

Discover Girl Scouts Info Night: The Sandler Approach

Bonding and Rapport

Greet attendees as they sign in and slowly get a feel of your audience. Meeting them where they are attitude-wise is critical. Don't get in the way of where you want your potential members to go by being too enthusiastic or too passive before, during, or after your presentation.



Up-Front Contracts

Thank everyone for attending, identify goals to set clear expectations, and define next steps after the event. Always give attendees the chance to ask questions. They are new to Girl Scouts and might not know much about what we do or who we are.

Samples of how you can start your presentation:

- Welcome, and thank you for joining us tonight! My name is Daisy Girl Scout and I'm a Recruiter at Council. **Girl Scouts of South Carolina—Mountains to Midlands.**
- We're going to take about a half an hour to discuss who the Girl Scouts are, what we do, and how you and your girl can become involved. **Tip:** Reference Fall Recruitment tools when positioning what Girl Scouts is all about. In particular, the brochure, one-pager, and email content.
- You'll probably 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 adult volunteers– to begin your Girl Scout adventure.

Objections

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. What is their real reason for attending the recruitment event? Pull out your shovel and prepare to dig deep under the surface.

During the presentation, ask questions like:

- ◆ Are there certain experiences you want your girls to have while in Girl Scouts?
- ◆ How do you believe Girl Scouts can assist your girl in gaining courage, confidence, and character?
- ◆ What are some of your concerns about your girls' ability to connect with other children outside of school?

Highlight outcomes that you feel strongly about that reflect their concerns about Girl Scouts:

- ◆ Builds self-esteem and leadership qualities a
- ◆ Develops positive values
- ◆ Develops healthy relationships
- ◆ Seeks challenges

Focus on the **benefits for adults**, too.

- ◆ See their girl grow alongside her new friends
- ◆ Learn new things about themselves.
- ◆ Build their leadership skills and experience.

Share as much information as possible, but don't overshare. Never answer an unasked question.

Ending the Presentation

At the end of your presentation, summarize for participants what you discussed and outline the next steps of the process. The participants will want to know when to expect to hear more information regarding their new troop.

Frame it similarly to the opening of your presentation:

- ◆ We just discussed the ways to become involved, why it's important, and the time and money commitments.
- ◆ After signing up tonight, you should hear from someone within the next few days.
- ◆ Now, let's walk through the registration process together.
- ◆ Please let me know if you have any additional questions, I'm here to help.

Have information ready regarding onboarding and training for those interested in fulfilling the volunteer roles.

Post-Sell

After it's all said and done, reflect on the event, your approach, and talking points. Debrief with other volunteers who assisted at event. You want to make sure there is role clarity and mutual understanding of each person's next steps.

Overcome "buyer's remorse" by making sure the next steps for new girls and volunteers are smooth. Manage the expectations that you set at the beginning of the presentation with your participants by making sure the attendees are followed up with in a timely manner.

Transform ideas into action

Turn questions into adventures

Grow confidence through practice