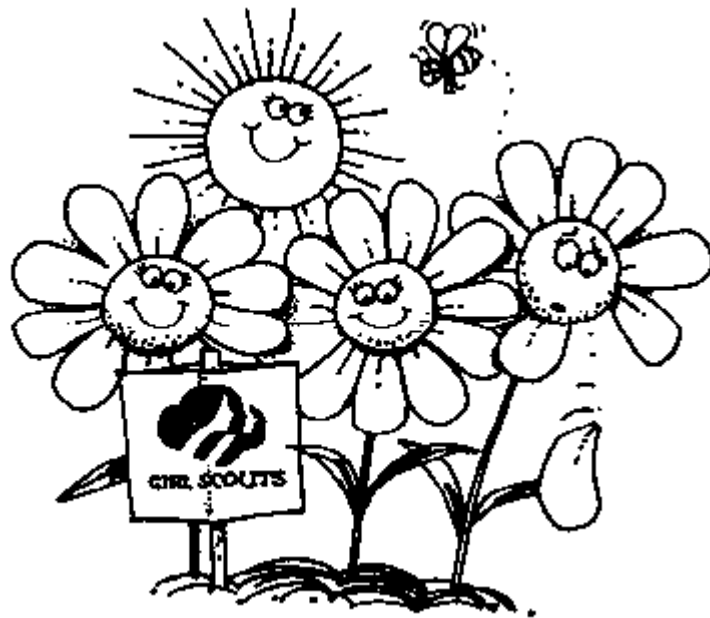


RECRUITMENT QUICK GUIDE



What is a Troop Organizer?

- An organizer is responsible for recruiting, organizing and maintaining Girl Scout troops/groups in a specific area. This may be for one school or church, several schools or a defined geographic area.
- To organize a Troop, the organizer recruits adult personnel and recruits and places girls. The organizer helps new leaders get started, locates community backing and finds a troop meeting place. The organizer also maintains up-to-date records. Many changes occur throughout the year. New members are added, members move out of the area or progress to another level and committee positions rotate. Through it all, the Troop organizer sees that troops are properly maintained.

Can these responsibilities be shared?

- Yes. One example would be to have two organizers. One organizer can do the administrative duties such as keep records, obtain and analyze school data, place girls and develop rosters. The other organizer can be responsible for the recruitment of girls and adults.

Who can be an organizer?

- No Girl Scout experience is required. An organizer should be friendly, out-going, enthusiastic about the Girl Scout mission and able to generate similar enthusiasm in others. You need to be organized, able to maintain records and willing to communicate with other service unit team members, troop leaders, parents and the community. It also helps if an organizer is connected to a particular school or church community.



YEAR-ROUND CALENDAR OF TROOP ORGANIZER TASKS



Girls want the troop experience more than ever. So, what can we do to provide more opportunities when we have a leader shortage?

- Journey Girls—great way for parents to get involved.
- Adding new girls to existing troops.
- Raising recommended guidelines for K-5 troop membership to 10 girls for new troops formed in 2012-2013.
- Encouraging existing leaders to add more girls to existing troops when adult leadership has been identified.
- Help on-board new leaders quickly and easily.
- Encourage co-operative leadership to meet fall and winter start dates.

Now that you have an idea of your responsibilities, let's review a typical year of tasks

Before School Starts:

Assess troop needs and spaces –

- Contact your schools' or churches troop leaders to determine:
 - Who is planning on returning?
 - Follow up with troops that did not Early Bird
 - If not returning – is there replacement leadership?
 - How many available spaces will they have this year?
 - Do they have any *bridging* girls ready to be placed at the next level?
- Connect new troop leaders with the welcome specialist for your area
- Inform the registrar and SUMs of vacancies or issues
- Place bridging girls in available spaces
- Start a waiting list (if you haven't already)

Market the opportunity –

- Place posters at community pools, in schools, at grocery stores, etc.
- Contact school about flyer policy and dates, attendance and tables at Open Houses, Community Nights and Back To School Nights
 - Communicate attendance needs to SUMs and Mission Delivery Specialist (MDS)
 - fliers and recruitment materials are available on GSGLA website

September/October:

- Distribute Girl Scout Information to school with contact information
- Attend “Back To School Nights” and continue with girl placement
 - Ask every Parent/Family Member to be a Leader or help with a troop.
(Don’t assume that someone cannot or would not want to be a leader)
 - Return a copy of the list of girls to the MDS
- When receiving a Girl Placement e-mail (from MDS, or other source) contact the parents within a week and let them know when to expect placement
- Contact neighboring Organizers if you cannot place a girl for troop openings
- Connect new leaders with the Service Unit , Registrar, and SUMs- remember this is the time to welcome new members to the Service Unit and GSGLA
- When forming new troops, use Volunteer Essentials guidelines for SIZE
(Smaller troops may SEEM easier but they increase the number of leaders you need)

