

THERE IS POWER IN EVERY

G.I.R.L.

go-getter / innovator / risk-taker / leader

Unleash strong!



Recruitment


girl scouts
of south carolina
mountains to midlands

COUNCIL HEADQUARTERS

5 Independence Pointe, Suite 120, Greenville, SC 29615

1.800.849.GIRL

www.gssc-mm.org

Follow us on Facebook at facebook.com/GSSCMM

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The Girl Scout Mission

Girl Scouting builds girls of courage, confidence, and character, who make the world a better place.

The Girl Scout Promise

On my honor, I will try:
 To serve God and my country,
 To help people at all times,
 And to live by the Girl Scout Law.



The Girl Scout Law

I will do my best to be
 honest and fair,
 friendly and helpful,
 considerate and caring,
 courageous and strong, and
 responsible for what I say and do,
 and to
 respect myself and others,
 respect authority,
 use resources wisely,
 make the world a better place, and
 be a sister to every Girl Scout.

“The Girl Scout Movement shall be open to all girls and adults who accept the Girl Scout Promise and Law.”

--The Constitution of Girl Scouts of the USA

Girl Scouts unleashes the
G.I.R.L. (Go-getter, Innovator, Risk-taker, Leader)[™]
 in every girl, preparing her for a lifetime of leadership!

Thank You Amazing Recruiters!

Picture this: a safe, no-limits place where girls can be inspired, try new things, take on challenges, build community, and inspire others! That's Girl Scouts. A place where "Can I?" quickly turns into "I will!" Where your **G.I.R.L. (Go-getter, Innovator, Risk-taker, Leader)™** can transform her ideas into action, turn her questions into adventure, and grow her confidence through practice.



With more than 59 million Girl Scouts and alumnae to cheer her on every step of the way, there is no adventure too big, no challenge she can't face, and no fear she can't conquer.

Thank you for lending your skills to **being the first impression** and voice that thousands of girls in our 22 counties who attend their first Girl Scout activity will see and hear.

As a membership organization our strength for the last 100+ years has always been our girl and adult membership. Girls everywhere **have been waiting for** someone to invite them to be a part of our organization. For some, it is because their mother or someone else in the family has told them great stories about their Girl Scout experience. Some girls have seen Girl Scouts portrayed in movies and on TV and all girls have seen girls laughing and giggling at cookie booths at their local grocery for years.

In addition to engaging girls, **you are extending the invitation to those adults** that will make a commitment to girls in their community. Inviting them to realize that they can introduce girls to new experiences that show them they're capable of more than they ever imagined. We never know when a future astronaut or president will announce to the world, I used to be a Girl Scout!

Thank you again for giving a little more time to an organization that helps girls develop their values, strengthen their self-esteem, find their voice, and make their mark on the world!

Why we Recruit

Juliette "Daisy" Gordon Low assembled 18 girls from Savannah, Georgia, on March 12, 1912, for a local Girl Scout meeting. She believed that all girls should be given the opportunity to develop physically, mentally, and spiritually. With the goal of bringing girls out of isolated home environments and into community service and the open air, Girl Scouts hiked, played basketball, went on camping trips, learned how to tell time by the stars, and studied first aid.

Within a few years, Daisy's dream for a girl-centered organization was realized. Today, Girl Scouts of the USA has a membership of more than 2.6 million girls and adults, a significant growth from its modest beginnings nearly a century ago. In fact, more than 59 million women in the U.S. today are Girl Scout alumnae. Our alumnae were recruited or invited to join by a friend, by a neighbor, through a poster or flyer in their school or church. Most of them got their introduction and invitation to Girl Scouting from someone just like you.



Frequently Asked Questions

Every year Girl Scouts of South Carolina—Mountains to Midlands analyzes its Key Performance Indicators (KPI) and creates a Plan of Work, by department, to accomplish the new goals established. Regional Recruitment Managers in partnership with service unit recruiters and Membership Managers using the council's plan of work and desired goals, create their local recruitment strategies and benchmarks to successfully attain established goals.

What's the purpose of a recruitment event?

To inspire new members, parents, volunteers, caregivers, and girls to get involved with Girl Scouting.

What is considered a recruitment event?

- ◆ **Tabling at a school open house or community fair.**
This may generate interest about Girl Scouts, and allows the recruiter to connect briefly with potential members, gathering information from them.
- ◆ **Registration events held at a specific school or site.** Adults and girls are invited to attend the event, specifically to learn about Girl Scouts. The event may be a simple one hour information session, or could be a themed event.



