

Troop Organizer 101

THE JOB OF THE TROOP ORGANIZER

The troop organizer spearheads efforts of the Service Unit to attain Council membership goals and objectives. They are also responsible for helping organize existing Girl Scout troops in a specified area. This may be one school, several schools, or a defined geographic area, such as a section of city, an entire town, county or service unit.

To organize a troop, the organizer recruits adult volunteers, recruits and places girls, and can assist in finding potential troop meeting places. With the help of the Membership Marketing Specialist, the troop organizer will maintain an updated roster of troops in his/her assigned area. Many changes happen throughout the year – new members are added, members drop out, or leaders and troop committee members resign. The troop organizer will ensure that troops meet on a regular basis with a qualified leadership team.

In some cases, the job of the troop organizer can be shared. One person could do the mechanics of keeping records i.e. obtain and analyze school enrollment data, project numbers of troops needed, place girls, and compile troop rosters. Another person could be responsible for the recruitment of girls, leaders, and troop committees. Each person's special talents could be used in carrying out all the aspects of the troop organizer's job.

Who Can Be a Troop Organizer?

Many people can be troop organizers. Previous Girl Scout experience is helpful but not necessary. An organizer should be friendly and outgoing, enthusiastic about the benefits of Girl Scouting, able to generate similar enthusiasm and interest on the part of the girls and adults, and be familiar with the community and its resources. In addition, the person should be organized, able to keep records and willing to take necessary training for the position.

Potential troop organizers may be:

- Troop committee members
- Retired school employees
- Men and women whose daughters are/were in Girl Scouts
- Members of other community groups and neighborhood organizations such as PTA/PTOs, civic, or service organizations

ORGANIZERS ROLE IN RECRUITMENT

The Troop Organizer works with the Service Unit Team and Council to:

- ✓ Strive to meet the goals and objectives of the Council and service unit
- ✓ Coordinate recruitment events and develop a presentation for parents and girls
- ✓ Recruit and recommends leadership in volunteer positions
- ✓ Organize and develop troops year round
- ✓ Target areas where existing troops are full and new troops need to be formed
- ✓ Provide on-going support to ensure girls don't have to wait to be included in a troop
- ✓ Follow up on girl members of disbanded troops
- ✓ Communicate with service team members on status of troops
- ✓ Establish a working relationship with school administrators and community groups
- ✓ Collect girl and adult registration forms, volunteer applications

SUGGESTED TIMELINE FOR TROOP ORGANIZERS

The time of year suggested for the various action steps is only a model. Timing may differ from service unit to service unit. Some action steps may be appropriate for entire year.

SUMMER (May-August)

- Determine (use Early Bird registrations) if a troop with declining membership needs new leadership. Does the existing leadership need to be trained, take additional training, or to re-take training. Assign troop coach or E.L.F. (Experienced Leader Friend) if possible.
- Combine troops according to size and leadership not returning.
Example: One fantastic leader of Brownie Troop # 6101
 One great leader of Brownie Troop # 6210
 Each troop has less than 6 girls.
 Combine these two troops to gain a stronger leadership team.
- Notify the service unit treasurer of disbanded troops/groups so the bank account can be closed. This will avoid lost bank accounts. Collect troop/group materials.
- Plan and prepare for recruitment event(s). It is best to hold your first registration night or rally early, before girls become too involved in other activities. Reserve a date or piggy back your registration night to another school activity - such as open house for parents, PTO/PTA meeting, or Boy Scout recruitment night. Put up posters or signs advertising your recruitment date in the school and throughout the community. Have existing troops make posters for recruitment. Recruitment Tools such as posters, flyer templates, and post card templates will be available on the Council website.
- Obtain public school enrollment figures (State Education Agency statistics) from your MMS, service unit director (SUD) or call the school to see how many classes are in each grade that you intend to reach. Include home schooled, private and parochial school

girls in your recruiting efforts to develop a plan for recruiting girls from underserved areas. Work with your Membership Specialist to print the number of fliers needed for recruitment.

