INTRODUCTIONS

Bethany Cunningham, Manager of Membership Recruitment

RoRo Hsu-Beischer, Recruitment Coordinator

Flor Nichols, Recruitment Coordinator
SOME OF WHAT YOU’LL LEARN

Speaking With One Voice

2018-2019 Recruitment Campaign

Growing Girl Scouts through Join Events

Advocating for Girl Scouts online

Advocating for Girl Scouts in your community
SPEAKING WITH ONE VOICE

Girl Scouts are Out of This World

Kickoff 2018
Research Overview

Parents in Northeast Texas see value in emphasizing their daughter leading her personal development.

The general population (parents in the U.S.) likes the combination of girls being their best self and taking the lead in their own life.

Parents focus on their girl – not the masses

Use programs and parties to recruit. We have the BEST programming for girls – we need to promote it!
GSNETX STRATEGIC PLATFORM

BRAND VISION
Help girls thrive

BRAND POSITIONING
To the busy mom who wants better for her daughter, Girl Scouts is the experience that helps each girl develop the confidence to be her best self

REASONS TO BELIEVE
Our progressive curriculum builds on girls’ skills and confidence
Critical development in STEM, Outdoors, entrepreneurial and Life Skills
Local partners provide girls access to leaders and real-world experience
Troop leaders become mentors who know how each girl learns and works best

BRAND AFFILIATION
GIRL Champions
# SPEAK WITH ONE VOICE

<table>
<thead>
<tr>
<th>AVOID THESE PHRASES:</th>
<th>INSTEAD, SAY:</th>
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<tr>
<td>RECRUITMENT NIGHT</td>
<td>JOIN EVENT or GIRL SCOUT KICKOFF</td>
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<td>TROOP FORMATION NIGHT</td>
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<td>PARENT INFORMATION NIGHT</td>
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<td>‘SCOUTING’</td>
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<td>TRADITIONAL:</td>
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<tr>
<td>Traditional join events</td>
<td>Digital Join Events, Theme Parties</td>
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<td>Promote with paper</td>
<td>Promote through social media</td>
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<tr>
<td>Traditional troops</td>
<td>Every troop is different</td>
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<td>Lead with elevator speeches</td>
<td>Lead with questions</td>
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<td>Cookies, camping &amp; crafts</td>
<td>Life Skills, Outdoors, STEM, Entrepreneurship</td>
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<td>Word of mouth</td>
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WHAT DO I SAY?

Greet girls and parents with a warm smile.

Ask questions. *Don’t overshare what we have to offer.*

Parents focus on their girl – not the masses. Ask what she’s interested in, and fill in the gap of what GSNETX has to offer.

Listen for key emotional phrases. (Example – mad, frustrated, worried, upset, excited, tired, anxious, concerned, etc.) How can GSNETX help ease these?

Keep it Simple.

Avoid talk of marketplace competition – If asked, take the high road & keep your answers short. (Myth busters will be included in your supply kit!)

Don’t use GS jargon, acronyms or staff/volunteer positions. (G.I.R.L., Service Units, SU, VOL team, recruitment team, outcomes, family partnership, etc.)

No need to be an expert on the school or membership to be successful!

Share the positives!

If needed, share YOUR Girl Scout story.
TONALITY

BE BOLD
Make a strong statement of our position and purpose.

STAY POSITIVE
Recognize hard truths in an inspirational and empowering way.

BE BIG
Speak to moms, but also girls, volunteers, donors, alumnae, and partners.

FOCUSED ON THE GIRL
Communicate that everything we do puts the girl first.
TELLING YOUR GIRL SCOUT STORY

LOVE what you do

IDENTIFY one story that fuels your passion

FOCUS on the unexpected

USE the rule of three

BE AWARE of your tone, body language and attitude

SAVE the details for another time

PAINT a picture
2018-2019 CAMPAIGN THEME

UNLEASH STRONG!
BE A GIRL SCOUT.

- Brand Awareness
- Strong GS Presence
- Resonates with test market
- Supports the GSUSA theme
YOUR YEAR AT A GLANCE

**JULY & AUGUST** – Back to School Events

**AUGUST – OCTOBER** – Join Events

*Peak time to grow membership is August 15 – September 15*

**DECEMBER – APRIL** – Winter Daisy and Kinder Events

**APRIL & MAY** – Early Bird, Extended Membership & Camp recruitment
2018-2019 CAMPAIGN CALENDAR

July

August

September

October

November

December

January

February

March

Back to School

GSNETX All Hands On Deck

GSNETX Invite a Friend

GSUSA Invite a Friend

GSNETX Invite a Friend

Winter Recruitment (Cookies/Join)