What is my role?

In order to make sure every girl who wants to be a Girl Scout can participate, we need recruiters! Recruiters play a crucial role as they lead recruitment efforts throughout GSSC-MM during the membership year. Regional Recruitment Managers will provide training and support prior to your recruitment event.

How many people does it take to staff/assist at a recruitment event?

- ◆ **Tabling event**—1 to 2 people needed (more if needed to satisfy shifts).
- ◆ **Recruitment event**—2 adults and a helpful troop. One adult meets with the potential volunteers, and the other oversees the girls as they provide fun activities.

How long should the recruitment event last?

If the tabling event is being held in conjunction with a school event, you would want to be at the event the entire time families are free to roam.

If this is a recruitment event—no longer than one hour, with a set start and finish time. The families you are trying to connect with are just as busy as you are!

Who do I contact to answer questions about my recruitment efforts?

Contact the Regional Recruitment Manager assigned to your area.

What is the Opportunity Catalog?

Found at gssc-mm.org, it is a place where users can simply enter their zip code and find a list of:

- ◆ New troops welcoming new members
- ◆ Returning troops welcoming new members
- ◆ Volunteer openings

Prospective members should be able to see an assigned troop in their area at a recruitment event.

What recruitment resources are available?

- ◆ Recruitment guide book
- ◆ Interest cards
- ◆ Sign-in sheets
- ◆ Yard signs for directional signage
- ◆ Giveaways like: stickers, bookmarks, pencils
- ◆ Table cloth
- ◆ Trifold flyers
- ◆ Materials such as: flyers, sign-in sheets, and join cards for schools (customized printed items must be requested of the Regional Recruitment Manager in preparation for any marketing needs).

We encourage volunteers and troops who are assisting with the registration event to bring their own Girl Scout Journey books or *Girl's Guide to Girl Scouting* books to display, along with their Girl Scout scrapbook.



Registration Events / Troop Building Nights

Communicating Your Message

Everyone likes to buy things, right? But no one likes to be sold to! So don't oversell the Girl Scout experience—even though you know how wonderful it is. The event isn't about convincing people that Girl Scouting is the perfect program for their girl, it's about creating a sense of belonging and showing that Girl Scouts is a special place where girls can become a **G.I.R.L.** (**go-getter** / **innovator** / **risk-taker** / **leader**). People do business with people they trust—so establish some expectations as you build your rapport and relationship with these potential members.

1. Establish a timeline with your audience. Let them know what your expectations are for the recruitment event, and ask them what their expectations are.
2. Control the flow of the meeting—when everyone is confident their agenda will be addressed, you become a better listener and can focus on the potential members issues.
3. Make sure there is an outcome—that should be the decision to proceed with or stop the process of becoming a new member. If a new member is unsure, set up a definite time to follow up (i.e. the day after tomorrow at 9:00 a.m.). Explain that you know their time is valuable and you don't want to waste it. Any time you are meeting with someone—in person or over the phone—follow this strategy.
4. Ask questions and LISTEN to their responses. As a prospective member's caregiver details the reasons they are interested in Girl Scouts, they are buying—without you doing any of the selling! All you need to do is let them know how important their reasons are and how Girl Scouts will benefit their girl.



Meeting Timeline

| | |
|-----------------------|---|
| Prepare for the event | 1 day to 30 minutes prior to event. |
| Meet and Greet | 5 minutes before the event begins. Have participants sign in. |
| Bonding and Rapport | |
| Presentation | 5 - 10 minutes to deliver the script (see script on page 6). |
| Up-front contract | |
| Pain | |
| Budget | |
| Questions/Answers | 5 - 10 minutes to direct next steps in troop formation or girl placement through available troops in catalog. |
| Decision | |
| Fulfillment | |

Check List

- ☐ Freshen up on your Girl Scout knowledge and practice your speech. But remember, these are new parents so they may not know Girl Scout lingo.
- ☐ Dress the part. Wear a Girl Scout uniform or Girl Scout pin and name tag so that the guests know that you are representing the organization.
- ☐ Arrive 20 - 30 minutes prior to the start of the event to allow ample time to set up before the first participants arrive.
- ☐ Post directional signs and ask Girl Scouts to help as greeters and assist families in finding the registration location.
- ☐ Designate an area for a children's activity. Encourage girls helping to wear their Girl Scout uniform and help facilitate the activities.
- ☐ Designate an area for participants to sign in.
- ☐ Have parents sit according to the grade level that their girl is in. The goal is to encourage the adults to join together as co-leaders that might form a leadership team.
- ☐ Set up the display table with Journey books, scrap books, uniforms, etc. to excite the parents and girls about the fun they will have in Girl Scouts.
- ☐ Check technology and WiFi.