- While polling schools you can find out if that location is a possible troop meeting sight. Note this information for the leader. They are responsible for finding and reserving troop meeting places for their new troop, but a list of locations will help speed up the process of getting new troops up and running. Inquire with locations not yet serving Girl Scouts first.
- With the Membership Marketing Specialist, help keep troop rosters up to date. Rosters can be emailed as often as you would like for them to be, and hard copies of the Service Unit roster can be passed around at each Service Unit meeting for changes. Once changes are marked on the hard copy, the MMS can make the needed changes.
- Make arrangements with school to do Girl Talks during the school day to show girls what Girl Scouts are and what they do. This can be done in several different ways. Classroom visits, assemblies, during the students lunchtime, etc. Troop Organizer is also responsible for confirming the school visits closer to the time of the visit. In some areas, schools officials prefer if visits are coordinated with Boy Scout representative.

FALL (September-November)

- Establish new troops as needed to reach service unit and council goals.
- If you have a new or existing troop that has still not registered by October 1st, and continues to hold meetings, you will need to take action. Notify the Service Unit Director of the situation.
- Assist in registering any girls who cannot be placed immediately in a troop. Keep them informed of their registration status. Inform girls and families of the multiple pathways into Girl Scouting and welcome them to register and participate in a pathway that meets their interests and needs.
- If possible assign sister troops, coaches or E.L.F.'s to troops with new leadership.
- Work with your Membership Specialist to get a roster from the previous year and contact lapsed members.
- Consider teaming with Service Units that are in close proximity and sharing the work load and expense of a larger recruitment event.

WINTER (December-February)

- Continue to recruit to reach service unit and Council goals. Consider assigning troops to be Girl Scout representatives at their schools and have them help distribute information help during parent interest meetings.
- Place girls as space becomes available in troops. Obtain Pathway specific information from Council and invite families to participate in what interests them.
- Encourage activities between sister troops.
- Follow up with E.L.F. or troop coach to see if they are communicating with assigned troop(s).
- In January, hold a recruitment event for all age levels or an age level underserved such as Daisy level. Utilize the Journey's or Series to introduce girls and families to the Girl

Scout Leadership Experience. Consider teaming with Service Units that are in close proximity and sharing the work load and expense of a larger recruitment event.

SPRING (March-June)

- Work with service team to develop next year's plan of work.
- Determine if current Girl Scout leaders plan to return to troop leadership in the fall at April SU meeting.
- Brainstorm with Girl Scout friends, family, and other acquaintances to identify individuals or groups from which to recruit troop leadership (i.e. Girl Scout alumnae, professionals, single adults, college students, and retirees. Men can be leaders too when placed with an adult female leader).
- Begin making phone calls to parents of girls in troops without leadership. Start the interviewing process for troop leadership by asking parents some general questions to determine if they have time, skill and personality to work with girls of that age.
- Assist in Spring Early Bird registration. Packets available at April's SU meetings.
- Hold a parent meeting(s) for troops with no leadership to find new leadership before the end of the membership year. This will give you more time to recruit prior to the new membership year.
- Conduct a girl and adult spring recruitment campaign.
- Recommend adults for appointment as leaders/co-leaders. Interview adults interested in being leaders. Assist service unit director in notifying leaders and co-leaders of their appointment and placement.
- Establish troops large enough to give girls experience in self-government.
- Encourage bridging activities with sister troops.
- Encourage recognition for leaders (Leader's Day is April 22) and through Service Unit recognitions.

SERVING GIRLS THROUGH CREATIVE DELIVERY SYSTEMS

Membership in Girl Scouting is open to all girls' in Kindergarten through 12th grades. With populations and communities being as varied as they are, many systems of delivery must be available to serve the needs of all girls.



Troop/Group: A troop/group usually consists of girls from one or more school grades with a variety of interests, who meet-- in schools, churches, Boys'/Girls' Clubs, YMCAs, and YWCAs-- on an ongoing basis under the guidance of trained and caring adult leaders. Members of troops/groups plan the Girl Scout activities they want to experience together.

Travel: Girls can enjoy local, regional, national, or international age-appropriate trips that offer girls leadership opportunities and cross-cultural understanding. Girls prepare, plan, money earn and participate through group travel, council-sponsored trips, or nationally sponsored excursions.

Events: Girls can attend multiple Girl Scout events during the year. The primary difference between events and all other pathways is that different girls participate in each event, as opposed to one group of girls coming together regularly.

Camp: Day camps and resident summer camp sessions, and the Outdoor Event Opportunities focus on outdoor fun and environmental education.

Series: Girls can participate in a series of meetings with others who share common interests, like careers, arts, or sports. Each series relates to a specific theme or purpose and features cumulative, sequential, experiential learning.

