Thank You Amazing Recruiters!

Thank you for lending your skills to our recruitment efforts. You and other volunteers will be making a first impression on thousands of girls in our state as they attend their first Girl Scout activity!

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

As a recruiter, you will not only be engaging girls, but also encouraging adults to make a commitment to girls in their community. You’ll be inviting adults to introduce girls to new experiences and show girls that they are capable of more than they ever imagined. Not to mention having their own lives changed by their experiences leading a troop or volunteering in their service unit.

Thank you again for giving a little more time to an organization that empowers girls to develop their values, strengthen their self-esteem, find their voices, and make their marks on the world. We never know when a future astronaut or president will announce to the world, “I was a Girl Scout!”

Why We Recruit

Juliette “Daisy” Gordon Low assembled 18 girls from Savannah, Georgia, on March 12, 1912, for the first local Girl Scout meeting. She believed all girls should be given the opportunity to develop physically, mentally, and spiritually. 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. In fact, more than 59 million women in the U.S. today are Girl Scout alums. Our alums were recruited or invited to join by a friend, by a neighbor, through a poster or flier in their school or church. Most of them got their introduction and invitation to Girl Scouting from someone just like you!

Girl Scouts is important because it gives girls the space to lead, to fail safely, and to grow into the strong leaders our future needs. It allows girls to reach their potential by opening the door for them. That’s why your work is so important.

What is my role?

We know the number one reason volunteers dedicate their time to recruitment efforts is because they believe strongly in the Girl Scout mission. You know firsthand the impact Girl Scouts has on the lives of girls, and you are passionate about families discovering the awesomeness that is Girl Scouts! While you may not have the answers to every question prospective families have, you are well equipped to share why Girl Scouts matter.

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 Girl Scouts Spirit of Nebraska during the membership year. In your recruiter role, girls and families will get their first impression of Girl Scouts through you!
What is considered a recruitment event?

Recruiters primarily connect with prospective families through two types of events:

1. Tables at a school open house or community fair. This may generate interest in Girl Scouts and allows a recruiter to connect briefly with potential members, gathering information from them.

2. 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 a themed event.

Training for Success

We want you to be (and feel) successful and supported in your recruiter role. Training is critical to gaining confidence and understanding about your recruiter role, including how to talk about Girl Scouts with anyone.

All recruiters must complete at least one of the following trainings:

1. In-Person Training – Area Recruitment Specialists will hold Growing Girl Scouts trainings in July and August.

2. Online Training – If you cannot attend in-person training, online training is also available. We recommend watching the online training before attending an in-person training, so you’re prepared to ask questions. You can also take this again whenever you would like a refresher.

Visit our website, www.GirlScoutsNebraska.org/Growing-GirlScouts, for a list of in person training dates and online training.
What recruitment supplies are available to me?

- Printed materials such as brochures, membership registration forms, information about volunteering, information about girl program levels, fliers promoting Troop Forming Nights
- Interest forms (in pads of 50)
- Yard signs
- Promotional items – pens, pencils, stickers, etc.
- Green tablecloth – Don’t forget to save and reuse your tablecloth if you have another Girl Scout recruiting event, cookie booth, etc.

We also encourage volunteers and troops assisting with registration events to bring their own Girl Scout Journey books or Girl’s Guide to Girl Scouting books to display, along with their Girl Scout scrapbooks.

If you would like fliers with your own Troop Forming Night/Registration Event information on them, or need more recruitment materials, contact your area Recruitment Specialist right away. Customized fliers can take up to four weeks to print and distribute.
Representing Girl Scouts

How to Talk to Prospective Families and Volunteers

As a recruiter, you are prospective families’ first introduction to Girl Scouts. How you describe the Girl Scout experience—what you say and how you say it—can have a big impact! Here are some helpful tips:

- **Project a welcoming tone!** Stand in front of your table—people are more likely to engage if you’re up front and mingling. Smile, stand up straight, and keep your body language open and welcoming.
- **Talk less, ask more!** Asking families questions about what interests them about Girl Scouts will help you speak to the things that are most important to them.
  - What have you heard about the Girl Scout program?
  - What questions do you have about it?