November – March

- Place girls as needed when receiving calls or e-mails from Parents/MDS

December & April

- Assist with counselor recruitment and distribution of camp fliers at schools
- Assist in finding older, “sister” troops for younger program levels to complete their bridging activities and possibly provide placement for girls that are bridging up

April/May

- Encourage all girls to Early Bird (so you know who needs placement right away) – the more troops and girls that Early Bird, the more information you have to work with over the summer. This will make your busy season (fall) more manageable.
- Contact your schools’ troop leaders to determine the following:
 - Who’s returning? Is there leadership to take over if not
 - How many spaces will they have available for the coming year
 - Do they have any Bridging girls who need placed in the next troop level
- Ask if the troop leader is bridging up and has girls still remaining in the younger level who need placement. Get their names and contact information.
- Attend “Kindergarten Orientation or round ups ” if possible

June

- Distribute fliers at schools for troop placement in fall
- Repeat above process

Remember: You are not alone.

You can ask for the support of your Service Unit Manager,
your service unit team and your Mission Delivery Specialist every step of the way.



Tips for Various Recruitment Opportunities

When planning your recruitment approach – think about the following things:

- ✓ Know your audience
(i.e. school, church, community, etc)
- ✓ Learn about the recruitment options
(Dates of open houses, Back-to-School-Nights, Fliers policies, etc)
- ✓ Match the type of recruitment approach to the audience
- ✓ Plan in advance



Hosting a **Recruitment TABLE** at an Existing Event

Arrive at least one hour early to:

- Make sure you can get in
- Set up table.
- Hang signs directing people to your table area
- Make a nametag for yourself and any other Girl Scout volunteers

As people arrive:

- Have greeters help you recognize everyone as they approach the table
- Encourage people to browse through resource materials and displays

Presentation:

- Greet people promptly
- Talk to interested adults individually or in small groups
- Use *Telling the Girls Scout Story* as a guide for information to share



Recruiting with a **Presentation** at an Existing Event

Two weeks (prior to the event)

- Make an agenda

Arrive at least one hour early to:

- Make sure you can get in.
- Set up the room with tables, chairs, etc.
- Set up displays. Displays should be informative and will serve to occupy time before the presentation begins
- Hang signs directing people to the meeting room
- Make a nametag for yourself and other Girl Scout volunteers

As people arrive:

- Have greeters posted at all doors



Recruiting Through a Meeting with Parents at an Existing Event

- Use agenda for “Parent Meeting
- See “Tips for Recruiting Adults”
- Set a specific date you will follow-up with each one individually after the meeting



Recruiting Through Marketing Materials at Area Locations

You can download materials from the GSGLA website and add your contact information and specific needs.

Possible Locations for Distribution:

- Schools
- Libraries
- Hair salons
- Medical offices
- Business
- Cultural centers
- Childcare centers



- Banks
- Grocery and department stores
- Shopping malls
- Houses of worship
- Transportation waiting areas
- Movie theaters
- Employee lounges

Tips on “Getting the Word Out”

- Place posters on local bulletin boards
- Ask places of worship to announce your events
- Ask organizations such as the PTA to put your information in their newsletters
- Place ads in local newspapers and community newsletters
- Enlist the help of someone who belongs to the group or organization in which you are appealing to for help such as teachers, pastors, and secretaries.
- Learn the creed or mission of the group you are appealing to for help and work it into your presentation.
- Appeal to your current volunteers to recruit their friends
- Offer to register the school principal as a gift from your service unit



Hosting a Specific Event for Recruiting

Four to eight weeks (prior to the event)

- Secure the site for a presentation or a table at an existing event
- Advertise to get adults and girls to attend. Pre-printed fliers and posters are readily available from your field director. They can be adapted to your individual situations and needs

Two weeks (prior to the event)