Virtual: An online Girl Scout community that provides girls with the opportunity to participate in Girl Scouting without regard to geographic location. Participation is through a Web-based platform developed by GSUSA and includes interactive and high-quality program activities in a safe, secure online environment. The Virtual Pathway is still in development by Girl Scouts of the USA.

RECRUITMENT IDEAS

Existing Volunteers

Don't forget your existing volunteers. Use their knowledge of the community, their personal friends, and the other organizations that they belong to. They may know of a parent who has a Kindergartener and has shown interest in Girl Scouting.

Daughter's Friends

Many times we hear a young person say, "I'm bored!" It seems to be a chronic condition with some. Capitalize on the time; ask if she has ever considered becoming a Girl Scout. Point out, in a friendly, conversational manner, how much fun your daughter has as a Girl Scout, and how bored she'd probably be if she didn't have Girl Scout activities to keep her busy.

Daughters of Friends

When visiting in a friend's home, strike up a conversation with the friend's child. Ask about her interests, activities, etc. Ask if she's ever considered Girl Scouts. Relate how much your daughter enjoys the program.

You might also get onto the subject if the friend happens to mention some particular problem she is having with her children being unruly, antagonistic, or needs more engagement. Suggest that she might need another dimension to her life.

Chance Meeting in Public Places

Ever sit next to a young person in a doctor's office, at the pool, etc., and strike up a conversation with them? That is a wonderful opportunity to get onto the subject of Girl Scouting. Another way is to compliment a hair ornament, bracelet, or some other item that appears to be "handmade", and ask if she made the item at her Girl Scout troop meeting. If she isn't a Girl Scout, you can relate how many similarly "neat" things your daughter's troop has made.

Encourage your daughter and other troop members to be openly enthusiastic about Girl Scouts, but don't push. You want spontaneous, animated talk, which can only occur if it is heartfelt. If you realize your daughter or troop loves Girl Scouting, but keeps it low profile because of peer pressure, respect that. If she is willing to verbally promote Girl Scouting, open the subject for her as often as possible.

Be a Walking Billboard

Again, know the atmosphere. Girl Scout attire is restricted at some schools. If, however, the attitude is somewhat friendly at your particular school, encourage your daughter and other troop members to wear uniforms on their meeting day or on rally day.

Wear your uniform and other Girl Scout "things". Don't make a point of going home first to change before stopping at the store for milk or bread. Often a conversation will begin after seeing the uniform - usually something like "Are you a Girl Scout leader? I used to be a Girl Scout". Use this opportunity to explain how this adult can again get involved in our program and how very much she is needed. Give her information of someone she can contact or get her name and phone number so someone can contact her at a later date.

We sometimes do not think about the fact that it is not necessary for an adult to be a "mom" or "dad" in order to be a Girl Scout volunteer. Encourage your single, older, etc. friends to consider working with the Girl Scouts. Invite them to visit your troop or attend a function with you.

Invite a Friend to Visit

If you are a leader/co-leader (or perhaps you can enlist the help of someone who is a leader), set aside one meeting as "Invite a Friend Day". The stipulation, of course, is that the friend is not already a Girl Scout. Make it a fun meeting, doing a little bit of everything: badge work, craft, songs, or games. Tell the girls how they can be Girl Scouts also.

Re-Visit Former Girl Scouts (Girls and Adults)

Don't forget about dropping a personal note to a girl or an adult who "used to be a Girl Scout." Ask if they are ready to rejoin and point out some current pluses (get involved with the youth, role model, satisfaction of serving, etc.). Former Girl Scouts attending college in your area are potential volunteers.

THINGS TO REMEMBER WHEN PLANNING A RECRUITMENT EVENT

Determine the Type of Event, Should it be:

- At the public/private school
- Faith-based institutions
- Central location (i.e. park, community center, etc)
- Day Care Center
- Kindergarten Round-up
- Booth at PTA/PTO, school's open house or community activity
- A Fall and/or a Spring recruitment

Think about Recruiting at.....