Camp Recruitment

Pre-K / Daisy

GSUSA Daisy Campaign

Early Bird Registration

Extended Membership

Fill the Troops

Service Unit Team Recruitment
## 2018-2019 GSUSA Calendar

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<tr>
<th>Event</th>
<th>MY18</th>
<th>MY19</th>
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<tbody>
<tr>
<td></td>
<td>July 18</td>
<td>Aug. 18</td>
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<tr>
<td>Extended Year</td>
<td>Sept 18</td>
<td>Oct. 18</td>
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<tr>
<td>Fall Recruitment &amp; Renewal</td>
<td>Nov. 18</td>
<td>Dec. 18</td>
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<tr>
<td>JOANN Leads</td>
<td>Jan. 19</td>
<td>Feb. 19</td>
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<tr>
<td>Digital Media Campaign¹</td>
<td>Mar. 19</td>
<td>Apr. 19</td>
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<td>Discovery Ed Available to Schools</td>
<td>May 19</td>
<td>June 19</td>
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<tr>
<td>Spring Renewal</td>
<td>July 19</td>
<td>Aug. 19</td>
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<tr>
<td>Pre-K Campaign</td>
<td>Sept 19</td>
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<tr>
<td>Last Chance for Camp</td>
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¹ Digital ads available in 34 councils.
Growing Girl Scouts
Through Join Events

Girl Scouts are Out of This World

Kickoff 2018
SIMPLE WAYS TO HELP

PROMOTE Girl Scouts on social media through pre-scripted templates

DELIVER flyers, posters & yard signs to schools, businesses, etc.

SPEAK with girls during announcements or lunch time at schools

HOST a table at open houses, meet the teacher nights or community events

SUPPORT recruitment team or service unit volunteers with large events

ASK OLDER GIRLS TO LEAD activities with girls while you speak with parents.

PICK UP yard signs and posters after events

PROCESS data from leads gained at events within 2 days

COMMUNICATE with interested families within 2 days
EVENT TYPES

- Open House & Meet the Teacher
- Girl Rallies
- Join Events
- Host a Party!
- Community Events
- Troop & SU Events
HOST A THEME PARTY!

- Please join us for a STEM Party!
- Please join us for a Glow Party!
- Please join us for a Unicorn Ice Cream Party!
MEMBERSHIP CARDS

WANT TO LEARN MORE?
Please complete the form below.

Girl Name (First & Last):

Parent Name (First & Last):

Email Address: ____________ Zip Code: ____________

Phone Number: ____________ School Girl Attends: ____________

Grade: ____________

How to join:

- Visit our website at gsnetx.org/join
- Complete the interest page include your daughter’s grade
- In the Troop/Group Search Box, search by your city name or county name
- Type in your zip code
- Choose your troop by grade and “I want to join a...” grade troop in...” and look for your school name or school district name
- Complete your family information
- Complete your payment information and complete
- Your daughter is now a Girl Scout! She is eligible to attend camps, council events and start earning badges on her own until her troop is formed
- Girl Scout Memberships are non-refundable and non-transferable

YOUR ADVENTURE STARTS TODAY!

Your Membership Placement Specialist is:

- Ready to lead a troop? Just search by city and “I want to be a troop Leader...”
- Look for your daughter’s grade level and school
- Complete your information and payment and we will be in touch with your next steps!

If you are interested in volunteering to lead a troop for your daughter and her friends but have questions, please contact your Placement Specialist today!

Once you have completed your daughter’s membership, she is a Girl Scout ready to begin her journey! You can find exciting activities at our website: gsnetx.org/events

THIS IS...
WHAT DO I DO?

No side conversations with volunteers or other staff members. Avoid talking about work, the service unit, or anyone who is not present. Be fully focused on the girls and parents at the event!

No cell phones.

Don't sit. Sitting makes you look bored and tired.

Greet girls and parents at the edge of the table. If you sit behind your table, people may not be motivated to speak with you.

Watch your body language. Stand up straight (don’t lean on the table), look parents in the eye, keep your arms relaxed and SMILE!

Your display is clean, neat and tidy. No trash, bags, extra supplies or food/drink is visible
Join Girl Scouts Today!

Text JOIN to 555-888
gsnetx.org/UnleashStrong

STEM | LIFE SKILLS | OUTDOORS | ENTREPRENEURSHIP
RECRUITMENT GIVEAWAYS!

Girl Scouts North Carolina Coastal Pines

Sunglasses and wristbands

Girl Scouts Out of This World

Kickoff 2018
EVERY TROOP IS DIFFERENT

There's no "right way" to run a troop. You can choose the structure that is right for you, your girls, and their parents.

