

# SERVICE TEAM TROOP ORGANIZER/RECRUITER PACKET

*A Guide for the Volunteer 2008-2009*



## **Workshop Highlights**

- Tips on Adult Recruitment
- Girl Scout 12-Step Program
- Sample Recruitment Events
- How to Conduct an Organizational Meeting

## GIRL SCOUTS OF CALIFORNIA'S CENTRAL COAST

### Position Description

**Position:** Recruiter

**Reports to:** Service Unit Manager

**Summary of Position:** Recruits girls and adults from assigned areas and places them in Girl Scouts on a year-round basis. Works in partnership with volunteers and community agencies/businesses to ensure the Girl Scout Program is available and accessible for all interested girls and adults.

#### **Principal Duties:**

- Participate in the development of the membership plan with the Service Unit Team and commit to flexible, innovative recruitment strategies.
- Identify a variety of opportunities to recruit adult volunteers to include a diverse population of adults, not limited to parents of girl members.
- Conduct informational meetings in the community to recruit volunteers.
- Communicate recruitment and placement process, including, Volunteer Application, references, and required training, with prospective volunteers.
- Refer prospective volunteers to the appropriate person(s) for appointment.
- Identify a variety of areas to recruit girls, including schools, places of worship, recreation/daycare centers, community/youth agencies, etc.
- Take proactive steps to recruit girls in under-served areas and girls with special needs.
- Use council flyers/posters to promote Girl Scouting.
- Participate in school assemblies/community activities to inform girls/adults about Girl Scouts.
- Invite girls to attend a troop meeting or Girl Scout event to learn more about the program.
- Follow up with girls and adults for placement in Girl Scouts in a timely manner. Develop waiting lists and, if necessary, work with Membership staff to organize a wait-list troop.
- Place girls in troops/groups or encourage independent registration.
- Contact girls in disbanding troops/groups and any girls on a waiting list to determine placement in troops/groups or alternative forms of participation.
- Understand council fund development activities, such as the Family Partnership program, and encourage participation by individuals and families.

#### **Qualifications:**

- Believe and commit to uphold the Girl Scout Mission, Promise, and Law.
- Be accepting of Girl Scouting's goal to promote pluralism and inclusiveness.
- Be sensitive to individual girls/adults and their needs.
- Maintain confidentiality as necessary and appropriate.
- Be flexible.
- Be willing and able to learn and grow through your Girl Scout experience.
- Be willing and able to take required training.
- Must be at least 18 years of age.

**Term:** One year with annual review. May be re-appointed.

**The Service Unit Manager should require you to sign the position description/volunteer agreement form after appointment to the position.**

**A successful recruiter/organizer will be prepared with the following information:**

- Which troops are returning from the previous membership year?
- Which troops have bridged (moved-up) to the next Program Age Level?
- Which troops have girls but no adult volunteer?
- Which troops have adults but no girls?
- Where do girls congregate in your community?
- What is your membership plan?

**The Girl Scout 12-Step Program:**

For every month of the Girl Scout membership year your membership team should have a plan:

- What is your recruitment activity for the month?
- Identify who is accountable for each activity –delegate!
- Plan recruitment events two months out to allow for promotion of the event.
- Do not recreate the wheel—ask your membership staff for best practices from other Service Units.
- If you have a best practice ask your membership staff for an After-Action Report so we can share that information with other membership teams throughout the council.
- Have passion for what you are doing. Other people want to get involved in volunteer activities that they know are having a positive impact in the lives of others.

**Know that you are making a difference in the lives of girls and adults in your community. Your job is making the world a better place!**

Girl Scouts of California's Central Coast  
 12-STEP MEMBERSHIP PLAN

1. Review the available population of girls.
2. Decide on a mini-goal for each month of the membership year.
3. Determine how you will reach that goal.
4. Assign specific accountabilities to insure success!
5. Complete *After Action Reports* on every membership strategy implemented for future Membership Team use.
6. Use community resources wisely.
7. Celebrate your successes!

