

Recruitment Talking Points:

- Girl Scouts incorporates its rich history while speaking to the needs of today's girl.
- We do that by offering diverse programs to our girls.
- Girl Scouts have been having fun and making the world a better place for 100 years!
- Mentorship is the core of Girl Scouting.
- Moms, spend time with your daughter as a leader and mentor to her and her friends, not just as her mom.
- As an adult, whatever your skill set, you have something to share with our girls. In return, you'll get more than you give.
- Our needs are as varied as your talents and interests.
- Be part of the movement that believes in the potential of every girl.
- Make a difference in a girl or young woman's life.
- Let Girl Scouting make a difference in your life.

Talking to girls:

- For younger girls (through 4th grade or so) talk about how much fun it is to go on field trips, make crafts, and spend time with old and new friends. For older girls, ask them something they have always wanted to do but never have, and give them examples of some activities GSNEO offers, like rock climbing, visiting New York City, or how they want to make a difference. Tell them how Girl Scouts can help them achieve those things.
- Start out by asking them "What did you do today?". They'll say something about how they went to school, watched TV, played with a pet... general things. Then you can share, if they joined Girl Scouts, they could have an answer that is something like (for younger girls), made new friends, did crafts, went on field trips, etc. and (for older girls) went rock climbing, started their own business, programmed a robot, traveled to a foreign country, etc.

Talking to their parents

- For potential leaders, ask: How many times has your daughter said “You have to say that, you’re my mom”? As a Girl Scout leader, you have the unique opportunity for your daughter to see you as more than just her mom. She will get to know you as a strong female leader who truly does care about and respect her and her friends as individuals, and not just because you “have to.” Being a Girl Scout leader is a great way to spend more time with your daughter, and get to know her in a way you may not normally be able to do as she’s growing up.
- Promote the Girl Scout Leadership Experience, and use personal experience to say something like: The reason I wanted to volunteer with Girl Scouts was the Girl Scout Leadership Experience. As a strong advocate for girls and women, it is important to help provide girls with the skills and experiences they need to be leaders for the future. If girls are empowered to take on a leadership role in their life, barriers that women currently face can be overcome. The Girl Scout Movement is actively a part of this process.
- Start with “Girl Scouting gives girls the skills to face the challenges life throws at them. With the new Girl Scout Leadership Experience, we have worked to ensure that our program is giving girls the tools necessary to succeed in the 21st century. Skills such as team work, interpersonal skills, and an ability to understand the importance of diversity and inclusion. The girls have the opportunity to learn all of this while having fun and making friends that will last a lifetime.”

Talking to Girl Scout Alums

- Ask them about their favorite Girl Scout memory. They will reminisce and usually have a positive response. Then talk to them about the need for positive adult female role models in the lives of our girls. Say something like “Remember when you were younger? Of course your mother or another female family member was there for you to confide in, but it was always nice to have another positive female role model you could go to that you felt would be unbiased and honest. You could be that role model for a young girl! There are a lot of ways to volunteer...”