

Calendar of Activities that Support Recruitment and Retention

Sept- Nov	Mar-May
<ul style="list-style-type: none"> • Assess Service Unit readiness- positions filled- ready to go • Follow up with summer camp girl members • Review girl and adult renewals with MDS • Establish troops large enough to support self government • Conduct school recruitment events • On boarding of new troops • Develop sister troops SU • Fall Product Sales • lapsed girls follow-up • Newsletter articles/troop school- SU • Community sponsorship • Recruitment of Service Unit volunteers and Product Sale • Enhance Community Awareness 	<ul style="list-style-type: none"> • Asses current troops status- for spring recruitment • Assess Service Unit Team plan of work • Conduct adult recognition activities • Early Bird registration events • Support of on boarding in place for leaders • Conduct Girl Scout Birthday celebration events • Attend school spring event-recruitment nights/ days • SU Develop bridging plan • Link community activity and organizations with Girl Scout events • Encourage bridging activities • Develop summer activities hand-outs for Summer • Conduct formal bridging activities • Conduct Adult recognition activities • Recruitment in Pre - k & Kindergarten for following year

Dec- Feb	June-Aug
<ul style="list-style-type: none"> • Develop Thinking Day & include new members in bridging activities • Assess volunteer training needs • Obtain updated school enrollment figures • Encourage bridging activities • Recruitment in Pre K & Kindergarten for following year • Product Sales • Update community profiles • Assess current troops status-reach membership goals • Plan for spring school recruitment nights • Plan adult recognition • Distribute Volunteer recruitment materials to community organizations 	<ul style="list-style-type: none"> • Send letters to graduating Ambassador Girl Scouts • Include new members in bridging activities • Launch recruitment- bring a friend to troop, Service Unit event • Follow up with sponsors • Review Service Unit plan of work • Assess Service Unit Service Team • Assign troop organizers • Evaluate leaders/reappoint letters • Update leader/troop roster • Send letters to former Girl Scout Volunteers • Summer activities, Day camp, resident camp, troop activities