Jan. Goal:

Activity:  
 Volunteer:

Dec. Goal:

Activity:  
 Volunteer:

Nov. Goal:

Activity:  
 Volunteer:

Oct. Goal:

Activity:  
 Volunteer:

Sept. Goal:

Activity:  
 Volunteer:

August Goal:

Activity:  
 Volunteer:

**6 Month Girl Goal Total =**

- Available Population of Girl Scout Daisies (Grades K-1):
- Available Population of Girl Scout Brownies (Grades 2-3):
- Available Population of Girl Scout Juniors (Grades 4-6):

The Girl Scout 12-Step Program is critical to the membership success in your Service Unit. As an organization we must continually strive to volunteers to ensure that all girls who wish to be Girl Scouts get the opportunity to participate in the Leadership Experience.

July Goal:

Activity:  
Volunteer:

June Goal:

Activity:  
Volunteer:

May Goal:

Activity:  
Volunteer:

April Goal:

Activity:  
Volunteer:

March Goal:

Activity:  
Volunteer:

Feb. Goal:

Activity:  
Volunteer:

**6 Month Girl Goal Total =**

Available Population of Girl Scout Cadettes (Grades 7-8):  
Available Population of Girl Scout Seniors (Grades 9-10)  
Available Population of Girl Scout Ambassadors (Grades 11-12):

## RECRUITING LEADERS AND CO-LEADERS

1. Identifies sources for recruiting adult leadership – i.e. sponsors, former troop committee members, active-duty military, retirees, college students, community groups, etc. Actively seeks adults of diverse backgrounds.
2. Conducts recruitment meetings at schools, etc. to secure leadership teams.
3. Distributes application packets to interested adults.
4. Assists the leadership team in conducting the parents' meeting to inform parents what Girl Scouting is about, complete registration process, and recruit members of the troop committee.
5. Submits names of leaders/assistant leaders to the appropriate person(s) for appointment (usually the Service Unit Manager). Conducts interviews if requested by the Service Unit Manager.

**All applications are returned to \_\_\_\_\_ to  
complete the reference check process.**

## **COPING WITH OBJECTIONS/HOW TO RECRUIT LEADERS BY PHONE**

*(The following is a script for telephone recruitment of leaders from a waiting list of girls.)*

“Hello!” (In your positive, happy voice). My name is (recruiter’s name) and I am calling on behalf of (your Service Unit’s name)! We are so pleased that your daughter wants to be part of the Girl Scout Leadership Development Program and we are committed to finding her a place in a troop. Currently all of our troops are full and we have a need for leaders. So I am calling (today, tonight) to ask you to think about being a leader or to think about the people you know who might be willing to be a leader!”

**If they reply, “What does it take?: The recruiter replies . . .**

“Girl Scout troops can meet once a week, every other week or once a month; on weekends or weekdays; after school or in the evenings. Two adults lead the troop and we provide the orientation and give you guidelines for your first troop meetings.

**“ I don’t have time!”**

“As a troop leader you schedule the meetings to fit in your personal schedule!”

**“I have never been a Girl Scout!”**

“Girl Scouts are committed to providing trained adult leadership in our troops. We will train you. We will also assign you a Program Consultant that can answer your day-to-day questions. We have a great support system in Girl Scouts!”

**“How much time will it really take?”**

(Be honest!) “The average troop meeting is about one and one-half hours long. Double the meeting time and that would be your planning time for the week (or every other week)!”

**“When would it start?”**

“Girl Scout troops can be formed at anytime during the Girl Scout membership year. Our year runs from October 1<sup>st</sup> through September 30<sup>th</sup>. Your troop can start up as soon as we identify a co-leader and get you oriented! How does your schedule look?”

