

SU School Liaison Volunteer Duties & Responsibilities

ROLE DESCRIPTION

The School Liaison serves as the liaison and advocate for Girl Scouts at the assigned school (or schools). This includes partnering with Council staff and volunteers to increase visibility and knowledge of the Girl Scout program with girls and caregivers at the school. Length of term is one (1) year.

DUTIES

1. Work with Council staff to identify, schedule and attend school open house(s) to engage caregivers and girls in all things Girl Scouts. Share energy, excitement and personal stories, and distribute materials provided by the Council.
2. Assist Council staff and other volunteers with the distribution of Girl Scout recruitment fliers to local schools to create a stronger presence in the community.
3. Attend PTO/PTA meetings at your assigned school(s) to showcase the amazing things Girl Scouts do and the impact they can have on the school community.
4. Return all communications from Council staff and volunteers in a timely manner.

REQUIREMENTS

1. Maintain adult Girl Scout Membership for current membership year with satisfactory completion of background screening process.
2. At least one (1) year prior Girl Scouting experience as an Adult Member.
3. Energetic and enthusiastic about empowering girls and adults to build courage, confidence, and character.
4. Recognize the value of diversity within the community and encourage mutual respect and understanding among all people.
5. Represent Girl Scouts Spirit of Nebraska in the community in a positive way.
6. Watch gsLearn videos: "Recruiter" series, "Effective Recruitment Tactics," and "Who is the Recruiter?"

Back-to-School Nights

Back-to-School night is one of the most important events and recruitment opportunities for our Council to participate in. We achieve a large percentage of our membership goal by engaging with the community during these nights and rely on volunteers to help grow the Girl Scout Movement within our Council. Your area Recruitment Specialist will help identify the schools that need new startup troop and troop co-leaders. This is an opportunity for volunteers to connect with community schools and utilize relationships to grow Girl Scouts.

Back-to-School Table Goals

- ✓ Ask families to fill out interest forms so Council staff can follow up.
- ✓ Invite prospective girl members and volunteers to upcoming Girl Scout events by handing out fliers.
- ✓ Identify and engage potential troop co-leaders.
- ✓ Check with the recruiter to confirm that you can have a table at the school along with the date, time, and any other important details.
- ✓ Get recruitment supplies from your closest recruiter or **Spirit of Nebraska Service Center**. Back-to-School bags are already filled with everything you need for your table. Double-check with the recruiter to see if there are specific fliers to distribute.
- ✓ Dress the part! Show off your Girl Scout attire and name tag so people know that you are representing our organization.
- ✓ Arrive 20-30 minutes early to get set up.
- ✓ Most open houses are busy—a quick exchange while handing them a flier and interest form to fill out is perfect.
- ✓ Being busy doesn't mean they aren't interested. That's why it's important to get their contact information now and reach out later when there is more time to talk. Ask and answer questions to give a personalized experience.
- ✓ Take notes for your recruiter. Any conversation or observation can be very helpful when it comes to potential volunteer.

School Liaison Planning Guide

School: _____ Contact Name: _____

Email: _____ Phone: _____

MEMBERSHIP YEAR	# OF GIRLS IN SCHOOL	# OF GIRL SCOUTS	% OF PARTICIPATION
PAST YEAR			
CURRENT YEAR			
NEXT YEAR			

With your help, we know that we can retain or increase girl participation at your school!

NOTES FROM YOUR RECRUITMENT SPECIALIST

STEPS TO SUCCESSFUL FALL RECRUITMENT

- Contact the school about having a booth or table at back to school/open house.
- Place an order for fliers from your Recruitment Specialist.
- Introduce yourself as the School Liaison to the school secretary.
- Contact the troops at your school and ask when/where they meet and what grade the girls are in.

DURING YOUR RECRUITMENTS

- Tell families how they can sign up for Girl Scouts.
- Encourage everyone to fill out an interest form or register online.
- Distribute recruitment goodies (pencils, stickers, tattoos, etc.).
- Show your belief and enthusiasm for the Girl Scout Promise and Law.
- Be knowledgeable about all the ways girls can participate.

AFTER YOUR RECRUITMENT

- Find out if the extra fliers can be left in the office or distributed to girls.
- Call or email your Recruitment Specialist and tell her how your recruitment went.
- Start the registration process online for girls and adults that only completed the interest forms.
- Congratulate yourself for helping make Girl Scouts strong in your Service Unit!

EXTRA RECRUITMENT IDEAS

- Have a laptop available so girls and adults to register on the spot.
- Show a Girl Scout DVD/video at the table.
- Make a picture board of your troop or girls at the school.
- Set a date for an all school event and invite all the Girl Scouts to wear their uniforms that day.

YEAR-ROUND GIRL RECRUITMENT/RETENTION IDEAS

It is never too late for a girl to join Girl Scouts! As girls grow in Girl Scouting the experiences and the benefits of the GSLE grow with them. Here are ideas to help you continually attract new members and retain current members into adulthood:

- Make Girl Scout materials such as the Annual Program Guide, event fliers and other promotional items available at local libraries, schools and other community agencies.
- Hang posters, set up destinations and travel information in middle and high schools.
- Partner with public and private schools, homeschool groups and other agencies that serve youth.
- Ask Girl Scouts ages 11-19 to speak at recruitment events.
- Share Girl Scout information at Kindergarten Round-Up events, parent-teacher conferences and other times when parents gather.
- Hold targeted recruitment events throughout the year, giving girls many opportunities to join in the fun. Promote the different ways to participate as options for busy girls to join or continue with Girl Scouts despite their demanding schedules.
- Keep in touch with individual members on a regular basis to ensure they are invited to events.
- Encourage troops to use cookie profits to pay for each girl's membership dues for the next year.
- Promote a bridging plan through the Service Unit.
- Host bring-a-friend events.
- Follow up with "no-shows" on troop rosters. Help them find other ways to participate.
- Conduct girl member interest surveys and organize events based on the results.