**Traditional**
Two unrelated adults lead a troop. Other parents volunteer to help as needed.

**Troop Coordinator/Troop Mentor**
(this works well in a multi-level troop)
One adult acts as the 'administrator', responding to emails, planning the VTK calendar, etc. Other parents volunteer to lead specific grade levels, meetings, or activities based on skill or preference.

**Girl-Led**
One adult acts as the 'leader' but each girl and parent rotates leading meetings, activities and events. This is a great option to promote the 'girl-led' experience, as they get to teach their friends a new skill. Also a great option to rotate locations, purchasing supplies and snacks to cut down on troop dues.

**Team-Led**
All parents volunteer as troop leaders, and evenly divide responsibility by interest and/or skill set.
Quick Tips

Know your area troops!

Avoid speaking in ‘minimums’. Our average troop size is 12 to 15 girls.

Always request new troop numbers from your placement specialist.

Familiarize yourself with the Temporary & Juliette Campaigns.

Within 2 days after your event:

• Scan and email interest cards and sign in sheets to your Recruiter

• Return paper forms to Recruiter or nearest Service Center

Know who to go to and when:

• GSNETX Recruiter: planning, setting up, holding events, recruiting volunteers, in need of supplies

• GSNETX Placement: requesting troop numbers, working to place new girls, forming troops, onboarding new leaders
INSPRING PARENTS TO VOLUNTEER

• Group parents by Program Grade Level
• Facilitate a conversation about forming a new troop
• Use the Troop Formation sheet
• Tell your Girl Scout Story!
Fun with Family Engagement!

Don't be afraid to ask for help. Troops excel when parents take part.

Parents, friends and other family members can provide time, experience and ideas to a new troop, so get them involved from the very beginning.

**Family volunteers can:**
- Manage troop Cookie Program as a Troop Cookie Manager
- Coordinate communication (i.e. Facebook group, parent emails, etc.)
- Volunteer to get First Aid certified to help with activities
- Manage troop funds & bank account as the troop volunteer
- Offer to host & facilitate meetings in your home or coordinate the use of a local venue (church, library, rec center, school)
- Organize badge work for the troop; rotate leading badge activities
- Organize community service projects & activities for the troop
- And more!

**AND...** Girls can earn the GSNETX’s 4Her patch/pins for every four hours a parent/guardian volunteers with her troop. Adults are also eligible for other council recognitions as well.
BE A SISTER TO EVERY GIRL SCOUT!

No room in your troop? That’s okay! Offer to be a ‘Sister Troop’ and offer to mentor a new parent to take the lead!
ADULT & NEW LEADER FLYERS

COMING SOON!
GROWING GIRL SCOUTS THROUGH SOCIAL MEDIA

POST
SHOW US YOU
SOCIAL MEDIA SAVVY!

✓ Invite friends, classmates, and neighbors to join Girl Scouts!
✓ Ask them to attend a Girl Scout meeting or activity with you.
✓ Link GSNETX and Girl Scouts on your various social networking sites.
✓ Post council and service unit events on your social networking sites.

✓ Don’t forget to use a picture, link & hashtag.
✓ Make sure your post is personalized & has a call to action

PROMOTE
SPREAD THE WORD IN YOUR COMMUNITY!

✓ Share your Join Events! (GSNETX FB page, social media kits, flyers, etc.)
✓ Take action in the community through service. Send pictures and stories to the local media.
✓ Encourage parents and adults to like us on Facebook (facebook.com/GSNETX). Post pictures and stories.

FOLLOW UP
MAKE NEW FRIENDS!

✓ If a potential volunteer or new member comments or asks about your post, follow up within 1 day!
ONLINE & SOCIAL RESOURCES

GSNETX staff will create Facebook recruitment events for you to share

Scheduled Instagram takeovers for events

Canva for easy social media tile design

Social media kit including profile photo, cover photo, social tiles and suggested copy

Box.com folder for downloadable content (including slideshow templates, recruitment PowerPoint presentation & recruitment video.)
Advocating for Girl Scouts
In Your Community

Girl Scouts are Out of This World

Kickoff 2018
4 SIMPLE PLACES TO GROW GIRL SCOUTS

SCHOOL

LOCAL LIBRARY

IN YOUR NEIGHBORHOOD

AROUND TOWN
GROWING GIRL SCOUTS IN YOUR SCHOOL

LEAD
✓ Flag Ceremonies
✓ Pledge of Allegiance
✓ Morning announcements – ask to include an invite to your Join Event!

