



# GETTING THE MESSAGE OUT ABOUT GIRL SCOUTS

2015 ADMINISTRATIVE TEAM CONFERENCE

# With Girl Scouts she'll gain:

**89%**

of parents and caregivers say the special girl in their lives is happier.

**Happiness!**

**90%**

of parents and caregivers say their girl has more new experiences with us than with other extracurricular activities.

**Fun!**

**95%**

of parents and caregivers say their girl has made new friends.

**Friends!**

**90%**

of parents and caregivers say their girl's confidence has improved.

**Confidence!**

Source: Girl Scouts of the USA summer 2014 pulse poll

girl scouts 

# TROOP RECRUITER

Your energy and enthusiasm make you a community champion for Girl Scouts.

You are comfortable “working the crowd.”

You have a pulse on your local community and have an awareness of where we can increase our presence!



## SPECIFIC TASKS INCLUDE:

- Help grow girl and adult membership in troops
- Plan and implement recruitment events at the Service Unit level
- Identify recruitment opportunities in your community
- Increase visibility of Girl Scouts at community events, fairs, festivals etc.
- Recruit other volunteers to assist with visibility efforts

## SCHOOL CAPTAIN

You have a strong connection with a particular school.

You are comfortable “making the ask!”

You’re excited to share positive Girl Scouts experiences at your local school!



## SPECIFIC TASKS INCLUDE:

- Set up table at Open House Night, or other school kick off events
- Assist with distributing fliers to schools
- Maintain a relationship with school administrators and the PTA
- Share the Girl Scouts experience with girls and parents

## MEDIA COORDINATOR

Your energy and enthusiasm make you a community champion for Girl Scouts.

You are comfortable contacting newspapers and radio stations to share our stories!

You are passionate about gathering information regarding local activities to publicize!



# SPECIFIC TASKS INCLUDE:



- Contact with county newspapers, cable TV, and radio stations for the purpose of promoting council and county events, newsworthy troop and girl achievements, and recruitment information
- Attend area events and volunteer meetings to gather information about local activities to publicize
- Track Girl Scout coverage in the local media and maintain media tracking chart of local media coverage
- Communicate with the council newsletter editor for promotion of newsworthy troop, girl, and adult stories
- Thank media contacts when they cover local and council Girl Scout topics

# HOW DO WE SPREAD THE WORD?



## GRASSROOTS RECRUITING:

- Definition of Grassroots - The most basic level of an activity or organization (Oxford Dictionary)
- Why Grassroots Recruiting?

## GRASSROOTS PROCESS:

- Working With Your Membership Director to plan an event
- Identifying Needs In Your Area
- Talk it up! Press Releases and Human Interest Stories

...DISCOVER ...CONNECT ...TAKE ACTION

# WHAT DO I NEED?



# SET UP BASICS

- Wear Girl Scout attire
- Arrive early and be completely set up 10 minutes before
- Be visually appealing, making the Girl Scout logo be visible from 10 feet.
- Arrange materials at different heights
- Limit clutter
- Space to fill out paperwork or activity
- Designated place to put interest cards





## DID YOU KNOW?

*Coming this Fall - We have super cool, make-the-event-easy Recruitment Kits that you can use available for check out at the service centers?*



...AND THE HOW TO'S

# RECRUITMENT 101: TIPS AND TRICKS

## How to get the *YES* at a booth event:

- ❖ **Set a goal**
  - ❖ Know the number of girls/volunteers you need
  - ❖ Back up options
- ❖ **Have an activity**
  - ❖ Guessing game
  - ❖ Simple STEM activity
- ❖ **Handout**
  - ❖ Troop meeting schedule
  - ❖ Event Invite



# RECRUITMENT 101: BEST PRACTICES

- ❖ Be Upbeat and Positive
- ❖ Have enough help
- ❖ Gather more info than you give
- ❖ Be confident
- ❖ Be HONEST!
- ❖ Always have backup options
- ❖ Follow up



NEXT STEPS AND RESOURCES

# NEXT STEPS TO SUCCESS!

## Two Webinars Available!

### ❖ Tuesday, August 25, 2015

- ❖ Review of presentation
- ❖ Deep dive into new volunteer roles

### ❖ Tuesday, September 1, 2015

- ❖ Live Q&A

### ❖ TBD – Webinar for Media Coordinators





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THANK YOU!