Communicating Your Message

Everyone likes to buy things, right? Yes, 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 leaders. People do business with people they trust—so establish some expectations as you build rapport with potential members.

1. **Establish a timeline with your audience.** Let them know what your expectations are for the event and ask about their expectations.
2. **Control the flow of the meeting.** If you let participants know there will be a specific time for questions, they become better listeners. It also allows you to deliver your message first, and then focus on answering questions.
3. **Make sure there is an outcome.** Participants should decide to proceed with or stop the process of becoming a new member. If they are unsure, set up a specific time to follow up (for example: the day after tomorrow at 9 a.m.). Explain that you know their time is valuable and you don’t want to waste it. Any time you meet with someone—in person or over the phone—follow this strategy.
4. **Ask questions and LISTEN to their responses.** As prospective members’ caregivers explain why they are interested in Girl Scouts, they are buying—without you doing any selling! All you need to do is let them know how important their reasons are and how Girl Scouts will benefit their girl.

- **Keep it short and sweet.** Sometimes we get so excited about Girl Scouts, we just can’t stop talking about it! To avoid overwhelming families with too much information, aim to speak to their specific questions. They will ask you to elaborate if they want to know more. It’s okay if you don’t have all the answers.

Remember, everywhere you go there is an opportunity to represent Girl Scouts – the checkout line at a grocery store, church gatherings, PTO meetings. Community members look to you as a leader, so represent yourself accordingly.
Growing Girl Scouts Guide

Talking Points of the Girl Scout Program

The Girl Scout Leadership Experience

Our development model, the Girl Scout Leadership Experience (or GSLE), 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 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 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 alums and 54% of alums attribute their success in life to their time spent in Girl Scouts.
- Are more active as mentors and community volunteers – 66% of Girl Scout alums have been mentors or volunteered with children's groups, and 41% are currently involved in 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 alums have completed their undergraduate or postgraduate degree.
- Enjoy higher household and personal income – On average, Girl Scout alums earn $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 Girl Scout volunteers have made new friends.
- 88% believe their life is better because they volunteer with Girl Scouts.
- Two-thirds of Girl Scout volunteers believe their experience has helped them professionally.
- 95% of Girl Scout volunteers are happy knowing they make girls' lives better.
Your Goal = Building a Troop Leadership Team

It may be a little daunting for a potential volunteer to lead a new troop. We want to let them know they won’t be alone. When recruiting adults, don’t just recruit two co-leaders; instead, try forming a troop leadership team. The list below provides ideas of successful Troop Leadership Team roles. Encourage adults to make an investment of time by sharing their skills and talents. Invite them to think of another parent, friend, or community member who could help them and work as a team.

- Co-Leaders: Plan/assist in leading activities, communicate with parents. Each troop must have two, non-related adult co-leaders.
- Treasurer: Manages troop bank account and prepares end of year Troop Finance Report.
- Troop Fall Product Program Manager: Organizes Fall Product Program sale.
- Troop Cookie Manager: Organizes the Cookie Program sale.
- Camp Parent*: Certified camper who assists in planning/leading camping activities.
- Troop First Aid Parent*: Certified in CPR and first aid, attend trips and camping activities.
- Troop Trip Coordinator*: Organizes and plans troop field trips.
- Service Project Coordinator*: Organizes and plans service projects.
- Badge Coordinator*: Learns about a specific badge or Journey and plans activities to fulfill requirements.
- Troop Parent Helper*: Helps at meetings with pre-planned activities.
- Troop Trip Chaperone*: Drives and/or serves as adult helper on activities and trips.

*These volunteers should register as “Adult Support” volunteers in the troop.

Registration Process

The easiest way to register new families as Girl Scouts is:

1. Go to www.GirlScoutsNebraska.org
2. Click on “GIRLS, JOIN NOW”
3. Complete the contact information
4. Search for the troop or opportunities by zip code
   - If you know the troop number for the current or forming troop, enter it now.
   - What is the Opportunity Catalog? Found at GirlScoutsNebraska.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
5. Complete the registration screen and pay

If girls and volunteers complete the joining process, they will receive follow-up emails for:

- Membership receipt confirmation
- Girl role confirmation
- Background check invitation

If girls or volunteers stop at any point in the process, they will receive automated emails asking them to complete the steps needed to join. They will also be contacted by a member of the Placement Team.

