what you are going to say at beginning
- Have an attention getting opening
- Maintain eye contact
- Be EnTHUsiasTic!!!
- Pause occasionally
- Be courteous and friendly





You've made your presentation
Now you have girls and adults
What do you do with them?



As a Recruiter – Adding Girls to Troops

New girls should be added to troops whenever possible.

Work with the leaders in your service unit when placing girls.

Parents are always encouraged to step up to become a leader.

The following is the priority for placing girls into troops

1. Girls transferring and currently registered
2. Girls currently registered, including Individually Registered Girls
3. Girls bridging into troops
4. Waiting list girls
5. Inquiring girls

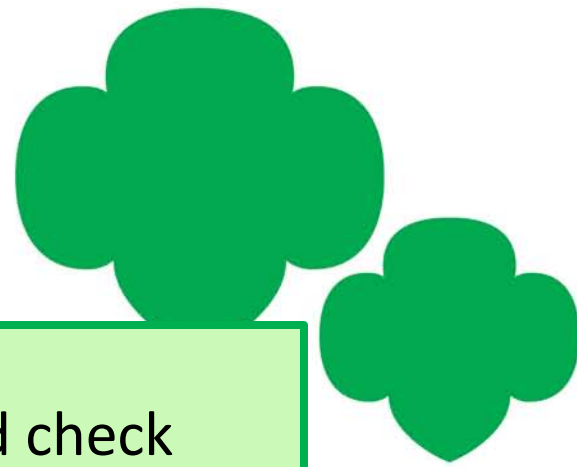


As a Recruiter – Leader Appointment Process

Fill out the online Volunteer Application and background check
<https://www.gsglavolunteerapps.org/>

Take GSUSA's Girl Scouting 101: <https://training.girlscouts.org>
Password is: aboutGS101, this is case sensitive
Our Council is: Greater Los Angeles

Meet with a Membership Specialist for a Welcome Session and
register online for a Council Orientation class



As a Recruiter – Throughout the Year

Celebrate your success!

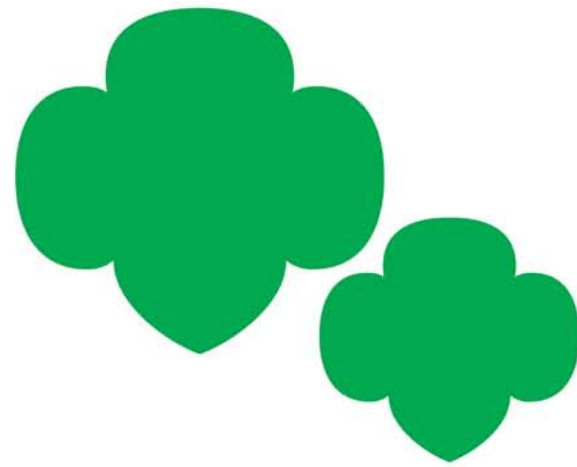
Then...

Always recruit adults to be leaders and co-leaders

Move girls on waiting lists into troops

Help new leaders with parent meetings, recruit committee members

Work with your Service Unit Manager to expand the Recruiting team, many hands make light work and more fun!



As a Service Unit Recruiter - Recognitions

As part of the service unit team, it is part of the teams responsibility to help recognize your fellow volunteers for outstanding contributions to the service unit and council.

Council level awards are due to the Council the second Friday in January.



Recognizing Adults

GSGLA holds a recognition ceremony in conjunction with the annual meeting

Resources

A very important part of what you can do is to help leaders with resources and learning opportunities. Become very familiar with everything on our website. Here are some links to get you started:

Website:

Adult Learning
Become a Leader or Volunteer
Cool Tools
Family Partnership
Forms
On-line Event Calendar
eBiz
Pixie List – GSGLA classifieds
Registration information
Safety Activity Checkpoints
Volunteer Essentials
Volunteer of The Month

Your most important resources:

Volunteer Essentials

- Troop finance information
- Activities needing approval
- Council Policies
- Adult Learning requirements
- Journeys and badges
- Planning a girl-led environment

Safety Activity Checkpoints

When preparing for any activity with girls, leaders should always begin with Girl Scout Safety Activity Checkpoints written about that particular activity.

