



## Girl Scout Recruitment Tools

Helping to grow the service unit and involve girls in Girl Scouting is an important aspect of the service unit manager position. With the help of your membership organizers (MOs) and your council membership development coordinator (MDC), you can help ensure that all interested girls have the chance to participate and benefit from the Girl Scout program. Service units (SUs) often hold recruitment activities to invite new girls and volunteers to join one of the many Girl Scout Pathways.

Pathways are nationally consistent yet flexible ways that girls and adults participate. They represent a national membership strategy for recruiting and retaining more members. Using pathways, we can deliver the Girl Scout Leadership Experience (GSLE) to more girls and match volunteers to girls.

### Guiding principles of membership

A quality Girl Scout experience should:

- Commitment to build future leaders
- Engage girls from all backgrounds in grades K–12
- Serve every girl for the longest duration possible
- Reach the greatest number of girls possible
- Offer flexible ways for girls to belong
- Align volunteers to support girl participation

You can find more information about pathways, including troops, camps and other membership options, at [www.sdgirlscouts.org/pathways](http://www.sdgirlscouts.org/pathways).

### Volunteer recruitment techniques

The best recruitment approach is a personal one, and the best recruiter is another volunteer. Here are some tried-and-true techniques:

- **Word-of-mouth networks.** These networks include volunteers, volunteer coordinators, other organizations, community organizations, and other people (e.g. teachers, ministers).
- **Personal contact.** This involves speaking before groups or to individuals who may have the background, knowledge or interest you are looking for. You may feel volunteers are difficult to find, but it's only because they haven't been asked.
- **Use of media.** The following media are ranked on the basis of their anticipated impact on successful recruitment efforts:
  - Social media: Consider creating SU pages on various social media platforms (must be council approved) to share upcoming events and activities with your community.
  - Newspapers: Consider established dailies as well as community papers.

- Posters and fliers: Aimed at target groups, these media can take various creative formats, such as bookmarks given out at public libraries or inserts distributed with telephone or gas bills.
- Exhibits: These are information and displays on Girl Scouting in public areas (e.g., shopping centers, carnivals, banks, restaurants, stores).

### **Year-round service unit recruitment tips**

- Encourage troops to have their girls (dressed in uniform) perform activities at their school (ushering, pledge of allegiance, flag ceremonies, award assemblies, etc.)
- Make recruitment efforts (back-to-school nights, parent information meetings, street festivals) more personal by having active Girl Scouts talk about their experiences and share the most exciting things their troop has done.
- Have current Girl Scouts invite their friends and classmates to SU events.
- Maintain a presence in your area: Flier local businesses and gathering spots, encourage troops to participate in community events in uniform, etc.
- Recruit bilingual adults onto to the SU team to help with ESL volunteers.
- Get to know the troops stats. Know what troops are at your schools and where there are gaps so you know where you should place girls and volunteers!
- Be creative and think outside the box! Feel free to design your own recruitment activities that work for your community.

You can find more recruitment events for your SU at ([www.sdgirlscouts.org/SUrecruitment](http://www.sdgirlscouts.org/SUrecruitment) OR whatever perm link is) and ideas to share with your troops at ([www.sdgirlscouts.org/trooprecruitment](http://www.sdgirlscouts.org/trooprecruitment) OR whatever perm link is).

### **Pathways to leadership – volunteer process**

New troop volunteers can begin their pathway to leadership right away. When you meet or hear from a potential troop volunteer, please connect them with an MO or MDC so they can complete their background check and essential trainings. Find more information at [www.sdgirlscouts.org/volunteer](http://www.sdgirlscouts.org/volunteer).