Welcome, and thank you for being here today and for your interest in learning more about how your girl can be a part of Girl Scouting. Our meeting today will probably run about 30 minutes, is that OK of everyone? (Wait for OK). You will have some questions along the way, and that's OK, please feel free to ask. At the end of our time together, we will hopefully form brand new troops - with two volunteers each - to begin your Girl Scout adventures.

Naturally, you will have questions for me about Girl Scouts, such as:

- ◆ How do troops get started?
- ◆ What crucial role do you play to make Girl Scouts happen?
- ◆ What are the life advantages that Girl Scouting will provide to you and your girl?

Girls today are exposed to so much in our society through interactions with the world around them, social media, movies, and school. They are faced with challenges such as bullying, peer pressure, or body image struggles. We hear from parents who are concerned that their daughter is not developing the confidence and the skills she needs to succeed in life. Does anyone here feel that way?

Helping girls discover their interests and leadership potential is ultimately what Girl Scouts is all about. The girl-led, all-girl environment, complete with adult role models who can bring Girl Scout programming to life, is the basis of what makes Girl Scouts work and inspires girls to see that they can be leaders in their own lives.

The annual membership fee to be a Girl Scout is \$25. Families can also consider purchasing a "Starter Kit." The basic starter kit contains everything a girl needs for a great year in Girl Scouts. We've eliminated the guess work and included the Girl's Guide to Girl Scouting, American Flag Patch, Insignia Tab, World Trefoil Pin, and Membership Pin. Just select your Official Uniform Item (tunic, sash or vest), Journey Book, Troop Numerals, Council ID Set, *FREE BAG* and you're on your way!

We never want to deny a girl the opportunity to participate due to financial constraints. If a girl is unable to pay a membership fee she or her caregiver can check the "financial aid" box while registering, and her circumstances will be reviewed.

Girl Scouts is a partnership between parents, who work together as a team to bring Girl Scouting to their girls. Girl Scouts is girl-led, volunteer driven.

The time it takes to volunteer is always a big concern for adults when they want their girl to be in a troop. Is anyone concerned about that? (Pause for response.) Each girl's experience in Girl Scouts depends a lot on the troop that she

is in. As an adult volunteer, you can help ensure that your girl's experience is top notch and make sure that:

- ◆ It's inclusive
- ◆ It's girl-led
- ◆ It's cooperative
- ◆ She makes new friends
- ◆ She has a variety of experiences
- ◆ She learns how to develop the skills and confidence she needs to succeed

The girls and you decide the time, day, location, and frequency of troop meeting.

Before we go any further – who here is willing to invest the time it takes to help their girl grow into a girl of courage, confidence, and character, and help form a new troop? Are there any additional questions I can answer?

Each troop requires 2 co-leaders to begin.

Training and ongoing support is provided by council staff representatives as well as from sister Girl Scout volunteers. Nearly all troop volunteers must be registered members and complete a background check.

We just discussed the ways to become involved, why it's important, and the time and money commitments. After signing up tonight, you will hear from someone within the next few days.

Now, let's walk through the registration process together and start your Girl Scout journey! Get out your smartphone and we are going to get you/your daughter registered right now.

1. Go to www.gssc-mm.org
2. Click on "JOIN"
3. Complete the contact information
4. Search for the volunteer or troop opportunities by zip code
5. Complete the registration screen and make payment

Wrap Up

I just wanted to let you know that it's been great talking with you all. If you have any further questions, you can contact our Customer Care team by phone 1.800.849.GIRL or by email at customercare@gssc-mm.org.

Girl Scouts of the USA: Part of the Solution

Girl Scouts of the USA offers **innovative and fun approaches** to learning for **girls** in **every zip code** across the country.

Our learning and development model is based on our historic commitment to civic engagement, insights drawn from best practices in youth development and education, and our own research and expertise.

Simply put, we promise girls and their families that Girl Scouting will help girls:

Discover Self (develop confidence by building skills and learning new things);

Connect with others (learn how to work as a team, resolve conflicts, and treat others with respect);

Take Action (develop projects, based on their own interests and values, that make their community a better place).

And we promise that Girl Scouting will be delivered in ways that engage girls:

Girl-Led (from the youngest ages, girls have the chance to make decisions and shape their own experiences);

Learning By Doing (girls get to do hands-on experiential activities); and

Cooperative Learning (girls team up on projects so that everyone learns).

