

Instructions for using the 2011 GSNEO Cookie Booth Recruitment Kit

The annual Girl Scout Cookie sale is prime opportunity to recruit new girls, adults and alumnae. This kit was created to give you the tools you need to answer any questions you have about how someone can get involved with Girl Scouts of North East Ohio.

The kit contains:

- 15 GSNEO Business Cards
- 10 GSNEO Fact Sheets
- 10 Girl Membership Forms
- 2 Adult Membership Forms
- 15 Alumnae Cards
- 10 Volunteer Opportunities Flyers
- 1 Sample Faces & Places
- 25 “Girls Rock!” Temporary Tattoos
- 1 Roster of GSNEO Membership Staff
- Instructions for using the kit
- Girl/Adult Recruitment talking points
- S’More Registry Sheet
- Tracking & Evaluation sheet
- GSNEO Pen
- A plastic expandable folder to keep everything in

Feel free to make copies as you need them or contact your MDS for additional supplies.

GSNEO Business Cards

We have left you plenty of space to write in the important information for the prospective member or volunteer. Use the *Roster of GSNEO Membership Staff* to fill in the appropriate Membership Specialist’s name, email and phone number, so that the prospective member or volunteer knows who they can contact if they have questions or need additional help. Everything in this kit can be found at GSNEO.org, so prospective members can find everything they need, using just the information on this card.

GSNEO Fact Sheets

The GSNEO Fact Sheet gives an overview of who, what, where and how GSNEO serves the girls of North East Ohio. It includes:

- The Girl Scout Promise & Law
- A map of counties, camps and service centers
- Addresses for the GSNEO Service Centers
- GSNEO’s Mission
- Information on the Girl Scout Leadership Experience and program areas
- Information on fees and funding

Girl and Adult Membership Forms

These registration forms can be given to interested, prospective members. Registrations can be mailed to any Service Center or can be completed via our on-line registration form at gsneo.org. If a person registers and pays online, they do not need to complete the hard copy forms. **DO NOT collect registration forms or membership payments.**

Alumnae Cards

“Once a Girl Scout, Always a Girl Scout!” When someone says, “I used to be a Girl Scout.” Hand them this card and encourage them to sign up for our free Alumnae Association. Membership in the Alumnae Association will allow them to keep current on Girl Scouts in North East Ohio, including the upcoming 100th Anniversary celebrations and events.

Volunteer Opportunities Flyers

When most people think of volunteering with Girl Scouts, they think only about being a troop leader. This sheet gives them some of our many possibilities.

Faces & Places (Sample Only)

The Faces and Places is GSNEO's official program & training guide. It gives descriptions on the types of programs offered to girls through GSNEO. A current copy of the Faces and Places can be found at gsneo.org.

GSNEO Temporary Tattoos

"Girl Rocks!" These temporary tattoos are fun give-a-ways for that prospective Girl Scout, or can be worn with pride by the Girl Scouts at the Cookie Booth! The instructions for applying and removing the tattoo can be found on the back of the tattoo.

Roster of GSNEO Membership Staff

Arranged by county, this roster tells you who is the appropriate GSNEO Staff Member contact. You can give this information to the prospective member by using the *GSNEO Business Cards*.

Girl/Adult Recruitment Talking Points

Need ideas for what to say to prospective volunteers or members? We have captured some of our best conversation starters for you and the girls to use. These are just a few great reasons for people to become involved with GSNEO. This is just a sample, have your girls come up with some talking points of their own. Some great things to share include:

- a favorite Girl Scout activity
- What they learn in Girl Scouts
- Why they like being a Girl Scout
- What they are going to do with the money they earn from selling cookies

S'More Registry Sheet

Please use this sheet if a prospective member is willing to share their contact information so we can follow-up and contact them. If used, please submit to GSNEO.

Tracking & Evaluation Sheet

This form must be completed for each cookie booth and returned to GSNEO in order to receive your incentives. GSNEO wants to gauge the success of this recruitment, so we are asking you to track what is distributed and collected. We also want to hear your ideas of improvements that could be made to the kit and recruitment process.

Incentives

Troops that turn in:

1. Tracking & Evaluation sheet
2. the S'more Registry sheets (if applicable, blank sheets don't need to be submitted)
3. 5 completed alumnae cards
4. plus handed out membership information to at least five individuals

will receive a "Super Recruiter" patch for each girl that attended the booth. Girls that attend more than one booth or distribute additional sets of 5 Alumnae cards and membership information to 5 individuals will receive add-ons to the Super Recruiter patch.

Troop Leaders who meet the requirements will receive their choice of a 100th Anniversary Pin or a 100th Anniversary Pen. (Limit two items per booth.)