- Apartment Complexes
- Housing Authorities
- Parks & Recreation Departments
- County Parks
- Local Religious Groups
- Summer School Programs
- Head Start or other Pre-K programs
- Day Camps
- Local malls and shopping areas
- Community activities
- Movie theatres (places where teens hang out)
- Bring A Friend Events

WHERE TO PLACE RECRUITMENT ANNOUNCEMENTS

- ◆ Bowling Alleys
- ◆ Beauty Salons and Barber shops
- ◆ Business and Professional Organizations
- ◆ Doctor and dentist offices
- ◆ Volunteer centers
- ◆ Skating Rinks
- ◆ Service Stations
- ◆ Teacher's lounges
- ◆ Hospitals
- ◆ Places of Worship
- ◆ Colleges, Junior Colleges, Universities, Community Colleges, Technical Schools, Adult Education Centers, Secretarial Schools, Beauty Schools, etc.
- ◆ Libraries
- ◆ Cultural/Ethnic centers, clubs, and agencies
- ◆ Shopping malls, other shopping areas, and department stores
- ◆ Cultural/Ethnic Centers, Clubs, and Agencies
- ◆ Chamber of Commerce
- ◆ Movie Theaters
- ◆ Sporting Goods Stores
- ◆ Naturalization Ceremonies
- ◆ Police/Fire Stations
- ◆ Housing Developments
- ◆ Cafeterias, Restaurants, Automats, Company Lunch Rooms
- ◆ Grocery stores
- ◆ Women's Clubs and centers
- ◆ Estate Planners, Attorney's Offices, Insurance Agencies
- ◆ Enclose in utility bills or bank statements
- ◆ Senior Citizen Centers
- ◆ Realty Companies
- ◆ Credit Unions
- ◆ Speakers Bureaus
- ◆ Day Care Centers
- ◆ Community Businesses
- ◆ Dry cleaners, Laundromats, Laundries—services that deliver can also deliver your brochures

Parent Meeting

1. Supplies (see attachment)
2. Set-Up
 - Arrive 30 minutes prior
 - Be completely set up at least 10 minutes prior to scheduled time in order to talk with those who arrive early (and make a good impression!)
 - May want music playing to create a fun atmosphere
3. Arrival of Girls/Parents
 - Greet every guest with a smile and enthusiasm. Don't ignore dads and grandparents. Direct them to where they need to go...it's their 1st time.
 - Remember, most young girls are shy and do not instantly want to be separated from their parents.
 - Present early guests with age level books, troop scrapbooks, and/or GS uniform catalog to get them excited.
4. Presentation (see attached outline)
5. Questions
6. Conclusion
 - Attempt to have an ending. Don't let it drag on or those who are intimidated to just leave may get discouraged and disgruntled.
 - Thank everyone for attending.
 - Inform them of the next step
 - Continue to find volunteers or will follow up with tonight's volunteers
 - Leaders will take training
 - Leaders will determine meeting time & place
 - Leaders will call when troop meetings begin/troop parent night scheduled
 - If no troop leader found, MMS will inform parents
 - Welcome to contact MMS to inquire about status

After Parent Meeting

1. Appreciation
 - Send email or card to troop leaders who assisted
 - Thank school personnel; remind of collection of flyers process
2. Organization
 - Make a copy of all flyers (originals given to leaders)
 - Organize flyers by school, then grade
 - May want to enter info into spreadsheet (see sample)
3. Follow-Thru
 - Call parents who indicated on form they would volunteer
 - Ask if they have questions
 - Remind them to submit volunteer application
 - Inform them of other interested volunteers
 - Set up troop leader meeting, if necessary
 - Encourage them to begin determining day, time, and location
 - If no leaders,
 - Call all parents to inform them of situation
 - Ask if they will serve as co-leader
 - Indicate response on interest form or spreadsheet
 - Place girls in existing troops, if no troop is able to be formed
 - Notify families of additional pathways
4. Troop Forms
 - Call or meet with new troop leaders
 - Disperse original flyers to troop leaders
 - Assign Troop #
 - Ask leaders to notify you if girls do not join their troop, so they can be placed in another troop if necessary.
 - Constant communication: You can never ask a new leader too often if they have questions or need help. Call or email often!
 - Verify that troop registrations are received in a timely manner.
5. After fall rush
 - Check on Personify that all girls who submitted an interest flyer are registered.
 - If not...
 - Check with troop leader on status
 - Attempt to place girls in existing troops
 - Call or send letter encouraging additional pathway options.