The Girl Scout Leadership Experience is delivered through our national program, which includes our leadership development curriculum and our iconic badges.

Benefits for Girls

According to a study by the Girl Scout Research Institute, women who were Girl Scouts:

- ◆ Go on to more successful careers - More than half (52%) of women in business are Girl Scout alumnae and 54% of alumnae attribute their success in life to their time spent in Girl Scouts.
- ◆ Are more active as mentors and community volunteers - 66% of Girl Scout alumnae have been mentors or volunteer with children's groups, and 41% are currently involved with volunteer work.
- ◆ Vote more regularly - Over 77% of women who were Girl Scouts say they nearly always or always vote in elections.
- ◆ Are better educated - 38% of Girl Scout alumnae have completed their undergraduate or postgraduate degree.
- ◆ Enjoy higher household and personal income - On average, Girl Scout alumnae earned over \$10,000 MORE per year than their non-Girl Scout counterparts.

Benefits for Volunteers

According to a study through the Girl Scout Research Institute:

- ◆ 94% of volunteers have made new friends.
- ◆ 88% believe their life is better because they volunteer with Girl Scouts.
- ◆ 2/3 of volunteers believe their experience has helped them professionally.
- ◆ 95% of Girl Scout volunteers are happy knowing they are making girls' lives better.

Sandler Sales Model | Recruitment Event Step-by-Step Process

Bonding and Rapport: Don't get in the way of where you want your potential members to go by being too enthusiastic or passive.

Up-Front Contract: Always set clear expectations and define a clear future after the event. Then, jump into a short (30 seconds or less) explanation of Girl Scouts, and give permission for attendees to ask questions.

Pain: There is a gap between where your attendees are, and where they want to be. It's your job to figure out what your attendees want. Ask questions and highlight outcomes that you feel strongly about and reflects their concerns. Focus on the benefits for adults, too.

Budget: People purchase things from people they can trust. Be truthful and sincere when asked about money and time commitments. Uncover if participants are willing and able to invest what is necessary. Time is historically the most crucial aspect of this step.

Decision: You must uncover who the actual decision maker is. Don't be afraid to accept "no" as an answer, but have attendees understand the significance of being involved in their daughter's Girl Scout experience.

Fulfillment: Walk participants through the frontward facing screens and be available to answer any questions. If there is no Wi-Fi available, have paper registration forms available for participants to fill out.

Post-Sell: Reflect after the event, your approach, and talking points. Debrief with those who assisted at the event.

Sandler Sales Model / Pain

Pain is defined as the gap where the attendees are, and where they want to be. It is our job to figure out what the attendees want. What is their real reason for attending the recruitment event?

| PAIN (ADULT) | |
|--|---|
| Their own relationship with their daughter is not a positive one | Leading a Girl Scout troop allows you to spend quality time with your daughter and her new friends. |
| Is not confident | A Girl Scout learns to overcome failure and fears and learns new things about themselves. |
| Afraid of doing it alone | Girl Scout volunteers are a part of a larger team of skilled talented people who guide girls on their Girl Scout journey. |
| I don't have the skills/know what to do | As a council, we provide the resources to ensure that every volunteer's experience is a positive one right from the very start. This includes access to training, mentor support, and tools such as the Volunteer Toolkit, a new web app that will help volunteers and girls plan their Girl Scout year and keep it going smoothly. |
| PAIN (GIRL) - Relationships | |
| Their own relationship with their parent is not a positive one | Leading a Girl Scout troop allows you to spend quality time with your daughter and her new friends. |
| Has a difficult time making friends/ doesn't like their daughters' current friends | Girl Scouts provides opportunities for girls to make new friends and helps them form stronger female networks personally and professionally. |
| Can't handle conflict with her peers | A Girl Scout learns how to resolve conflict and be skilled at it. |
| Is not a team player | A Girl Scout learns how to be better at skilled team-building, working with the other girls in the troop, and learning to work together. |
| Doesn't think beyond herself | Girl Scouts are civically and politically engaged, on a local and global level. |
| PAIN (GIRL) - Confidence or Leadership | |
| Is not comfortable with challenges | Cooperative learning and girl-led experiences in Girl Scouts help girls become stronger challenge seekers. |
| Does not take the lead | A Girl Scout is solution-oriented and less likely to be a bystander. |
| Is not confident | A Girl Scout learns to overcome failure and fears. |
| Thinks she cannot do things because she is a girl | A Girl Scout is less likely to not experience gender bias. In fact, she will learn to be empowered as a girl. |
| Doesn't stand up for herself | A Girl Scout learns to be an advocate for herself and others. |
| Isn't a leader | Girl Scouts learn to self-identify as a leader (at work, school, with friends and in the community). Girl Scouts are more likely to consider themselves leaders compared to other girls and boys: 64% of Girl Scouts consider themselves leaders compared to 44% of a national sample of girls and 52% of boys. |

