INTRODUCTIONS

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Shadae Rogers, Recruitment Coordinator
SOME OF WHAT YOU’LL LEARN

Highlights of the Recruitment campaign to ensure we are all speaking with one voice.

Best practices and simple ideas

Tools and techniques you need to ask other parents to "take the lead like a Girl Scout" and start their own troop!

Exclusive sneak peak of new recruitment tools
Recruitment Campaign
2018-2019

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
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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<tbody>
<tr>
<td>RECRUITMENT NIGHT</td>
<td>JOIN EVENT or GIRL SCOUT KICKOFF</td>
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<tr>
<td>TROOP FORMATION NIGHT</td>
<td>GIRL SCOUT TROOP KICKOFF EVENT</td>
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<tr>
<td>PARENT INFORMATION NIGHT</td>
<td>PARENT NIGHT, FAMILY NIGHT</td>
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<tr>
<td>‘SCOUTING’</td>
<td>GIRL SCOUTS or GIRL SCOUTING</td>
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</table>
**TRADITIONAL:**

- Traditional join events
- Promote with paper
- Traditional troops
- Lead with elevator speeches
- Cookies, camping & crafts
- Word of mouth

**21ST CENTURY:**

- Digital Join Events, Theme Parties
- Promote through social media
- Every troop is different
- Lead with questions
- Life Skills, Outdoors, STEM, Entrepreneurship
- Word of mouth
2018-2019 CAMPAIGN THEME

UNLEASH STRONG!
BE A GIRL SCOUT.

- Brand Awareness
- Strong GS Presence
- Resonates with test market
- Supports the GSUSA theme
2018-2019 CAMPAIGN CALENDAR

July  | August  | September | October  | November | December | January  | February | March    | April   | May   | June

**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

<table>
<thead>
<tr>
<th>MY18</th>
<th>MY19</th>
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<tr>
<td><strong>July 18</strong></td>
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### Extended Year
- MY18: July 18
- MY19: August 18

### Fall Recruitment & Renewal
- MY18: September 18, October 18
- MY19: November 18, December 18

### JOANN Leads
- MY18: October 18
- MY19: November 18

### Digital Media Campaign¹
- MY18: July 18, August 18, September 18

### Discovery Ed Available to Schools
- MY18: October 18
- MY19: November 18, December 18

### Spring Renewal
- MY19: April 19, May 19

### Pre-K Campaign
- MY19: April 19

### Last Chance for Camp
- MY19: June 19

¹ Digital ads available in 34 councils.
## THINKING DIFFERENTLY: GSUSA

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<tr>
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<tr>
<td><strong>Startup Troops</strong></td>
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<tr>
<td><strong>Community Partnerships</strong></td>
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<tr>
<td><strong>Individually Registered Member</strong></td>
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<tr>
<td><strong>Staff-Assisted Multi-Level Troops</strong></td>
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<tr>
<td><strong>High-Need Community Troops</strong></td>
<td>5</td>
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<tr>
<td><strong>STEM Recruitment Kits (Palo-Alto)</strong></td>
<td>75</td>
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- **Color Coding**
  - **Pilot**: Yellow
  - **Evaluate**: Orange
  - **Scale**: Green

- **TBD**: To Be Determined
Add-A-Friend Campaign

SAVE THE DATE!
September 1 – October 1
NATIONAL PSA

Queen Latifah
Girl Scout & Musician / Actress
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
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!
OVERALL BEST PRACTICES

Plan

Promote (both on the ground & digitally)

Have fun & engage!

Follow up
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.
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
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
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
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
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.
Getting Others Involved

Girl Scouts are Out of This World

Kickoff 2018
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.

Girls who have family support and participation in their Girl Scout adventures are more likely to stay in Girl Scouts.

Ask your parents to volunteer four hours this year 4Her!

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.
INSPIRING PARENTS AT JOIN EVENTS

• Group parents by PGL
• Facilitate a conversation about forming a new troop
• Use the Troop Formation sheet
• Tell your Girl Scout Story!
ADULT & NEW LEADER FLYERS

COMING SOON!
This is GIRL SCOUTS.

Text JOIN to 59618 | girlscouts.org/JoinToday

UNLEASH STRONG!
BE A GIRL SCOUT.

Troops are forming now!
Text JOIN to 59618

girlscouts.org/JoinToday
Theme Parties!

Please join us for a STEM Party!

Girl power
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: ___________________ 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.

How to join:

☐ Visit our website at gאטs.org/join
☐ Complete the interest page by including your daughter’s grade and school name.
☐ In the Troop/Group Search Box, search by phone and select your school name or school district name.
☐ Type your zip code.
☐ Choose your troop by grade and “I want to join a ___ grade troop for first time” and look for your school name or school district name.
☐ Complete your family information.
☐ Complete your payment information and complete.

If you are interested in volunteering to lead a troop for your daughter and other parents, please contact your Placement Specialist today.

Your Membership Placement Specialist is:

Ready to lead a troop? Just search by city and look for “I want to be a Troop Leader” ...

Visit g Ank.org/Events

THIS IS Girl Scouts are Out of This World

Girl Scouts of northeast texas

Kickoff 2018
RECRUITMENT GIVEAWAYS!

Girl Scouts
North Carolina Coastal Pines

Girl Scouts are Out of This World
Kickoff 2018
ONLINE & SOCIAL RESOURCES

GSNETX staff will create a 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.)
Questions?