Presentation Outline

- I. Welcome**
 - a. Introduce self and volunteers
 - i. Role, experience, age levels, etc.
 - b. Explain purpose of Parent Meeting
 - i. Inform girls and parents about Girl Scouting
 - ii. Discuss how a troop is formed
 - iii. Build a leadership team/volunteers
- II. Intro to Girl Scouts**
 - a. How many of you were Girl Scouts when you were young? What do you remember?
 - b. Watch recruitment video/or discuss troop experiences (more than cookies, camp, and crafts)
 - c. History of Girl Scouting
 - d. Introduce exciting new changes to Girl Scout program
 - i. Leadership Experience
 - 1. Discover; Connect; Take Action
 - 2. Girl Led; Learning by Doing; Cooperative Learning
 - ii. Journeys
 - iii. Pathways
 - iv. Age Levels
 - v. Uniform
 - e. Troop Information
 - i. Day of Week/Time of meetings TBD
 - ii. Uniforms
 - iii. Cost
 - 1. GSUSA Registration fee
 - 2. Troop Dues
 - 3. Special trips, program fees, etc.
 - 4. Transportation to events
 - 5. Other: snacks, supplies
 - 6. Product Sales = Troop funding
- III. Process**
 - a. How girls are placed
 - i. Existing troops
 - ii. 5 girls/ 2 adults
 - b. Volunteers Needed
 - i. Training
 - ii. Shared responsibility
 - iii. Benefit: Decide when/where/how often
 - iv. Recruit others: friends, grandparents, teacher, neighbor
 - v. Volunteer application
- IV. Questions**
- V. Conclusion/Follow Up**
 - a. What Happens Now?
 - i. Determine troop leaders
 - ii. Background check/training/troop details
 - iii. Troop Parent Meeting
 - iv. Communication with MMS/SUD/School Organizer
- VI. Dismissal/Clean-Up**
- VII. Recruitment Display**

Supplies:

- Tablecloth
- Picture board (see below)
- Recruitment DVD (if available)
- Sign in sheet/clipboard/pen (see attached)
- Girl interest flyers
- Q & A handout for potential leaders
- Age level books/Journeys
- Sample uniform (if available)
- 2-3 boxes of cookies
- GS uniform catalogs
- Giveaways (magnets, pencils, candy, etc.)
- Business cards
- Volunteer applications
- Activity for girls & supplies (optional)
- CD player & CDs (optional)

Don't Forget:

- Nametag
- Girl registration forms
- Adult registration forms
- Ink pens
- Troop stats (# girls, meeting location, time of meetings, etc)
- Table if necessary

Picture Board Tips:

- Girl Scout logo should be visible from 10 feet away (use new logo if available)
- Use wording: Discover, Connect, Take Action
- Pictures:
 - Large and clearly visible
 - Shows diversity of membership
 - Include both girls and adults
 - Girls in uniform and girls not in uniform
 - All age levels
 - Cautious of too many outdoor photos—scares some away
 - Badges are okay, just not too many—Again, badges are not a requirement and again appear scary to some
- Make sure it appears neat and professional looking
- If not a stand-alone board, make sure you have a backup plan to display should a wall not be behind you.

Suggested Activity Ideas to Entertain Girls at Parent Meeting

- S 'more Mix Snack
 - Mix together Golden Grahams cereal, chocolate chips, and small marshmallows. Before event, add mix to snack size baggies for easy distribution.

- Girl Scout Law coloring booklet

- Paper Dolls
 - <http://www.billybear4kids.com/paperdoll/brownie-u-color.html>
 - http://www.makingfriends.com/friends/f_scouts.htm

- Easy crafts
 - Flower pen
 - <http://www.activitiesforkids.com/crafts/flower3.htm>
 - Flower Pencil toppers
 - <http://www.activitiesforkids.com/crafts/toppers.htm>

- Oriental Trading craft kits
 - Cheap, can do alone, few supplies needed, not messy
 - Decorate button
 - Color notebooks
 - Color shoelaces –need sharpies though

CHECKLIST FOR PLANNING A RECRUITMENT EVENT

Two months to Six Weeks in Advance

- Pick a date, time, and place for recruitment.
- Reserve location with proper authority (school district, church office, library, etc.).
- Contact school principal for permission to distribute fliers to the girls.
- Check out meeting room and note locations of switches, outlets, screen, podium; make arrangements to access the building and room ahead of time if there will be no one there to open up.
- Consider making arrangements with a Boy Scout representative to schedule Girl and Boy Talks at the public and private schools. Schedule classroom talks before your rally.
- Use banks or utility co. mailings to send out rally information or volunteer needs.

