FIRST OF ALL – THANK YOU!
Girl Scout recruitment is a grassroots effort; it would not happen without the willingness of volunteers like you. Your efforts will make it possible for girls in your community to be a Girl Scout. On behalf of Girl Scouts of Northeast Texas, we want to thank you for stepping up to do this important and meaningful work!

WHAT’S IN THIS DOCUMENT?
This document is a collection of helpful recruitment-related resources and information. Contents include:

- Join event ideas, troop formation tips, and back to school plans
- Samples of everything available for you to order and download
- Fun resources, tips, and suggestions!

IF YOU NEED HELP, LET US KNOW
Have a question? Want to share an idea or suggestion? Need a little extra support? Please get in touch with us—we are always happy to help! Call us at 972-349-2400 and ask for the recruitment team or email join@gsnetx.org. We also have resources just for service unit recruiters at gsnetx.org. Here’s to a great membership year!

Yours in Girl Scouting,

Girl Scouts of Northeast Texas Recruitment Team
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TOP 10 RECRUITER BEHAVIORS:

1. Find out which troops are returning and which troops will take additional girls.

2. Determine Information Event dates and times and confirm with the school.
   - Complete Facility Usage Forms, if necessary
   - Confirm school district flyer statement, if required
   - Confirm total number of girls in the school
   - Confirm that staff member will be available to unlock meeting room

3. Let your Recruitment Coordinator know what materials you need, how many and when you need them. Submit material requests via GSNETX online form or email.

4. Recruit volunteers to assist you with the Information Event.
   - Consider asking older girl volunteers to assist with any girls that show up
   - Ask current leaders to attend, especially if they’re able to take additional girls

5. Distribute flyers one to two weeks prior to event or have your Recruitment Coordinator send via Peachjar.

6. Place yard signs, posters and banners one week before the event.
   - Banners, yard signs and posters are available upon request

7. When possible, conduct lunch talks, classroom chats and sticker one to two days prior to the event.

8. Following your event, send sign in sheet to your Recruitment Coordinator within 48 hours.
   - We welcome pictures, snail mail, fax or scanned copies.

9. Follow up with your new troop leaders and make sure they know:
   - Who their Placement Specialist & Service Unit Manager are
   - How to register and complete the background check
   - The required New Leader trainings and how to complete them
   - The scheduled SU meeting dates
   - How to get started with their caregiver and troop first meetings

10. HAVE FUN! Remember that you are the first link in making sure ALL girls have the opportunity to grow through Girl Scouting, building courage, confidence and character!
The GSNETX & Service Unit Recruitment Team
The GSNETX and SU Recruitment Team covers a specific area of the council. This team is made up of key service unit members and may include the SU Manager, Troop Organizers, Recruiters, Registrar, School Liaisons and Troop Leaders – as well as the GSNETX Recruitment Coordinators assigned to the area. The team works together on recruitment initiatives and growth opportunities for the upcoming Girl Scout year.

How Service Unit Teams work with Staff—Overview

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GIRL SCOUT RECRUITMENT YEAR

Phase 1 | Planning & Preparing, July - August
The recruitment year begins with planning recruitment efforts for the following membership year. The SU Recruitment Team recruits a School Liaison for each school, works on recruiting new leaders and plans Information Events for the new school year. Attending community events throughout the summer helps provide an early start in forming new troops.

Phase 2 | Starting Girl Scouts, August - October
Recruitment activities are focused on a two-step process. First, reach people at back-to-school registration, open houses and parent/caregiver nights. Second, invite them to a Join Event. Large events with activities for multiple grade levels provide the highest return during peak recruitment time.

Phase 3 | Report back, 48-hour post-information event
Within 48 hours of the information night, all sign-in sheets and recruitment summaries should be submitted to the Recruitment Coordinator.

Phase 4 | Growing Girl Scouts, November - December
Now that new troops have started, the SU Recruitment Teams are able to plan and recruit for troops accepting more girls—or start troops in grade levels where there are no existing troops.

Phase 5 | Spring Recruitment, January - June
Spring recruitment activities include both current year growth as well as planning for the following membership year.