- Review "Elements Of A Success Troop" and your agenda, including *Telling the Girl Scout Story* on
- Request assistance from troop leaders and other volunteers. You'll need people willing to talk to potential adult volunteers as well as to help greet each family as they arrive. It is recommended you have at least one volunteer for every ten adults to make everyone feel welcome. If you have plenty of help, new volunteers will see this is an organization where friendships are made
- Ask current Girl Scout troops to help with entertaining potential girl members as you do a presentation to the adults. A simple craft in another part of the same room, in another room or at a second table is extremely helpful. Teens are a good choice for this task. Many areas have a troop perform a flag ceremony to open the meeting.
- Talk to your MDS to order registration materials
 - On Boarding
 - Leader position descriptions
 - Online Membership Registration
- You can make arrangements to borrow display materials from GSGLA for the event Examples might be:
 - Girl Scout table cover
 - Handbooks
 - Uniforms
 - Give-a-ways such as pencils and bookmarks
 - Activity pages for girls
 - Cookie costumes
- If you would rather have your own display board – make one using pictures of local troop activities.
- Connect the new leader with the MDS or Service Unit Manager who will:
 - Begin On Boarding Process
 - Explain the On Boarding next steps and direct them to our website where
 - Assist in the completion of the On Boarding Check List

Confirm date and time with appropriate site staff. Confirm specific room and insure the custodial staff is aware of the event, as needed.

GUIDELINES FOR GIRL PLACEMENT



2012 -2013 Recommendation For New Troops

10 girls minimum

Inclusiveness in Placement -

The model troop would be diverse in race, ethnicity, and physical/learning ability and grade-level. For example, third grade Brownies develop leadership skills by interacting with younger girls in their troop. Multi-grade troops also allow for the continuity of the troop as the older girls bridge to new levels. Troops that accept new girls each year expand the girls' exposure to and acceptance of different ideas, lifestyles or cultures.

Managing Girl Placement

- *Girls join first, then choose how they will participate*
- Keep a chart, notebook or excel spreadsheet of all the girls waiting for troop placement
- Check with existing leaders and MDS at SU meetings to see if any spaces have opened up
- Work with other troop organizers to find spaces for girls on your waitlist
- Report information to Field Director on a monthly basis (# of girls, grade level, etc) so they can help establish sampler opportunities

Creating New Troops (when leadership is not apparent) -

- Call a parent's meeting of all the families on your list, to discuss leadership needs
(*Ask a older girl troop to engage the daughters in an activity while you meet with parents*)
- Suggest co-op leadership with 4 or more adults dividing leadership tasks
- Ask a teen group to plan and deliver program for girls on the waiting list
- Organize and run the first 4 meetings, then pass it over to the parents

Keep your lists up-to-date

- Add girls you have placed in existing troops
- Start records for new troops

New Leaders

- Leader name and contact information
- Troop meeting dates, times and location
- An on-going account of spaces available

Additional Things to Consider

Review Volunteer Essentials

Grades and ages per level (Quick-Start Guide)

Parental signature

2 adults at all times

Troop size -2012 -2013 Recommendation for New Troops-10 girls minimum

BUILDING COMMITMENT AND RETENTION

CHECK LIST

At monthly SU Team meetings, by email or phone, be sure to -

Communicate With Your Service Unit Manager & Service Unit Team -

- ✓ Where are your areas of challenge? How might they help?
- ✓ Do you have girls you cannot place? Is there another Troop Organizer nearby who might have space?
- ✓ What changes have happened in membership to existing troops? Have girls dropped out? Is there space available in a troop?
- ✓ What training is needed in your area?
- ✓ Are you having challenges with a particular leader? *(Service Unit Managers need to be involved in troop leader challenges since they appoint them)*
- ✓ Are there waning teen troops that could be combined for future success?
- ✓ Are there troops that could partner up for “sister-troops” activities or cookie sales?

Communicate with your MDS

- ✓ What difficulties are you having?
- ✓ What could you use help with?
- ✓ How many girls inquires do we have? What are their grade levels?

Communicate with your Existing Troop Leaders

- ✓ How are they doing? Any girl/parent challenges they could use help with?
- ✓ What programs or activities are they working on?
- ✓ What additional support or training might they need?
- ✓ Have there been any membership changes within their troop? *(available spaces/ troop capacity ?)*
- ✓ Have they considered teaming up with a sister troop?

Communicate with your new Troop Leaders

- ✓ How are they doing?
- ✓ Invite new leaders to a special “new leader meet and greet” at your Service Unit Meeting
- ✓ Stay current on information and resources available to troop leaders online and to our website - www.gsgla.org
- ✓ Have they been able to find the training and support they need (in-person, online or in paper resource)?
- ✓ Do they need help finding a meeting site?
- ✓ Do they need assistance running their first parent meeting?
- ✓ Resources available online in “Cool Tools” (Parent meeting agenda, checklists, surveys, and girl activities)
- ✓ Do they have general questions?

COOL TOOLS FOR RECRUITMENT

Girl Scout Promise &

The Girl Scout Law



The Girl Scout Promise

On my honor, I will try:

To serve God* and my country,
To help people at all times,
And to live by the Girl Scout Law.