Four Weeks In Advance

- Notify specific troop leaders to enlist their help with recruitment event – perform a flag ceremony, put on a skit, serve refreshments, bring troop scrap/photo books for a

display table, hand out Girl Scout information, have leaders share their positive experiences, lead songs and games with girls while you speak with adults.

- ❑ Arrange for teen Girl Scouts to do activities for the girls at the rally while you talk to parents.
- ❑ Request that school Principal mentions GS recruitment event via school announcements, school calendar, and places date and time on school marquee.
- ❑ Put GS publicity posters up at school and other local high traffic locations.
- ❑ Ask banks to display event on electronic marquee.
- ❑ Order your GS recruitment flyers from council.

Three Weeks In Advance

- ❑ Confirm the date and arrangement with each troop leader whose girls will be involved.
- ❑ Prepare nametags if you will use them. (Perhaps a troop could do this).
- ❑ Make arrangements for refreshments, if desired.
- ❑ Make sure you have an accurate list of girls who are already returning.
- ❑ Know what returning troops need additional girls.

Ten Days In Advance

- ❑ Pick up recruitment flyers.
- ❑ Have copies of: girl/adult registration forms, financial scholarship applications, volunteer applications (includes criminal background check), parent information, leader position descriptions.
- ❑ Put together supplies needed – such as masking tape, tablecloths, pens, Journey's, Girl's Guide to Girl Scouting, catalogs, etc.

One Week In Advance

- ❑ Confirm room arrangements with school, church, etc.
- ❑ Distribute recruitment flyers to public and private school offices. Offer to place them in teachers' boxes. If denied, ask appropriate authority to have them distributed to the teachers.
- ❑ Plan agenda.
- ❑ Double check – arrangements with cooperating troops.

The Day Before or Same Day of the Event

- ❑ Hold girl talks. These can be done with the Boy Scout representative during PE classes, classroom to classroom, or in a general assembly. Distribute reminder flyer to girls. Can be a ¼ or ½ page that gives date, time, and location of rally. Include phone # or email for questions for those who cannot attend.
- ❑ If you plan an accepting registration fees at recruitment meeting or event, identify a volunteer who can take registrations, give out receipts, and make change. Obtain change for making change for those paying with cash. **Please note:** If you are going to accept payment for registration, you must be clear that payment does not guarantee troop placement.

At Rally

- ❑ Show up 30 minutes prior to the event.
- ❑ Group parents by grade level (or by program age level) according to the number of participants.

- ❑ Have all volunteers wear their GS pins or uniforms. Make sure everyone helping is wearing a nametag. This makes everyone feel more comfortable.
- ❑ Prepare a short introduction that tells about Girl Scouting. Not everyone in your audience will know about the organizations, and many believe we are about the “three C’s” (camping, cookies, crafts). Share your positive experiences and emphasize the fun.
- ❑ After the presentation, allow the parents to visit in their groups, while you and the other experienced leaders share GS experiences and try to interest the parents to volunteer. If you can fill several roles with parents willing to help, it will be less intimidating for someone to volunteer for leadership.
- ❑ Give them a reasonable time frame, and assure them you will call them to place their daughter in a troop once the leadership team is approved.
- ❑ Pass out a Volunteer Application and registration form to any adult interested in leadership or troop committee position. Share the information with your SUD, so she can assign a troop coach or E.L.F. to the leadership team.
- ❑ **Please note:** If you are going to accept payment for registration, you must be clear that payment does not guarantee troop placement.

After The Event

- ❑ Group the girls into lists by grade or program level. For many, time and day of meetings are important considerations in planning participation. Be flexible.
- ❑ Send thank you notes to appropriate people at rally location.
- ❑ Immediately contact adults who showed interest in being leaders. This is very important. Make them feel needed and wanted! Follow up is key!
- ❑ While waiting for their Volunteer Application to be processed, call or visit in person. Explain briefly the role of the Troop/Group Leader, and the concept of a leadership team. Don’t overwhelm, but be honest about time commitments. It takes more than an hour a week to be a leader. Men may be recruited for leadership, but should be placed with a female adult in the leadership team. Leadership should always be at least “two deep”, so stress the importance of the team.
- ❑ Give them a list of the girls to be placed and the names of any parents who indicated a willingness to help. Introduce them to their assigned troop coach or E.L.F. It is usually best if the leadership team calls the parents of the girls directly. This encourages a connection between the families and the team. Ask them to return the names of any girls not placed in the troop
- ❑ Re-canvass if needed. If your event was not successful or you haven’t met your goal. For example: Not enough girls to form a particular age level troop? Start the process to hold another rally or recruitment event.