**“When will my daughter start Girl Scouts?”**

“As soon as we are able to identify responsible adults in our community that are committed to helping girls grow strong through the Girl Scout program, we can have a troop up and running in two weeks. We hit a brick wall when we are unable to find dedicated, caring adults who will make the time for Girl Scouts.”

**MAKE THE ASK!**

“Can you find time in your life to be a leader or co-leader or can you recommend the name of someone who might be willing to consider this volunteer opportunity?”

**VOLUNTEER MATRIX**

<b>Ask:</b> What skills does this volunteer position require?	<b>Ask:</b> Where do I find people who possess these skills?
<b>Ask:</b> How will I approach this person to fulfill this position?	<b>Ask:</b> What type of follow-up will I need to do?

## THINGS TO THINK ABOUT WHEN RECRUITING VOLUNTEERS

- Never walk away from a meeting where you have given a talk without getting the name and contact information of everyone who was interested. Get back to these people within one week.
- When you are going to make a presentation to a large group, take several other volunteers with you to talk about their experiences and help you to deal with interested applicants.
- Work with other volunteer groups in the community to sponsor a volunteer fair at a shopping mall or company employee gathering.
- Ask your newspaper to donate space in its classified ad section for volunteer job openings.
- Get churches/synagogues/temples to announce your needs to their congregations.
- When trying to recruit from diverse populations, find leaders in that community who will help you to recruit other volunteers.
- Tell people what they will do, how long they will be expected to do it, and what the personal benefits will be.
- Remember that you are trying to remove people's reasons to say "NO", not twist their arms into volunteering.
- Never use guilt when trying to recruit.
- Avoid "first warm-body-through-the door" methods of recruitment. If you can't get the right person, don't recruit anybody.
- Break large volunteer positions into smaller components—recruit people for these less time-consuming pieces.
- Be careful about recruiting people to titles without explaining the actual position functions and responsibilities. Titles can mean different things to different people.

**MAKE THE IN-FACE, PERSON-TO-PERSON ASK! IT WORKS!**

(Use this page for each planned recruitment strategy. Include all public and large private elementary schools in the service unit.)

- Location:
- Date:
- Time:
- Point-of-Contact for the fliers:

- Volunteers for recruitment meeting:
- Order Flyers: \_\_\_\_\_
- Distribute Flyers/Posters: \_\_\_\_\_
- Pick up flyers dropped off at school: \_\_\_\_\_
- School Newsletter: \_\_\_\_\_ :
- Local/Community Newspaper: \_\_\_\_\_
- Contact local Groups: PTA, Community, Church, etc.:  
\_\_\_\_\_

Conduct Meeting:

Provide Information \_\_\_\_\_

Get Applications \_\_\_\_\_

Follow up on potential Leaders \_\_\_\_\_

**Create “troop lists” and follow-up!**

# R

## Recruitment

Meetings should be planned at least 3 weeks out. Please give the council office at least two-weeks to produce any needed fliers.

What to Bring

- Pictures
- Uniforms
- Girl Scout Catalog*
- Handbooks
- Safety-Wise*
- Applications
- Job Descriptions
- Tracking Sheets

- Adult Volunteer Application
- Adult Volunteer Job Descriptions
- Record of Sign-Ups (Tracking Sheet)

**If you create your own tracking sheet please include:**

- Date referral was taken
  - Date troop/group placement was made
  - Girl's Name
  - Grade
  - Parent/Guardian's Name
  - Email
  - Mobile Phone
  - Home Phone
- Giveaway item (flyer or object with your contact information on it)

**Download needed forms from our website:  
[www.girlscoutscoc.org](http://www.girlscoutscoc.org)**

*On page 9 and below are sample recruitment events. Your membership staff will provide you with event ready packets appropriate to the season. Check our website for downloads!*

**FLYER RECRUITMENT:**

*Remember to flyer your community throughout the year. See the PR packet for more ideas!*

**Give the Gift of Girl Scouting:** *This holiday season, give your daughter the gift of Girl Scouting. Give her the gift of the Girl Scout Leadership Development Program! This flyer goes out in late November/December.*