It’s okay if potential members ask questions that you can’t answer! If there are questions or issues, have the new member contact us at MemberSupport@girlscoutsnebraska.org, and we will get back to them on the next business day.
School Open Houses or Community Events

School Open Houses (or Back-to-School Nights) are one of the primary ways we promote Girl Scouts and Troop Forming Nights or Recruitment Events to prospective families. Hosting an information table is how you will get this information to those families.

Tell Me More

- How many people? One to two people are needed (more if needed to cover shifts).
- How long should it last? If you are representing Girl Scouts at an event being held in conjunction with a school event, please remain at the event the entire time families are free to roam.

Goals of an Open House Table

1. Invite prospective girl members and volunteers to Girl Scout Troop Formation Events by handing out fliers.
2. Identify and engage potential troop leaders.
3. Ask families to fill out short interest forms so council staff can follow up.

Tips to Be Successful

- Confirm your school’s Open House.
  - With the support of your area Recruitment Specialist, confirm whether you can have a table and fliers and if a person can be present at the table to share information about Girl Scouts.
  - Take notes of dates, times, and other important information.
- Freshen up your Girl Scout knowledge and practice your speech. 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 to 30 minutes prior to the start of the event to allow ample time to set up before the first participants arrive.
- Expect Open Houses to have varying atmospheres:
  - Most are busy—a quick exchange while handing them a flier and short interest form to fill out is perfect.
  - Remember, being busy doesn’t mean they aren’t interested.
- Make sure you’re in a great location with heavy traffic—don’t be afraid to ask if you can move your table. Ideally, we don’t want to share a table with other organizations.
- Designate an area for participants to sign up or complete an interest form.
- Set up the display table with your recruitment materials and Journey books, scrap books, uniforms, and more to excite parents and girls about the fun they will have in Girl Scouts.
Connecting with Prospective Families

Do:
- Remember to project a welcoming tone by standing in front of your table. People are more likely to engage if you’re up front and mingling.
- Ask questions to get families talking and interested in your event. It’s okay if you don’t have all the answers.

Say:
- Do you want to learn more about Girl Scouts and maybe even form a troop? We have an event for girls and adults to do just that! Girls get a chance to do a Girl Scout activity, and families are invited to join and form a troop on the spot—we will need at least one adult to volunteer as a leader so girls have a troop to join—here’s a flier for our event!
- Do you want to fill out a short interest form? This way someone can follow up with you even if you can’t make it to our event!

What to Do with Completed Interest Forms

Collecting and turning in interest forms to Girl Scout staff is the most critical part of getting girls started on the fun things it means to be a Girl Scout! Our goal is to reach out to new families within 24 hours of them completing an interest form. The sooner you get them back to us, the better!

Follow these steps to make sure we reach out to all families ASAP:

1. Immediately after the Open House, enter the fields from the interest form into the girl registration page of our website (click “GIRLS, JOIN NOW! on our homepage), OR scan your forms and email them, or take pictures of forms and text them to your area Recruitment Specialist.
   - What to do if... After you enter the fields from your interest forms you see “Welcome Back” or any error, notify your Recruitment Specialist.

2. Mail all forms to us using the prepaid envelope included in your recruitment supplies, drop them off at your local Service Center, or give them to a nearby Girl Scout staff member.
Registration Events or Sign Up/Troop Building Nights

Adults and girls are invited to attend these recruitment events specifically to learn about Girl Scouts. The event may be a simple one-hour information session or a themed event.

Tell Me More

- How many people? Two adults and a helpful troop. One adult meets with potential volunteers, and the other adults oversees girls as they provide fun activities with assistance from the helpful troop.
- How long should it last? 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!

Tips to Be Successful

The tips from the School Open House section also apply.