- The SU Recruitment Teams review current progress toward their new membership goal. Additional recruitment events may be needed to reach that goal.
- Attending community events helps connect girls to troops and gives Recruitment Coordinators a chance to talk about Resident and Day Camp and Council-led programs.
- The Recruitment Team reaches youth entering kindergarten by attending school registration events and by providing pre-school families with information on how their girl can become a Girl Scout Daisy.
- The SU Recruitment Team might plan pre-Daisy events for these girls.
GSNETX RECRUITMENT CALENDAR

2018-2019 CAMPAIGN CALENDAR

- July: GSNETX All Hands On Deck
- August: GSNETX Invite a Friend
- September: GSUSA Invite a Friend
- October: Winter Recruitment (Cookies/Join)
- November: Camp Recruitment
- December: Pre-K / Daisy
- January: GSUSA Daisy Campaign
- February: Early Bird Registration
- March: Extended Membership
- April: Fill the Troops
- May: Service Unit Team Recruitment
- June: Back to School
GSNETX SCHOOL PARTNERSHIPS

Schools are the place to be! Schools provide an effective point of contact for new families. School personnel recognize the benefits of having Girl Scouts in their school, and they help the recruitment process by introducing staff to key school volunteers and provide a meeting place for troops.

Each school should have a School Liaison to help connect families with Girl Scouts. Talk with your SU Recruitment Team, your Recruitment Coordinator and the other troop leaders at the school to find out what has been successful in past years.

The Recruitment Coordinators can provide a current list of troops for each school. A quick review of those troops will let you know which levels are already at the school and which levels you’ll need to recruit for. Each fall, a kindergarten Daisy troop might need to be started at the school. There will also be girls in other grades that want to become Girl Scouts, or additional troop volunteers might be needed.

BUILDING RELATIONSHIPS WITH SCHOOLS

In school environments, there are many relationship-building opportunities available to increase visibility and interest in Girl Scouts.

Principal Visits

The school principal is an important contact when building a relationship with a school. They can help you get started quickly and provide the support necessary to ensure success. During the first contact with the school principal, ask who would be available to complete the School Communications Checklist and make an appointment with them.

School Communications Checklist (pg. 9)

Communication with parents is key to successful recruiting. Each school has different communication protocols that dictate the avenues available to communicate with families. Make an appointment with school personnel to learn what is available at each school. Fill out each section in the School Communications Checklist with your school contact, and report your needed materials to your Recruitment Coordinator two weeks before you start recruiting.

Class Talks & School Rallies

Class Talks are an opportunity to meet with a group of girls during the school day to talk about Girl Scouts. These talks often take place at lunch time and provide information on an upcoming recruitment night.

Front Office Staff

Front office staff are helpful in directing you in who you need to talk to, or what forms need to be completed when scheduling your information events.
# School Communications Checklist

School ____________________________

School Liaison _______________________

Recruitment Coordinator ________________

Principal ____________________________

Administrative Contact ________________

Completed By _________________________

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JOIN EVENT OVERVIEW

In each phase of the recruitment year, events are targeted to specific members. Our most effective recruiting method for multiple girls is a two-step process: invite girls and their parent/caregivers to a recruitment event, and the event itself. The type of event you choose will depend on the time of year, your intended target audience and the venue.

Information Booth & Community Events
Girl Scouts participate in community events by staffing an information booth. Community events include health fairs, school sponsored events, family fun nights and more. Families are invited to attend the community event, and visit the Girl Scout information booth (during the event hours) to speak to a member of the Recruitment Team, pick up information about Girl Scouts or register their daughters.

Parent/Caregiver Information Night
Information nights give families a chance to learn about Girl Scouts and how to get their daughter involved. Typically, 5–25 girls attend from a particular location or grade level. Parent/caregiver information nights provide activities to occupy the girls while the parents or caregivers listen to a presentation. Parents/caregivers are encouraged to ask questions. The goal is to secure a new troop, recruit adult volunteers and register the girls on-site.

Large Information Event
One Large Group Information Event is held to reach girls from multiple schools throughout a SU Recruitment Team. These often take place at the beginning of a school year and are designed to appeal to girls in multiple grade levels. Attendance is planned for 25 or more girls. The Large Information Event provides girls with an opportunity to try a variety of Girl Scout activities. Parents/caregivers often have the opportunity to register on-site.