CREATE
✓ Create a fun banner or poster for the school cafeteria. (Be sure to ask first!)
✓ Set up a Girl Scout booth during Meet the Teacher or Parent Conference Nights
  o Pass out flyers and interest cards & invite families to a Join Event
  o Share why Girl Scouting is fun!
✓ Have 1st grade Daisies write ‘Welcome to Kinder’ cards to girls entering school.

COLLECT
✓ Collect & donate books to your school. Be sure to include ‘Donated by Girl Scout Troop XXXX’ on the inside cover!

ENGAGE
✓ Meet with your principal & discuss how Girl Scouting has a positive impact at the school
✓ Have Girl Scouts host a party for kinder girls & parents – talk about the fun things you do as a troop!
✓ Plant a garden at your school and invite others to help.
✓ Ask your principal if you can pass out ‘Join My Troop’ invites or stickers after school.
✓ Talk to other parents – at PTO meetings, school events, after school programs, etc.
GROWING GIRL SCOUTS AT YOUR LOCAL LIBRARY

LEAD
- Invite new girls to read Girl Scout stories
- Host a read-a-long day
- Morning announcements – *ask to include an invite to your Join Event!*

CREATE
- Create a Girl Scout display for your school or local library
- Provide a “Welcome Back to School” banner about Girl Scouts in your school or local library
- Ask your local library to showcase the great things your troop has done on their bulletin board

 VOLUNTEER
- Volunteer at local libraries for older Girl Scouts to read books in the children’s room.
GROWING GIRL SCOUTS IN YOUR NEIGHBORHOOD

INVITE
✓ Invite your daughter’s friends and classmates to join.
✓ Invite your friends’ children to join your troop
✓ Host a Join Event or Girl Scouts Theme Party in your community
✓ Sending your daughter to summer camp? Invite a friend to go with her!
✓ Forward GSNETX Scout Scoop to your friends and encourage them to join!

LEAD
✓ No room in your troop? Become a mentor for another parent, and create a ‘Sister Troop’!

ENGAGE
✓ Meet other volunteers in your area to bring troops in the same community together.
✓ Volunteer to be greeters at your local church, temple or synagogue.
✓ Ask a local business to display a Girl Scout poster or flyer promoting your Join Events.
✓ Select a park in your community to host a beautification project event.
GROWING GIRL SCOUTS AROUND TOWN

BE VISIBLE

✓ Host a sing-along or field day at your local park.
✓ Show up as a troop to local events & rock your uniforms!
✓ Going to summer camp? Shoe polish your car with the camp name and girls’ first names!
✓ Wear a Girl Scout t-shirts around town. Tell your story to those who ask.
✓ Use Girl Scout tote bags while shopping
✓ Volunteer your troop to lead the flag salute at your next City Council Meeting.
✓ Distribute Girl Scout info at medical and dental offices that care for children.

ENGAGE

✓ Write a letter to the editor of the local paper about why Girl Scouting is important in your community.
✓ Contact an elected official for a meeting and share the importance of Girl Scouting in your community.
✓ Share the GSNETX Annual Report with alumnae, businesses, schools and nonprofits.
✓ Find famous Girl Scout alumnae in your community. Learn her story and share it.
GROWING GIRL SCOUTS IN YOUR SERVICE UNIT

INVITE
✓ Make sure every troop promotes joining at cookie booths!
✓ Make all SU events ‘bring a friend’ and provide patches.
✓ Older troops (Cadette, Senior and Ambassador) host a Daisy for a Day or Brownie for a Day event; the older girls lead a troop meeting for the younger ones.

BE VISIBLE
✓ Plan a uniform day and ask all troops to wear their uniforms to school on the same day
✓ Ask each troop in the SU to commit to dropping off a flyer promoting a Join Event at a business or public space in the community.
✓ Sign up your troop or service unit for a local parade: Memorial Day, Fourth of July, Veteran’s Day, Winter Holidays, etc.
✓ Host a “Girl Scout Day’ in your community.

ENGAGE
✓ Host a Halloween candy-decorating party for troops in the SU
✓ Host an Ice Cream party on National Ice Cream Day (July 17th)
✓ Host a S’mores Event on National S’mores Day (August 10th)
OVERALL BEST PRACTICES

Plan

Promote (both on the ground & digitally)

Have fun & engage!

Follow up
ONLINE RESOURCES
Visit us at gsnetx.org/en/for-volunteers

• SU Recruiter Workbook
• School Liaison Workbook
• Social Media Tips & Tricks
• Flyer Request – via email
• PowerPoints for events (picture loops and full presentations!)
• Recruitment Event Checklists
  • Facilitator Checklist
  • Facilitator Script Guide
  • Troop Formation at Tables – Script Guide
• 4Her Materials
• Starter Kits
• New Leader Packets