- Post directional signs and ask Girl Scouts to be 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.
- Have parents sit according to the grade level their girl is in. The goal is to encourage the adults to join together as a Troop Leadership Team.
- Check technology and Wi-Fi. Bring a laptop for potential new members to register, or check with your Recruitment Specialist to see if you can check any out from the Girl Scout office.

How to Promote Your Girl Scout Troop Formation Event

Use fliers to promote your Girl Scout Troop Formation Event! Include the date, time, and location. Most schools allow fliers, but some may require a disclaimer to be added to each flier. You’ll distribute fliers at your Open House Events, as well as to classrooms the week prior to your Girl Scout Troop Formation Event. You can also post fliers throughout your community:

- Libraries, childcare centers, dance studios
- Doctor or dentist offices
- Community centers or houses of worship
- Grocery stores or coffee shops

You can also promote your event using online tools.

- Let your area Recruitment Specialist know the date, time, and location of your event, and we will post them on our website and social media channels.
- Share the Facebook event and Eventbrite link we create for you on social media and digital community boards, in email, or by writing it on your yard signs!
- Visit our website for downloadable social media images, suggested posts, and even a Facebook cover photo.

Yard signs are also a great way to raise visibility in your community. This year’s yard signs are double sided with space to write in event details. Be sure to write large with a wide tip marker so your details are legible from a car. Post these in popular areas—with permission—and post in front of your event location to advertise your Girl Scout Troop Formation Event. Ask volunteers from your event to help remove signs afterward.

Don’t forget to talk up your event and ask others in your community to do the same. Tell as many people as you can about your events. Talk about your event at PTA meetings, other meetings or community gatherings. Bring along fliers to pass out in case people want more information.
<table>
<thead>
<tr>
<th>AGENDA</th>
<th>WHAT TO DO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Greet prospective members at the door and mingle with them before the event starts.</td>
<td>Create a welcoming atmosphere and build rapport with potential members by engaging with people individually before the event starts. Have your volunteers or yourself stand at the door to greet families as they enter.</td>
</tr>
<tr>
<td>Have prospective members sign in as they enter. Hand out Girl Scout materials.</td>
<td>Provide basic materials to prospective members and track the total number of attendees. Set up an informational table near the door, with a sign in sheet and necessary materials (Family Guides, Annual Program Books, VTK Guides, membership forms, etc).</td>
</tr>
<tr>
<td>Welcome, introductions, establish a meeting agenda.</td>
<td>Create a comfortable environment and ensure attendees know what they can expect to happen at the event, and what we’ll expect from them. First, thank everyone for attending! Then introduce yourself and your volunteers. Clarify the purpose of this meeting, which is to learn more about Girl Scouts, identify volunteers, register, and, of course, form troops!</td>
</tr>
<tr>
<td>Check-in and testimonials.</td>
<td>Address issues that matter to those attending with a short overview based on audience feedback. You can have families raise their hand and share “popcorn style” when you ask, “What brought you to the event today?” and “Show of hands, who's already started the process of joining?” Invite current Girl Scouts or volunteers helping at the event to give a testimonial on why they're proud to be a Girl Scout. You should share, too!</td>
</tr>
<tr>
<td>Transition to family presentation and girl activity.</td>
<td>Create interest for girls about joining Girl Scouts and allow families to see the mission of the organization in action. Ask the audience, “Can you believe all the things Girl Scouts get to do?” Encourage girls to share by saying, “Girls, what activity looked most exciting to you?” You can then direct girls to join your volunteers to try a Girl Scout activity.</td>
</tr>
<tr>
<td>Family Girl Scout presentation.</td>
<td>Address issues that matter most to those attending and field questions that prospective members may have. Share with the audience, “I want to make sure you leave today with the information you need to make a decision about having your girl joining Girl Scouts or about being a troop leader—what should I make sure to cover?”</td>
</tr>
<tr>
<td>Group families based on school or grade level.</td>
<td>Meet and build rapport with other families. Have families and girls move to tables based on their school or their grade-level. This will potentially be their troop.</td>
</tr>
<tr>
<td>Volunteer ask.</td>
<td>Complete membership forms or online registration. Remind families that in order to form troops, we need someone from each group to volunteer to be the troop leader (this should not be a surprise or the first time they hear that). As troop co-leaders are identified and troops are formed, keep track of the troops they're being added to on the sign in sheet and any additional notes about the new troop. If no troop leader is identified, explain the team-led and waiting list options for the families.</td>
</tr>
</tbody>
</table>