PAIN (GIRL) - Outdoors/Healthy Living

| | |
|---|---|
| Spends too much time indoors | Girl Scouts experience adventure in the outdoors and healthy living. More than 70% of girls said they first tried an outdoor activity in Girl Scouts. 50% said they could not have done one if not for Girl Scouts. |
| Doesn't have much real world experience | Girl Scouts get the chance to do big things. The Girl Scout Leadership Experience is a collection of activities and experiences girls have as they earn badges, sell cookies, go on exciting trips, explore the outdoors, do Take Action projects that make a difference, and more. |

PAIN (GIRL) - Education/Skills

| | |
|--|---|
| Can't handle money or finances | The Girl Scout Cookie Program helps a Girl Scout develop five essential skills, one of them being money management. |
| Won't be financially independent | Girl Scout alumnae are financially independent and on average make \$10,000 more than peers as adults. |
| Doesn't try new school subjects: hates math, science, etc. | Through programming, Girl Scouts practice a variety of skills and interests (business, STEM, arts/creative, environment). |
| Isn't learning any life skills | <p>Participating in the Girl Scout Cookie Program helps girls develop five essential life skills:</p> <ul style="list-style-type: none"> ◆ Goal setting ◆ Decision making ◆ Money management ◆ People skills ◆ Business ethics <p>On average, 80% of girls achieved at least one of these skills. Significantly, more than half of girls (55%) achieved all five skills.</p> |

PAIN = GIRL - Emotional Well-Being

| | |
|---------------------------------------|--|
| Is not developing a kind personality | Through community service and learning about how to help others, Girl Scouts exercise empathy and emotional intellect. |
| Is not mentally or emotionally strong | Girl Scouts are more likely to be mentally and emotionally stronger. |

Troop Team Committee

All parents might not be able to attend all troop meetings, but there are so many other things that they can do to support their girl and her troop. The list below notes some of the most important things that go into making a great troop. Encourage the adults to make an investment of time by sharing their skills and talents. Invite them to think of another parent, friend, or community member to be a co-helper with them and do it as a team.

| Yes, I can do this | Positions | Quick Description (may not include all duties) Adult Volunteer Position Descriptions includes duties and tasks |
|--------------------|---|--|
| | Troop co-leader (Troop must have 2 non-related adults) | <ul style="list-style-type: none"> Serves as the main council contact for the troop Keeps troop records Works with co-leader and girls to plan meetings/activities Attends troop meetings and service unit meetings |
| | Troop Committee Member | <ul style="list-style-type: none"> Provide additional support as needed by co-leaders such as field trip chaperones, in-troop communications, event planning, etc. |
| | Troop Fall Product Manager | <ul style="list-style-type: none"> Manage and coordinate troop participation in the Fall Product Program Attends council training (if applicable) Trains girls and parents/guardians at troop meeting Confirms orders with parents/guardians and enters all data into Fall Product program |
| | Troop Cookie Manager | <ul style="list-style-type: none"> Manage and coordinate troop participation in the Girl Scout Cookie Program Attends council training (if applicable) Trains girls and parents/guardians at troop meeting Confirms orders with parents/guardians and enters all data into Cookie Sale program |

Connect with Girl Scouts!

Facebook

www.facebook.com/GSSCMM

Event information, adult learning news and updates, photos of girls in action, tips and tricks for volunteers, and more!

Instagram

www.instagram.com/gssc_mm

Fun photos from across the council.

Twitter

www.twitter.com/gsscmm

Tweets about informative articles, blogs, and breaking general news of interest to our members, volunteers, and supporters.

LinkedIn

www.linkedin.com/company/girl-scouts-of-the-usa

Links to articles about the Girl Scout Movement and topics related to the health, development, and support of girls.

Visit our website

gssc-mm.org



of south carolina
mountains to midlands

Five Independence Pointe, Suite 120

Greenville, SC 29615

1.800.849.GIRL

Email: customercare@gssc-mm.org

Girl Scouts of South Carolina—Mountains to Midlands is proud to be a United Way Member Agency.

