Recruitment Event

Facilitator Instructions

Recruitment Event Objectives

By the end of the event, the participants will:

Know who you are, what your role is, why you are a member of Girl Scouts, and what’s next

Have a better understanding of what Girl Scouts do

Choose a Girl Scout troop and complete membership registration

Choose a volunteer role and complete volunteer registration

Develop the framework for their daughter’s new troop (or receive information about the existing troop she is joining).

Pre-work

One month before:

Review the Service Team Work Plan, Opportunity Catalog, and Troop Rosters with your Service Team members to determine how many girls and volunteers you need to recruit to meet your membership goal, how many new troops will be started, and which existing troops have vacancies to fill.

Secure recruitment event locations.

Order marketing collateral AND recruitment event supplies.

Promote recruitment opportunities in schools, churches, and other community venues, where permitted, using council-produced flyers, posters, pre-produced communications, etc.

Recruit volunteers to promote opportunities to join Girl Scouts and assist with the recruitment event; give your volunteers the necessary supplies, instructions for their specific role, and contact information.
One week before:

Identify troop vacancies and verify troops are built in the system with volunteer roles.

Review the recruitment event script, highlight what’s new or exciting, and draw from real life experience for inspiration to make the script conversational. Use language everyone can understand.

Remember your Girl Scout shirt, khaki pants, and nametag!

Confirm your volunteers and event location.

Pack recruitment event supplies:

- Room set up plan
- Volunteer assignments
- Updated script and facilitator instructions
- Recruitment kits for each troop/table (Table tent, volunteer role index cards, instructions)
- Signage (welcome, directional signs, signs with grade/troop number for each table, etc.)
- Masking tape and blank signs
- Laptop/tablet (hotspot)
- Wi-Fi password – make sign visible to parents
- Name tags for your helpers/volunteers
- Markers, pens (extra)
- Post-it notes
- Newsprint (Poster-size, Post-it paper) or a blank troop roster printout for each table/troop
- Parent FAQ handouts
- GSNEO brochures
- Flyers with upcoming Service Unit events
- Girl/Join and Volunteer business cards
- Girl Scout displays (uniforms, Journey books, etc.)
- Girl activities and supplies
- Girl Scout branded giveaways (token of friendship)
Day of event:

Arrive 90 minutes before the event.
Bring your Girl Scout shirt and nametag.

Room Set Up:

Refer to your plan: Assign one table per troop.
Assign volunteers to the tables they will be assisting and provide them with nametags. Review the script and volunteer roles.

Table set up:
Signs displaying the grade for the new troops and troops with vacancies
Markers, post-its, and pens
Newsprint or a blank troop roster
Volunteer table tent and set of index cards
Parent FAQs’ (one per seat)

Additional Tables:
Laptop/tablet for girls and volunteers who may be joining existing troops
Laptops/tablets for girls and volunteers who are joining new troops
Tokens of Friendship, GSNEO brochures, and join/volunteer business cards
Girl Scout uniforms, display materials

Girl Activity Area:
Set up separate area in the opposite side of the room or in a different room for older Girl Scouts to facilitate girl activities.
Supplies

Set up directional signage
Post Wi-fi password
Test equipment
Locate the restroom and emergency exits

Clean Up:

Collect newsprints or troop rosters to handoff to the SU Organizer
Pack up recruitment event kits and supplies
Clean up the room and move tables back to where they were when you arrived
Check the restroom, girl activity area to make sure that nothing was left behind
Thank your volunteers and Girl Scout helpers!