**SAMPLE AGENDA**

**Tips to Be Successful**

- Post directional signs and ask Girl Scouts to be 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.
- Have parents sit according to the grade level their girl is in. The goal is to encourage the adults to join together as a Troop Leadership Team.
- Check technology and Wi-Fi. Bring a laptop for potential new members to register, or check with your Recruitment Specialist to see if you can check any out from the Girl Scout office.
As troops are formed, families will need to register for Girl Scout membership. This can be done via the paper membership form or online. Make yourself available around the room for questions.

Thank everyone for attending. Share that if they registered that evening, they will receive a confirmation email within the next week. Caregivers who have registered as troop leaders or volunteers will receive an email inviting them to complete their background check and will receive additional information about the volunteer onboarding process.

**After the Recruitment**

- Collect the Sign-In Sheet. Send a copy to your area Recruitment Specialist. These can be scanned and emailed, faxed, or dropped off at your local Girl Scouts Service Center, directed to the attention of the Recruitment Department. Please return them within 24 hours of your event.
- Return extra and borrowed materials.
- Remember, Girl Scouts always leave a place cleaner than they found it.
Sandler Sales Model

Girl Scouts Spirit of Nebraska staff are trained in and use a methodology called Sandler Sales in all conversations, including when talking to prospective members. The Sandler Sales Model is based on the psychology of human behavior and focuses on asking the right questions rather than simply providing answers.

Recruitment Event Step-by-Step Process

Using the Sandler sales model, your conversations should go through the following stages:

- **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, including set meeting length. 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 that reflects their concerns. Focus on the benefits for adults, too. See examples of pain points and how to address them on the following pages.
- **Budget:** People purchase things from people they trust. Be truthful and sincere when asked about money and time commitments. Find out if participants are willing and able to invest what is necessary. Time is historically the most crucial aspect of this step. Financial Aid is available for members that need it; however, don’t assume that a family needs financial aid.
- **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 registering on the website 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 on your approach and talking points. Debrief with those who assisted at the event.

Tackling Pain Points

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? Use the talking points in the following pages or draw on personal experience you’ve seen with your daughter and/or troop members.

GirlScoutsNebraska.org ☙ 13
### EXAMPLES OF PAIN POINTS FOR ADULTS

<table>
<thead>
<tr>
<th>Pain Points for Adults</th>
<th>Solutions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Their own relationship with their daughter is not a positive one</td>
<td>Leading a Girl Scout troop allows you to spend quality time with your daughter and her new friends.</td>
</tr>
<tr>
<td>Is not confident</td>
<td>Girls and adult volunteers learn to overcome failure and fears and learn new things about themselves.</td>
</tr>
<tr>
<td>Afraid of doing it alone</td>
<td>Girl Scout volunteers are a part of a larger team of skilled, talented people who guide girls on their Girl Scout journey.</td>
</tr>
<tr>
<td>I don’t have the skills/know what to do</td>
<td>As a council, we provide the resources to ensure that every volunteer’s experience is positive right from the very start. This includes access to training, mentor support, and tools such as the Volunteer Toolkit, a web app that helps volunteers and girls plan their Girl Scout year and keep it going smoothly.</td>
</tr>
</tbody>
</table>