**Did We Miss You In the Fall?:** *It is not too late to join Girl Scouting! Don't miss out on: (List upcoming Service Unit and Council level events). This flyer goes out in January/February.*

**SAMPLE RECRUITMENT EVENTS:**

**TWILIGHT CAMP**

An evening camp held from two to four nights from 5:30 or 6:00 pm—9:00 pm. Based on a theme such as = *Night at the Movies, Back to the Future, GSI—Girl Scout Investigations*, this camp is a good draw for the volunteer who works outside the home.

---

**PRINCESS PARTIES**

This one morning or afternoon recruitment event focuses on teaching the Daisy and Brownie age level girl the leadership skills of a princess with the fun of scepter and crown making activities.

**CO-OP TROOPS**

This is also known as shared leadership. This structure works well when volunteers cannot commit to large blocks of time for troop meetings. Volunteers work in pairs, staggering time to plan and deliver program to girls. There could be an ongoing troop leader with the co-leader position rotating or the entire leadership team can rotate on a scheduled basis.

**GIRL SCOUT POOL OR PIRATES BEACH PARTIES**

Girl Scout Pool Parties are an easy way to recruit new girls into Girl Scouting over the summer months! Simply reserve a pool OR beach area and review the water safety requirements on pages 120-123, Safety-Wise. Don't forget to purchase non-member insurance from the Council office.

**TROOP SAMPLER or FAMILY EVENT**

This delivery method of a "hands-on" meeting with parents and girls works in all communities. It was specifically designed for those communities where recruiting volunteers was difficult because parents/guardians did not know what was expected of them in the leadership position.

Parents/guardians assist with the delivery of the troop meeting. At the end of the meeting, parents are gathered together, the meeting is reviewed, and volunteers are recruited to help plan and deliver the next week's program. By the end of the third week usually parents/guardians will step forward to lead the troop meetings for the rest of the year.

**BEAUTY AND THE BEAST**

This is a great self-defense/health/beauty/fitness workshop for older Junior/Cadette/Senior Girl Scouts. This has been successful when a woman trained in martial arts or self-defense is used as a consultant. Another consultant for this event is a person who has worked in the fashion/beauty and or hair industry and another consultant for health and fitness. This workshop could be done in stations, with each station lasting approximately 30 minutes. This workshop could easily be tied into the *Studio 2B* Girl Scout program.

**GIRL SCOUT "BAG-A-BADGE" DAY**

Simply pick out a simple *Brownie Girl Scout Try-It* or *Junior Girl Scout Proficiency Badge* and make each requirement into a station. Girls have a fun-filled Girl Scout day and go home with their first earned Girl Scout recognition.

**GIRL SCOUT MOVIE DAY**

Many Girl Scouts locations have had great success with this recruitment event. Simply talk to your local movie theater manager and convince them to sponsor a Girl Scout Movie Day. The advantage for them is to sell out a morning showing. Girls buy their tickets and refreshments, they bring a parent or guardian and you have a captive audience for your enthusiastic Girl Scout recruitment message! Again, you will need to secure non-member insurance from the council office.

Local Service Unit Names, Email and Phone Numbers:

Thank you for your gift of  
time to your Service Unit!  
You are appreciated!



**The Girl Scout Leadership Experience  
Recruiter/Organizer Packet**

**Northern Hub**

10550 Merritt Street, Castroville, CA 95012

Local Phone: 831-633-4877 Toll Free: 800-624-4757 Fax: 831-633-4029

**Central Hub**

880 Industrial Way, San Luis Obispo, CA 93401

Local Phone: 805-596-0280

**Southern Hub**

801 S. Victoria, Suite 202, Ventura, CA 93003 PO Box 6220, Ventura, CA 93006

Local Phone: 805-880-4217 Toll Free: 800-822-2427 Fax: 805-658-8242