Things to Remember
Consider technology access for parents/caregivers.
Have materials ready and in place including, event sign-in sheets, pens, forms and recruitment summary report.

If needed, check audio visual equipment before the presentation (TV, DVD, PowerPoint, laptop, microphone, etc.).

Be available before the event starts to meet and greet parents/caregivers one-on-one. Get to know your audience during this time.

The more comfortable you are with the presentation script, the better it will be. Review the script in advance and make it your own.

Enthusiasm is contagious! Use your voice to communicate enthusiasm about Girl Scouts. Show excitement for the mission and the work we do.
COMMUNITY/BOOTH EVENT

Event Overview
A booth at a school or community event is the most common type of information event. It is designed to attract girls and parents/caregivers and provides an opportunity for the recruitment team to gather contact information and invite them to another planned event. During back to school registration, the booth is simple with basic Girl Scout information and an easy girl activity.

Volunteer Staff Needed
School Liaisons and Recruitment Event Volunteers cover the booth for the entire event. Organize shifts into shorter time periods if necessary.

Event Timeline
Set up: 1 hour before event
Event: as scheduled

Set up
• Arrive 1 hour early to set up and be ready to start 10 minutes prior to the start of the event.
• Use the provided materials and organize them for a neat appearance.
• Provide space to fill out paperwork and have pens available

Adult Presentation Outline
Available on pg. 20

After the Event
• Send event sign-in sheets to your Recruitment Coordinators within 48 hours of the event

Pre-Event Timeline
Three weeks before event
• Schedule the venue
• Verify date, time & room
• Find out if a table and chairs are provided
• Keep the venue contact's name and information
• Submit facility usage forms (if needed)

Recruit Volunteers for event
• Find Recruitment Event Volunteers. This may include older girl volunteers!
• Send an email to confirm date, time & location

Two weeks before event
• Order flyers and additional recruitment materials from your Recruitment Coordinator
• Schedule a pick up date & time
• Contact Recruitment Coordinator for the troop list at your school and the leaders’ contact information
• Submit material & troop request to Recruitment Coordinator

One week before event
• Familiarize yourself with recruitment materials
• Confirm with Recruitment Event Volunteers
• Review conversation talking points

Day before event
• Reconfirm with venue and Recruitment Event Volunteers
• Review conversation talking points

Day of Event
• Arrive 1 hour early to set up and go over event with your volunteers

Post-Event
• Follow up with those that showed interest. Invite them to an information event or make sure they have started with their troop

Supply Checklist
• Activity supplies if needed
• Conversation starter script
• Flyer
• Event sign-In sheets
• New Leader Guide
• Parent/caregiver engagement piece
• Tablecloth
PARENT/CAREGIVER NIGHT

Event Overview
Parent/caregiver information nights give families a chance to learn about Girl Scouts and how to get their girl involved. Typically, 5-25 girls attend from a particular location or grade level. Parent/caregiver information nights provide activities to occupy the girls while the parents or caregivers listen to a presentation. Parents/caregivers are encouraged to ask questions. The goal is to secure a new troop, recruit adult volunteers and register the girls on-site.

Parents/Caregivers Needed
For this event, you'll need 2-3 adult volunteers, including the Troop Organizer or program/older girls.

Primary Volunteer Role
- Prior to the event, the Primary Volunteer works with the SU Recruitment Team and the Recruitment Coordinator to schedule and promote the event, as well as find Information Event Volunteers
- During the event, adult volunteers will talk to the adults, and the Primary Volunteer will work with the girls. Additional volunteers are helpful to handle the check-in table and online registration
- After the event, the Primary Volunteer follows up with the Recruitment Coordinator and reports the event results. They send the event sign-in sheet and summary report to the Recruitment Coordinator within 48 hours

Recruitment Event Volunteer Role
- Run the sign-in table as the parents arrive
- Gather the girls and move to the activity area
- Facilitate the activities for the evening
- Assist with clean up afterward

Pre-Event Timeline
Three weeks before event
- Schedule the Venue
- Verify date, time & room
- Find out if a table and chairs are provided
- Keep the venue contact's name and information
- Submit facility usage forms (if needed)
- Order flyers and additional recruitment materials from your Recruitment Coordinator
- Schedule a pick up date & time

Recruit Volunteers for event
- Find Recruitment Event Volunteers
- Send an email to confirm date, time & location - this might include older girls

Two weeks before event
- Contact Recruitment Coordinator for the troop list at your school and the leaders’ contact information
- Submit material & troop request to Recruitment Coordinator

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PARENT/CAREGIVER NIGHT, CONTINUED

Event Timeline
Parent/caregiver information nights usually run an hour, with time after for questions. The adult and girl portions run at the same time.