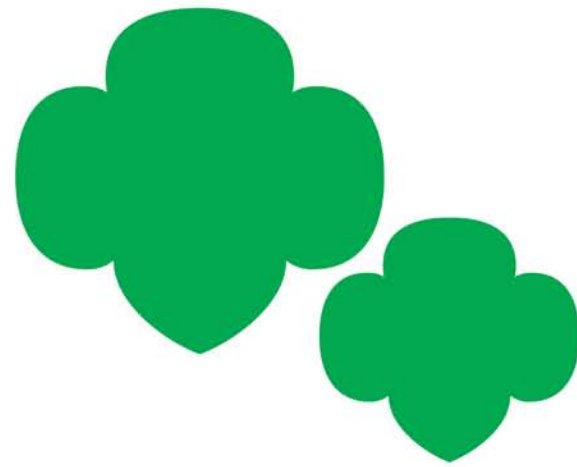
Tips

MANAGING APPROACHES

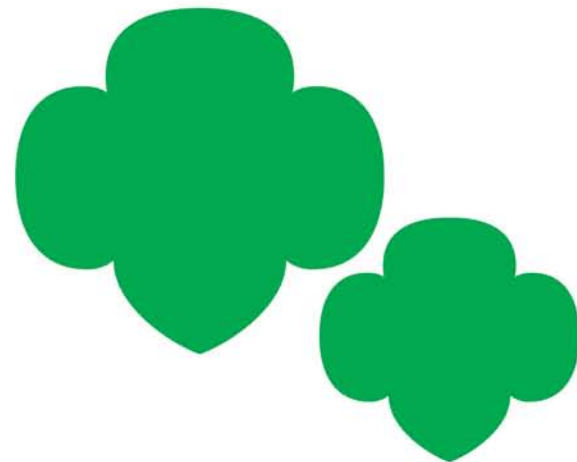
WORKING WITH LEADERS AND VOLUNTEERS

EBIZ TUTORIAL

WHAT I NEED TO TAKE....



***GSGLA Go Teams
in Cooperation With Council Staff
Invite Service Unit Team Members to:***



**Service Unit Team
Position Orientations**

All position orientations will run 6:30 p.m. to 8:30 p.m.

Sept. 10: Service Unit Recruiter

Sept. 12: Service Unit Troop Consultant

Sept. 17: Service Unit Registrar

Sept. 19: Service Unit Treasurer

Oct. 1: Service Unit Cookie Chair

Oct. 3: Service Unit Cookie Mentor

Oct. 8: Mediator Squad Rep (Dispute Resolution Team Member)



Go Teams

goteams@girlscoutsla.org



Adult
Recognitions
Kristine Wiscarson

Girltopia
Volunteers

Communications
Cindy Bernsdorf

Dispute
Resolution
Kristine Wiscarson

Travel
Tammie Scott

Gold Award
Lynn Mack Costello

Special Events &
Troop Money Earning
Debie Wakeland

Troop
Support

Service Unit
Support
**Yvonne
Schueller**

Business
Smarts
(Cookie Program)
Teri Proffitt

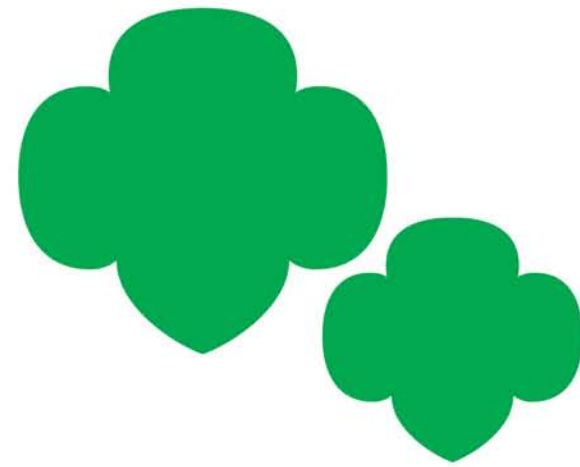
Environment
and Outdoor
Adventure
**Sandra
Hardy**

Wellness and
Healthy
Living (1st
Aid/CPR)
Julie Miller

Adult Educator Support
Lynn Mack Costello

Curriculum
Linda Harmon





Congratulations!

You have completed

Service Unit Recruiter Orientation