### EXAMPLES OF PAIN POINTS FOR ADULTS ABOUT THEIR GIRLS

<table>
<thead>
<tr>
<th>Pain Points for Adults About Their Girls</th>
<th>Solutions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Their own relationship with their parent is not a positive one</td>
<td>Leading a Girl Scout troop allows you to spend quality time with your daughter and her new friends.</td>
</tr>
<tr>
<td>Has a difficult time making friends/doesn’t like their daughters’ current friends</td>
<td>Girl Scouts provides opportunities for girls to make new friends and helps them form stronger female networks personally and professionally.</td>
</tr>
<tr>
<td>Can’t handle conflict with her peers</td>
<td>Through the GSLE, girls learn how to resolve conflict and be skilled at it.</td>
</tr>
<tr>
<td>Is not a team player</td>
<td>A Girl Scout learns how to be better at skilled teambuilding, working with the other girls in the troop, and learning to work together.</td>
</tr>
<tr>
<td>Doesn’t think beyond herself</td>
<td>The GSLE keeps girls civically and politically engaged, on a local and global level.</td>
</tr>
</tbody>
</table>

### RELATIONSHIPS

<table>
<thead>
<tr>
<th>Pain Points for Adults</th>
<th>Solutions</th>
</tr>
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<tbody>
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<td>Their own relationship with their parent is not a positive one</td>
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</tbody>
</table>

### CONFIDENCE AND LEADERSHIP

<table>
<thead>
<tr>
<th>Pain Points for Adults</th>
<th>Solutions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Is not comfortable with challenges</td>
<td>Cooperative learning and girl-led experiences in Girl Scouts help girls become stronger challenge seekers.</td>
</tr>
<tr>
<td>Does not take the lead</td>
<td>Through the GSLE, girls become solution-oriented and less likely to be a bystander.</td>
</tr>
<tr>
<td>Is not confident</td>
<td>As a Girl Scout, girls learn to overcome failure and fears and learn new things about themselves.</td>
</tr>
<tr>
<td>Thinks she cannot do things because she is a girl</td>
<td>A Girl Scout is less likely to not experience gender bias. In fact, she will learn to be empowered as a girl.</td>
</tr>
<tr>
<td>Doesn’t stand up for herself</td>
<td>Through the GSLE, girls learn to be an advocate for herself and others.</td>
</tr>
<tr>
<td>Isn’t a leader</td>
<td>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.</td>
</tr>
</tbody>
</table>
**OUTDOORS AND HEALTHY LIVING**

<table>
<thead>
<tr>
<th>Spends too much time indoors</th>
<th>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.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Doesn’t have much real-world experience</td>
<td>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.</td>
</tr>
</tbody>
</table>

**EDUCATION AND SKILLS**

<table>
<thead>
<tr>
<th>Can’t handle money or finances</th>
<th>The Girl Scout Cookie Program helps a Girl Scout develop five essential skills, one of them being money management.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Won’t be financially independent</td>
<td>Girl Scout alumnae are financially independent and on average make $10,000 more than their peers as adults.</td>
</tr>
<tr>
<td>Doesn’t try new school subjects: hates math, science, etc.</td>
<td>Through programming, Girl Scouts practice a variety of skills and explore many topics, such as business, STEM, arts/creative, environment.</td>
</tr>
</tbody>
</table>
| Isn’t learning any life skills | Participating in the Girl Scout Cookie Program helps girls develop five essential life skills:  
  ● Goal setting  
  ● Decision making  
  ● Money management  
  ● People skills  
  ● Business ethics  
  On average, 80% of girls achieved at least one of these skills. Significantly, more than half of girls (55%) achieved all five skills. |

**EMOTIONAL WELL-BEING**

<table>
<thead>
<tr>
<th>Is not developing a kind personality</th>
<th>Through community service and learning about how to help others, Girl Scouts exercise empathy and emotional intellect.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lacks mental or emotional strength</td>
<td>Girl Scouts are more likely to be mentally and emotionally stronger than their peers.</td>
</tr>
</tbody>
</table>

**Thank You for Volunteering**

Girl Scouts is important because it gives girls the space to lead, to fail safely, and to grow into the strong leaders our future needs. In your recruiter role, you will be making a first impression on girls and families as they learn about Girl Scouts in your community. Girls everywhere are waiting to be invited to our organization and take part in the Girl Scout Leadership Experience. You help girls reach their potential by opening the door for them. That’s why your work is so important.

Thank you for helping make these experiences possible for all girls.
Girl Scouting builds girls of courage, confidence, and character, who make the world a better place.