*Girls whose beliefs are expressed by a word or phrase other than “God” may substitute that for the word “God” when they say the Girl Scout Promise.

The Girl Scout Law

I will do my best to be
honest and fair,
friendly and helpful,
considerate and caring,
courageous and strong, and
responsible for what I say and do,
and to
respect myself and others,
respect authority,
use resources wisely,
make the world a better place, and
be a sister to every Girl Scout.

Ways to introduce the Promise and Law:

- Copy so girls can cut it out and paste it on construction paper. Based on available time and age of girls, they can draw pictures (or cut out pictures from magazines) to represent the Promise or parts of the law.
- Cut the Law or Promise into words or segments. Give each girl one word or phrase and have them line up in the correct order. (Be sure the Law is posted.) With a large group, have 2 (or more) sets. Divide girls into teams for a relay race in putting the words together.

- Divide group into 10 teams of 2 or 3 girls. Give each team a part of the law and give them five minutes to come up with a 1-2 minute skit demonstrating their part. Have each group share their skit.

TELLING THE GIRL SCOUT STORY



Girl Scouts of the United States of America

- Largest organization for girls and women in the world.
- The National office or headquarters are in New York City, New York. They develop program materials, and guidelines for adult education

Girl Scouts of Greater Los Angeles

Girl Scouts offers girls and young women the world's premier personal growth and leadership development experience. With the help of over 22,000 volunteers and in collaboration with schools and nonprofit organizations, we serve over 40,000 girls in grades K-12. We are the one organization that is inclusive of girls from all walks of life regardless of their economic background.

Program Focus Areas

Five program areas serve as the foundation for the Girl Scout Leadership Experience:

- Business Smarts (our Cookie Program)
- Healthy Living
- Environment & Outdoor Adventure
- Science & Technology (STEM: science, technology, engineering and math)
- Arts and Culture

Our program has [15 age-specific outcomes](#) and as the girls progress, they are offered opportunities to lead whenever possible. Through the [Girl Scout Leadership Experience](#) girls discover themselves, connect with others, and take action to make the world a better place.

Pathways

Girl Scouts offers a variety of [Pathways](#) - ways girls and adults participate - to meet the needs and interests of today's girls.

Camp: Girls participate in day, weekend or resident camps with a focus on the outdoors and/or environmental education

Events: Girls participate in events related to a specific theme or purpose (e.g., career day, Family Science Festival, Cookie Kick-Off)

Series: Girls participate in a series of programs with the same group of girls relating to a specific theme or purpose (e.g., high-adventure teen group, robotics team)

Troops: Girls participate in a series of programs with the same group of girls over the course of an academic year

Travel: The travel pathway offers girls leadership opportunities and cross-cultural understanding through local, regional, national, and international travel. Girls prepare, plan, money-earn and participate through group travel, council-sponsored trips, or nationally sponsored excursions.

Virtual: Girls participate in interactive, high-quality program activities in a safe, secure, online environment supplemented by live events

Service Unit

- Describe the geographic location of your service unit. Share which schools are included, how many troops are active and describe some girl and adult activities.
- Try to avoid Girl Scout slang such as "Thinking Day".
- If needed, check with the Service Unit Manager or your MDS in obtaining specific service unit information.



PROGRAM LEVELS FOR GIRLS

Girl Scout Daisies

- Have a two-year program covering grades kindergarten and grade 1
- Can use the Journey books, earn patches, and earn the Girl Scout “Promise Center” and the corresponding Learning Petals.

Girl Scout Brownies

- Have a two-year program covering grades 2-3
- Can use Journey books, earn badges
- Girl Scout Juniors
- Have a two-year program covering grades 4-5
- Can use Journey books, Girl earn Badges, Leadership Pins, and the Bronze Award.

Girl Scout Cadettes

- Cadettes is a three-year program covering grades 6, 7, and 8
- Can use Journey books, earn badges, Interest Project Patches and the Silver Award

Girl Scout Seniors

- Have a two-year program covering grades 9-10
- Can use Senior Journey books, earn patches, Interest Project Patches and the Gold Award

Girl Scout Ambassadors

- Have a two-year program covering grades 11-12
- Can use the Ambassador Journey Books, earn badges, Interest Project Patches, Leadership Awards, Charms, the Silver Trefoil and the Gold Award.

Costs

- \$12.00 fee goes to GSUSA for membership and basic insurance.
- Troop dues are decided by the troop and can vary. They should be based on the goals set by the girls.
- Financial assistance is available to any girl to cover basic membership.
- A girl is in uniform when she is wearing a Girl Scout Pin. Some troops wear full uniforms but not all. Uniform pieces are the responsibility of the parent.
- Girl Guide Handbooks/badge books can add to the girl's experience in Girl Scouting. Give a brief overview of cookie sales, SHARE and Fall Product sale.