TIPS FOR EFFECTIVE ADULT RECRUITMENT

- ☛ Recruit for the jobs you have – leadership, committee members, service team members, and delegates.
- ☛ Always offer a position description.
- ☛ Look for the “young” volunteer to serve teen girls – someone who is 18 to 29 year old is “cool” to a teen girl.

- Be enthusiastic, sincere, and honest about the amount of time the position will require.
- Never use guilt tactics. Avoid the "Don't you care about Children?" approach.
- If a person cannot do one task, see if there is another task she/he can do. Can she/he volunteer for a short-term assignment? This kind of volunteer is called an episodic volunteer.
- Get back to anyone who expressed interest in volunteering within one week.
- Discover who in the community shares a common interest or goal and explore ways to work together.
- Recruit on the basis of serving girls.
- Be mindful to opportunities to spread the Girl Scout message.
- Make the ask...research shows that when asked, 71% of potential volunteers said yes.
- Connect the volunteer to the right opportunity. Learn what the volunteer is interested in and how she/he can contribute. Emphasize that the training is free and no previous Girl Scout experience is required.

POTENTIAL PLACES TO FIND ADULT VOLUNTEERS

Local college	Religious organizations	Sororities
Service clubs	Labor unions	Special interest groups
Chamber of Commerce	Professional groups	Other youth serving associations
Local businesses	Senior citizen group	

COPING WITH OBJECTIONS

Here are some good approaches to objections volunteer candidates may make:

- ◆ "Can you identify your reservations? What particularly concerns you?"
- ◆ "If you thought you had the qualifications, would you try?"
- ◆ "Maybe I didn't explain it well. Maybe I need to go back and explain it again."
- ◆ "I understand how you feel."
- ◆ "Others have felt the same way." (Follow with example).
- ◆ "Let's find out. Perhaps we can resolve your uncertainty."

I'll think about it.

- I understand. However, we don't want the girls to wait too long. They are excited and we want the troop to get started as soon as possible.
- If I don't hear from you by ____ (2-3 days), I will call you to see if I can answer any questions.
- Talk to your daughter's friends' moms, your co-workers, neighbors, women at church, etc. See if any of them would like to be your co-leader.
- Read over this handout that has some common questions. If you have more questions, that's what I'm here for. Don't be afraid to ask.

- Here's a volunteer application, in case you do decide to help with your daughter's troop. We must do a background check on all potential volunteers.

I am just not creative.

- You don't have to be! We provide training to get you started.
- The age level books, leader guides, and journey books will help you plan your meetings.
- Plus, we want the girls to be able to decide what they want to do, with your guidance of course.
- If you still feel like you need ideas, we have special workshops, the internet has tons of resources, and other leaders would love to help.
- Our troops are assigned to areas, called Service Units. They meet once a month to keep you up-to-date on council news, upcoming events, and more. They also have local events like father-daughter dances or celebrate GS holidays. But by getting to know the other leaders at the SU meetings, you will really feel like you have a lot of help.

I work full time

- Most of our troop leaders work too!
- Meetings don't have to be after-school. They can be at night, or even on the weekends. You decide!
- If you meet then, you'll probably get more help from other parents anyway.
- Don't think of Girl Scouts as a 2nd job—think of it as a fun way to get to be with your daughter.

I hate camping

- Good News--We don't have rules that say you must camp!
- But, we even have camps that have air-conditioning, running toilets, and electricity!
- Every troop gets to decide what they want to do. If you don't want to camp, you don't camp. If you like traveling, you can take trips every week.

I don't know anything about GS/I was never in Girl Scouts

- You don't have to know about Girl Scouts! That's why we have training. It is there to teach you what you need to know. Volunteer Essentials will teach you about the history of Girl Scouting, why we do what we do, how we do things, etc. Leadership Essentials (which actually is new to everyone) is more about how to plan your troop meetings so that we made sure the girls are developing leadership skills in Girl Scouts.
- And honestly, you'll learn a lot as you go!
- There is no wrong way/right way either....every troop is different!

