



the RECRUITMENT EVENT

a GUIDE

The following is a guide book for a Girl Scout volunteer to plan and orchestrate their own recruitment event.

What is a Girl Scout Recruitment Event?

Introduction:

A Girl Scout Recruitment Event can be any event that gets girls involved or interested in Girl Scouting in the area. It can take place at a school, place of worship, a GSCM camp property or a place of interest in a volunteers service unit during a school night or on the weekend. The best time to host a recruitment event is from October to December or in January for Daisy Push. A Recruitment Event can be anything from a bring a friend activity to an Ice Cream Princess Party. It must follow Girl Scout Volunteer Essentials, Safety Activity Checkpoints and Council Policies.

Purpose:

The purpose of a Girl Scout Recruitment Event is to grow Girl Scout membership and transparency to the community. We want to remind Girl and Boy Scout alumni about how awesome scouting was to them, and to encourage them to sign their daughter up. Girl who might have been hesitant about joining Girl Scouts can have an opportunity to see how fun it can be while also becoming a leader! Parents can learn more about Girl Scouts from other parents and leaders at the event! Lastly, a Recruitment Event can be beneficial in a community where Girl Scouting is not as big as it could be. It can bring new experiences to new members!

What type of event can I run?

Any kind that aims at getting girls involved and that follows Volunteer Essentials, Safety Activity Checkpoints and Council Policies! Here are some ideas:

- Taste of Girl Scouting Event. Older Girl Scouts come and run different booths with Girl Scout activities like SWAPS, crafts, camp songs, team building games, traditions, etc.
- Teddy Bear Tea Party or Princess Party. The event centers around doing different crafts, SWAPS, songs, games, and traditions that new girls can come and do!
- Juliette Gordon Lowe Birthday Party. Host a birthday party for our founder and make it a bring a friend event!
- Girl's Night Out. For older girl recruitment, host a spa party for girls to meet Girl Scouts and make their own spa items!
- Get Creative! Have a better idea? Maybe involving community aspects or the out of doors? Go for it! Just make sure it follows Volunteer Essentials and Council policies!

How do I get started?

Contact and Basic Information:

Please make sure to contact both your Service Unit Manager and Area Recruiter before the event to help coordinate the date, location, additional volunteer support and materials! Your Service Unit Manager can help you get in contact with older girl troops or volunteers for assistance. Your Area Recruiter can assist with the Opportunity Catalog set up and updating the troop availability.

Make sure to get the word out by putting flyers in schools or putting information out to the PTA, School Board and your Service Unit! Contact your Area Recruiter for creating a flyer!

Materials Needed:

Make sure you obtain enough flyers and/or giveaways for the event from your Area Recruiter or Service Unit Manager. There should be material there on how to join, how to volunteer, and financial assistance information (spare registrations sheets). Also be sure to check out some poster boards, table cloths, centerpieces, extra Girl Guides, and craft materials from your Service Unit or your Area Recruiter. Your Service Unit may have extra materials from a prior recruitment effort! Please be sure to contact them. If you do not have enough materials, contact your Service Unit Manager or Service Unit Treasurer on using money from the Service Unit account.

Recruitment Event Preparation Timeline

✓	5 Months Before Event	Who is Responsible?	✓	1 Month Before Event	Who is Responsible?
	Meet with your SU Team			Create list of responsibilities for volunteers and troops with arrival times	
	Assemble a team of girls and volunteers for event and			Deliver flyers to predetermined locations	
	Create an event plan, time line, and budget			Start getting enthusiastic for event!	
	Determine a date and time			Communicate with Area Recruiter and SUM on gathering materials for event!	
	Secure a location		✓	2 Weeks Before Event	Who is Responsible?
	Brainstorm ways to cover cost of event (fee for attending, SU fundraiser, etc)			Send confirmation email to all that is helping with information	
	Secure troop and volunteer commitment for participation.			Confirm any equipment or supplies needed	
	Communicate event to the SU		✓	1 Day Before Event	Who is Responsible?
✓	4 Months Before Event	Who is Responsible?		Pack Vehicles	
	Notify your Area Recruiter of event			Send reminder to volunteers and troops helping	
	Promote the event via social media, local newspapers, etc			Confirm details with venue	
✓	3 Months Before Event	Who is Responsible?	✓	Day of Event	Who is Responsible?
	Visit location with volunteers and troop members			Welcome volunteers, assign jobs, distribute name tags	
	Contact Area Recruiter to create flyer for the event. Remember to provide dates, location and a brief description. Make sure they have been approved by school district if needed!			Follow schedule as planned!	
✓	3 Months Before Event	Who is Responsible?	✓	Post Event	Who is Responsible?
	Visit location with volunteers and troop members			Send attendee list to Area Recruiter	
	Contact Area Recruiter to create flyer for the event. Remember to provide dates, location and a brief description. Make sure they have been approved by school district if needed!			Solicit feedback from volunteers and troops	
✓	2 Months Before Event	Who is Responsible?			
	Deliver flyers to predetermined locations				
	Determine day of tasks with volunteers and troops				
	Determine layout of the event				