Adult Presentation

Set up
• Arrive 1 hour early and be ready to begin 10 minutes prior to the start of the event
• Use the materials provided and arrange neatly
• Have space to fill out paperwork, and provide pens

After the Event
• Send event sign-in sheets to your Recruitment Coordinator within 48 hours

Supply Checklist

Pre-Event Promotion Supplies
• Event flyers
• Yard signs

Event Supplies
• Event sign-in sheets
• Tablecloth

Handouts from Recruitment Kit
• Registration checklist
• New Leader Guide
• Uniform handout
• Parent/caregiver Involvement bookmarks
• Girl activity supplies, if needed

Pre-Event Timeline - continued

One week before event
• Review script
• Familiarize yourself with recruitment materials
• Practice the girl activities to make sure you’re familiar with them and you have all the supplies
• Confirm with Information Event Volunteers
• Pick up recruitment materials

Day before event
• Reconfirm with venue and Information Event Volunteers
• Review conversation talking points

Day of Event
• Arrive 1 hour early to set up and go over event with your volunteers

Post-Event
• Send result to Recruitment Coordinator within 48 hours
• Celebrate
JOIN EVENT – LARGE GROUP

Event Overview
A large group information event is held to target a group of girls from multiple schools and/or multiple grade levels in a neighborhood or service unit. Events often take place at the beginning of a school year and are designed for girls of all ages. Large group information events are designed to host more than 25 girls and their families.

Parents/caregivers will learn about Girl Scouts and have the opportunity to register their girls on-site.

Volunteers Needed
The number of volunteers needed will depend on the size of the event. The following plan is for 25–30 girls and their parents/caregivers. For this event, you may want to use trained program aids to work with the girls.

SU Recruiter & School Liaisons
- Prior to the event, School Liaisons (s) work with the SU Recruitment Team and the Recruitment Coordinator to schedule and promote the event as well as find Information Event Volunteers
- During the event, the SU Recruiter keeps things on schedule, answers parent/caregiver questions and registers girls on-site
- The Recruiter and School Liaison(s) assist with the presentation
- After the event, the SU Recruiter reports event results to the Recruitment Coordinator, and sends the event sign-In sheet to the Recruitment Coordinator within 48 hours

Supply Checklist

Pre-Event Promotion Supplies
- Event flyers
- Yard signs

Event Supplies
- Event sign-In sheets
- Tablecloth

Handouts from Recruitment Kit
- Registration checklist
- Starter kits
- Troop Formation sheets
- 4Her Materials
- Girl activity supplies if needed

Event Timeline

Three weeks before event
- Schedule the venue
- Verify date, time & room
- Find out if a table and chairs are provided
- Find out what promotion activities are allowed at the school
- Keep the venue contact’s name and information
- Submit facility usage forms

Recruit Volunteers for event
- Secure Information Event Volunteers for the event
- Send an email to confirm date, time & location

Promoting your Recruitment
- Contact Recruitment Coordinator to determine how your event will be promoted
- Order flyers and additional recruitment materials you need
- Schedule a pick up date & time
- Start promoting your event
- Invite all troop leaders to the event

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JOIN EVENT – LARGE GROUP, CONTINUED

Event Volunteers
(more may be needed)

Greeter—1
Volunteer welcomes families to the event, gives them a brief overview and directs them to the welcome table. Once families arrive, the greeter walks the room, assisting and answering questions as needed. As families leave the event, the greeter makes sure their questions were answered and thanks them for attending.

Welcome Table—2
Volunteers are needed at the welcome table to sign-in parents/caregivers and provide an overview of the evening.

Girl Activities—1 adult/4 Older Girl Volunteers
Volunteers will lead a welcome activity with the girls as they arrive. The adult volunteer monitors and assists the Older Girl Volunteers as needed and should be someone the Older Girl Volunteers are familiar with.