I can help, but I can't be the leader

- Great! Your daughter will be so excited to have you with her at all of the meetings.
- I'm sure there are many ways the troop could use your help: Planning meetings, helping with crafts, driving, maybe writing a troop newsletter.
- But, you understand that we don't have a troop if we don't have leaders.
- Would you consider being a co-leader. Maybe you and 1 or 2 other moms could divide up the jobs so it's not so much for 1 person. One could handle the paperwork, one could plan the meetings, and one could handle the cookie sale. What do you think of that?

- Go ahead and complete the volunteer application and we'll work on just how the troop can use your extra set of hands.

I don't have time

- I understand. Everyone is so busy these days. I know your daughter would really enjoy having that special girl time together at Girl Scouts.
- The good thing about being a leader is that you get to decide when Girl Scouts works for you. You get to set the day of the week and the time!

BENEFITS OF VOLUNTEERING IN GIRL SCOUTING

- Meaningful use of time
- Sharing knowledge, experience, and skills
- Community involvement – investment in community
- Helping give direction to the future
- Creative outlet, Fun
- Opportunity for recreation
- Opportunity to be a role model
- Opportunity to meet new people – Professional Contacts
- Sense of accomplishment
- Opportunity to transfer belief into action
- Saleable skills and experience for job promotion – career exploration
- Opportunity for personal growth and development
- Personal need (feeling you're needed)
- Satisfaction of serving and helping
- Prestige of working for a national/international organization
- Continuing Education Units (CEU's) and college credit
- Opportunity to get family and friends involved

RECRUITMENT, RETENTION, & RECOGNITION OF VOLUNTEERS

RECRUITMENT:

- Put parents in charge of events instead of leaders
- Emphasize importance of Girl Scouts in general – emphasize what’s in it for them
- Tell people what we need them for – specifics – job positions
- Use Recruitment Tool Kit flyers from the website – place all over the community
- Don’t procrastinate! Plan ahead.
- Talk about Girl Scouts to everyone – relate your experiences
- Recruitment of volunteers who may not be parents for short-term program possibilities grandparents, aunts, etc. Such as craft or hobbies they can teach to the troop.
- Keep recruitment fun
- Tell them about training in advance – let them know they will not be thrown in and left alone
- Ask people to help – don’t assume they don’t want to be involved
- People often seek activities outside of work that will offer them personal satisfaction of helping others – Just Ask!
- Have short term volunteer positions available for those who have limited time to give, some day they may have more time.
- Be visible in newspapers and community activities
- Hold a recruitment tea or social to familiarize the public to the benefits of Girl Scouts
- Attend meetings of major ethnic and religious groups in the community to make contacts
- Be sure to hold orientation and training for all positions

RETENTION AND MOTIVATION:

- Show appreciation at different times during the year
- Keep meetings informative and short
- Be sure to delegate service unit short-term jobs evenly among the group
- Remember birthdays and holidays with small tokens of appreciation
- Promote mandatory attendance at service unit meetings by an adult member of each troop
- Give small incentives for meeting attendance
- Use troop coaches and E.L.F.’s to offer a 15-minute roundtable for leaders after the service unit meetings
- Hold coffees after service unit meetings, and invite new or possible volunteers
- Assign a troop coach or E.L.F. (Experienced Leader Friend) to each new troop
- Get to know your fellow leaders and find what motivates them
- Hold leader daughter event to thank daughters for sharing their moms with others
- Have monthly newsletters
- Use social media to keep leaders informed all year
- Hold rededication and investiture ceremonies for adults
- Incorporate a little bit of training or a craft project at service unit meetings

- Plan service unit events to help take the load off leaders
- Emphasize training's available
- Give door prizes for attendance to service unit meetings
- Hold feedback sessions

People basically want to volunteer in a friendly environment. They will stay with an organization when their meetings and activities are in a climate of friendliness. There is nothing lonelier than leaving a meeting without speaking to anyone or not having been spoken to.

RECOGNITION:

- Purchase or create certificates of thanks for volunteers
- Use the council recognition's that are available – nominate when possible
- Form a recognition committee
- Have a welcoming committee to be sure all leaders' presence is acknowledged
- Arrange discounts a community stores – movies, bowling, and swimming. etc.
- Smile and speak to as many leaders – mingle
- Say thank you publicly at service unit meetings
- Give informal teas
- Give Leader of the Month trophies or tokens of appreciation
- Learn leaders' names
- Have a public appreciation reception
- Have birthday breakfast kidnappings
- Provide yard sign each month to Leader of the Month
- Call to say they were missed at meetings
- Provide challenges