Explanation the Formation of Troops

- Determine how many troops may be needed from the size of the group in attendance.
- Ask for a show of hands to determine how many Brownies, juniors or Teen girls you have in the mix.
- If numbers warrant it, break the group into levels for further discussion.
- Some service units may wish for you to have registration forms available.
- Explain the need for at least two registered leaders for each troop formed.

PREPARATION FOR A RECRUITMENT OPPORTUNITY



Date: _____ Time: _____ Location: _____

Site contact person/ phone: _____

Max Capacity of space: _____ Available tables & chairs: _____

Best style for location: presentation or table

Where and how to advertise: _____

Girl activity: _____

Ask for assistance from girls and adults:

Adult helpers	Role/Job	Teen Helpers	Role/Job
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Possible Supply Check List:

- ___ Agenda
- ___ *Telling the Girl Scout Story*
- ___ Training information and dates
- ___ Program Level Handbooks, Journeys, Leader Guides
- ___ *Volunteer Essentials*
- ___ Posters
- ___ Other GSUSA and GSGLA books and materials
- ___ Vests/ sashes
- ___ Display of pictures of troop activities
- ___ Direction signs to room
- ___ Nametags
- ___ Sign-in sheets
- ___ Craft or activity materials
- ___ Pens, paper, tape, markers

Tips for Recruiting Adults

Recruiting Adults

- Discuss the benefits of being a leader.
 - ✓ Opportunity to work with girls.
 - ✓ Opportunity to work with daughter.
 - ✓ Opportunity for personal growth and development to enhance marketable skills.
 - ✓ Sense of contribution and accomplishment.
 - ✓ Chance to be a positive adult role model.
 - ✓ Share knowledge and skills.
 - ✓ Opportunity to lead in your community
 - ✓ Ask a current leader to share a story of how her involvement has touched his/her life.
- Discuss qualifications to be a leader.
 - ✓ Ability to guide girls.
 - ✓ Sense of fun.
 - ✓ Enthusiasm.
 - ✓ Available time.
 - ✓ Willingness to take training.
- Discuss leadership requirements.
 - ✓ On Boarding Process.
 - ✓ Training requirements for leaders and when training is being offered.
 - ✓ Troop and service unit meeting attendance.
 - ✓ Deliver program to girls.
 - ✓ Help girls move goals and ideas to reality.

Adult Recruitment Tips

- ✓ Never walk away from a meeting or potential volunteer without getting contact information.
- ✓ Follow-up within a week.
- ✓ Observe the person you are trying to recruit. Ask yourself “What would appeal most to this individual?”
- ✓ Be clear about what you would like them to do: how much time it will take and who will benefit.
- ✓ Always offer a position description. This way both you and the adult understand the expectations.
- ✓ Break large volunteer positions down into smaller components and recruit a team of people for the positions when necessary

Getting an Adult to Say “Yes”

Whether from a telephone call or a back-to-school event or a follow-up phone call, your prospect has nibbled the bait. Now, how do you get them to commit?

- Be respectful
 - ✓ Ask if this is a convenient time.
 - ✓ Use a method that works for you both, in person or by telephone.
 - ✓ Be honest about the amount of time the position will need.
- Prepare your approach.
 - ✓ Based on what you know about this person, prepare how you will share needed information.
 - ✓ Know the position you are recruiting for and try to determine if it is the right position for this person.
 - ✓ Be honest.
 - ✓ Be flexible. With a few adjustments, you might find a better fit.
- Getting to know them
 - ✓ Be friendly and enthusiastic.
 - ✓ Be tactful.
 - ✓ Offer support.
 - ✓ Explain the position or need before starting to ask questions.
- Telephone tips
 - ✓ Pick a time to call when there is little outside pressure such as when the kids are in school.
 - ✓ Call everyone on your list. You never know which ones will say yes.
 - ✓ Use a positive approach.
 - ✓ If this is by telephone, arrange a face-to-face meeting at some point soon. Everyone needs a friendly face to feel welcome and valued.
 - ✓ If after several calls your enthusiasm dips, stop calling. Try again later.

Dealing with Rejection

- Do not argue. Try the “yes, but” approach. This enables you to make your point without alienating a prospective volunteer.
- If you get a definite “no”, consider the nature of the objections. Is there another position they might be better suited for? Or, ask for recommendations of someone else who might be interested in the position.