Presenter—1
The Presenter delivers the message, explains how to get involved and explains the process for starting new troops.

Registration Volunteers—4
These volunteers work with parents/caregivers to put girls in existing troops, as well as identify possible volunteers.

Event Timeline
Large group information events usually run about 1 hour. Allow for time after to answer Individual questions. The adult and girl portions run at the same time.

Set up: 1 hour, Including time to review event with volunteers.

Adult Presentation
• Sign-in and welcome activity: 10 minutes
• Adult presentation: 10 minutes
  (Adult Presentation Outline, appendix pg. 20)

Event Timeline
Three weeks before event
• Contact Recruitment Coordinator to order materials
• Promote your information event
• Contact Recruitment Coordinator for the school troop list and the leader’s contact information
• Choose girl activities for the event and make a list of any supplies needed

One week before event
• Review script
• Familiarize yourself with recruitment materials and how they align in the script
• Practice the girl activities to make sure you're familiar with them and you have all supplies needed
• Confirm with Event Volunteers
• Pick up recruitment materials

Day before event
• Reconﬁrm with venue and Event Volunteers
• Review conversation talking points

Day of Event
• Arrive 1 hour early to set up and go over event with your volunteers

Post-Event
• Send results to your Recruitment Coordinator within 48 hours
RECRUITMENT MATERIALS

Recruitment Playbook
This is your guide book for successful recruiting.

Event Flyers
Flyers are provided on request. Please check with your Recruitment Coordinator to order custom materials for your event.

Event Sign-In Sheet or Troop Formation Sheet
Use the event sign-in sheet or Troop Formation Sheet to capture family information at all events. These sheets should be sent to the Recruitment Coordinator within 48 hours of the recruitment event.

Family Guides
This piece is used as a way to engage parents as potential volunteers, and give additional information about Girl Scouts of Northeast Texas.

Girl Scout Coloring Sheets
Samples of Girl Scout coloring sheets are included for use at information events. You can reproduce and use when needed. Event Volunteers will need to supply their own crayons.

Tablecloth

Starter Kit
Uniform and patch purchase flyer (available for download at gsnetx.org).

Event Stickers
Use stickers as a reminder for girls to attend the information event—hand out during lunch or a back to school night, etc. Contact your Recruitment Coordinator as needed.

Yard Signs, Banners & Girl Flyer Stand
The yard signs are available by request to promote your information events. Display a few days prior or as your location permits.

Event Giveaways
Sunglasses, bracelets and pencils are available upon request. These are great to hand out after girls have registered at your event!

New Leader Packet
Outlines the steps needed to complete the New Leader process. If your Recruitment Coordinator is not present at the event, this packet will be mailed to all new leader(s). The packet is also available on gsnetx.org/newleader.

New Leader Packet Includes:
- New Leader Guide
- Family Guide
- GPS Guide
- Customized Service Unit Contact Sheet
- 4Her Materials
JOIN EVENT TIMELINE

Recruitment Event Objectives

By the end of the join event, the participants will:

✓ Know who you are, what your role is, why you are a member of Girl Scouts, and what’s next
✓ Have a better understanding of what Girl Scouts do
✓ Choose a Girl Scout troop and complete membership registration
✓ Choose a volunteer role and complete volunteer registration
✓ Develop the framework for their daughter’s new troop (or receive information about the existing troop she is joining).

One month before:

Review the Opportunity Catalog, and Troop Rosters with your service unit team members to determine the following:

_____ How many girls and volunteers you need to recruit to meet your membership goal?
_____ How many new troops will be started?
_____ Which existing troops have vacancies to fill?

✓ Secure recruitment event location.
✓ Order marketing collateral AND recruitment event supplies.
✓ Recruit volunteers to promote the event in schools, churches, and other community venues, where permitted, using council-produced flyers, posters, pre-produced communication, etc.
✓ Recruit volunteers to promote opportunities to join Girl Scouts and assist with the recruitment event; give your volunteers the necessary supplies, instructions for their specific role, and contact information.
JOIN EVENT TIMELINE, CONTINUED

One week before:

- Identify troop vacancies and verify troops are built in the system with volunteer roles
- Review the recruitment event script, highlight what’s new or exciting, and draw from real life experience for inspiration to make the script conversational. Use language everyone can understand.
- Confirm your volunteers and event location.

Pack recruitment event supplies:

- Room set up plan
- Volunteer assignments
- Updated script and facilitator instructions
- Recruitment kits for each troop/table (girl and volunteer index cards, 4Her materials, family guides, new leader folders, etc.)
- Signage (welcome, directional signs, signs with grade/troop number for each table, etc.)
- Masking tape and blank signs
- Laptop/tablet (hotspot) if available
- Wi-Fi password (make sign visible to parents)
- Name tags for your helpers/volunteers
- Markers pens (extra)
- Post-it notes
- Blank troop roster printout for each table/troop
- Flyers and upcoming service unit/troop events
- Girl Scout displays (uniforms, Journey books, etc.)
- Girl activities and supplies
- Girl Scout branded giveaways (sunglasses, pencils, bracelets, stickers)

Day before event:

- Confirm location, date and time
- Confirm volunteer helpers and assignments (both girl and adult)
JOIN EVENT TIMELINE, CONTINUED

Day of event:
✓ Arrive 60 minutes before the event
✓ Room set-up: Refer to your plan!
✓ Assign one table per troop
✓ Assign volunteers to the tables they will be assisting and provide them with nametags.
✓ Review the script and volunteer roles.

Table set up:
✓ Signs displaying the grade for the new troops and troops with vacancies
✓ Markers, post-its, and pens
✓ Blank troop roster
✓ Volunteer 4Her materials and set of index cards
✓ Family Guide (one per seat)
✓ New Leader resources

Additional tables:
✓ Laptop/tablet for girls and volunteers who may be joining existing troops
✓ Laptops/tablet for girls and volunteers who may be joining new troops
✓ Giveaways, brochures, uniforms, display materials, etc.

Girl Activity Area:
Set up a separate area in the opposite side or the room or in a different room for older Girl Scouts to facilitate girl activities.

Other:
✓ Set up directional signage
✓ Test equipment
✓ Locate the restroom and emergency exits

Clean Up:
✓ Collect troop roster forms and index cards to handoff to the SU Organizer or GSNETX Recruitment team
✓ Pack up recruitment event kits and supplies
✓ Clean up the room and move tables back to where they were when you arrived
✓ Check the restroom and girl activity area to make sure that nothing was left behind
✓ Thank your volunteers and Girl Scout helpers!
ADULT PRESENTATION OUTLINE

1. Introduction
   ✓ Introduce yourself and your role at Girl Scouts of Northeast Texas
   ✓ Identify yourself as first point of contact for all troop-related questions
   ✓ Remind audience to sign-in if they haven’t done so

2. Importance of Girl Scouts
   ✓ Thank the group for attending the event
   ✓ Share expectations of the night
   ✓ Discuss the reasons the audience came to the Information Event: they want to register their girl as a Girl Scout; they want to volunteer for an organization focusing on friendship; leadership and good values, they had great experiences as a Girl Scout and want to be a part of their girl’s journey

3. Personal Impact of Girl Scouts
   ✓ Get personal! Share a story about how Girl Scouts (or a Girl Scout volunteer) has had an impact on your life

4. Adult Talk
   ✓ Point out that the most successful troops have LOTS of adult help! Our girls need their passion and support!
   ✓ Stress the overwhelming support volunteers receive when they become new troop leaders
   ✓ Share an experience/story from a volunteer who ISN’T a parent/caregiver and discuss the positive influences this person had on a girl/troop

5. Girl Scout Basics
   ✓ Explain registration fees, where they go and what they’re used for
   ✓ Also, explain how troops pay for all of their fun adventures!
   ✓ Ask audience members to take out their phones and register their girls as Girl Scouts!
   ✓ List the number of training resources and support like the volunteer toolkit, the New Leader Guide and the Parent/Caregiver Engagement Piece

6. Thank you!
   ✓ Thank the audience for attending the Information Event!
   ✓ Remind them Girl Scouts is the BEST girl leadership experience in the world empowering, our girls to become their best selves
   ✓ Remind the audience they can get additional support by contacting your Service Unit, or their Recruitment Coordinator.