

Service Unit Recruitment Coordinator

SU Recruitment Coordinator Volunteer Duties & Responsibilities

ROLE DESCRIPTION

The Service Unit Recruitment Coordinator establishes, organizes and helps support Girl Scout troops, groups and individuals in the assigned area for a term of two (2) years. In Service Units with multiple Service Unit Recruitment Coordinators, duties will be shared.

YOUR SUPPORT TEAM

Recruitment Specialist (RS), Service Unit Team members

DUTIES

1. Recruit and retain girl and adult members, working with your RS.
 - Encourage re-registration through Early Bird, fall registration and other retention activities.
 - Hold additional recruitment activities throughout the year as needed.
 - Recruit and organize School Liaisons for Girl Scouts at school(s) for Open House, Back to School Night and Kindergarten Round-Up.
2. Attend Service Unit/Volunteer Meetings and assist in developing the Plan of Success for the Service Unit.
3. Assist School Liaisons in cultivating a relationship with school staff by contacting schools to ensure proper distribution of fliers/newsletter articles.
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. Completion of GS101.
3. At least one (1) year prior Girl Scouting experience as an Adult Member.
4. Strong organizational skills and ability to work well with girls and adults.
5. Energetic and enthusiastic about empowering girls and adults to build courage, confidence and character.
6. Recognize the value of diversity within the community and encourage mutual respect and understanding among all people.
7. Represent Girl Scouts Spirit of Nebraska in the community in a positive way.

Recruitment Tips

1. Try to coordinate with school open houses, parent teacher conferences, etc. Your event doesn't always have to be elaborate, just something get girls and adults excited about Girl Scouting!
2. Flier templates are available online. Please contact your Recruitment Specialist at least 4 weeks in advance of the date needed if you are interested in fliers, or use the templates to create and print your own fliers.
3. Be sure to check the Safety Chapter of the Volunteer Guide and the Safety Activity Checkpoints.

RECRUITMENT NIGHT - THEME AND ACTIVITY IDEAS

- Badge Work
- Ballet
- Bowling
- Camp
- Camp Night
- Camp Survivor
- Carnival
- Concert in the Park
- Dental Health Day
- Display Booths of Girl Scout Resources
- Diva Day
- Games, crafts, songs
- Girl Scout Survival Skills
- Girl Scout Week
- Hair Braiding
- Halloween
- History, Into the Future
- Hoola Hoop Night
- Ice Cream Social
- Ice Skating
- Juliette Gordon Low Birthday
- Learn to Double Dutch Jump Rope
- Meet Your Local Police/Firefighters
- Park Party
- Pet Care (Animal Farm)
- Picnic/Cookout
- Roller Skating
- Salsa Night
- Sidewalk Chalking and Hopscotch
- Spa Party
- Sports-Volleyball, Softball, Basketball
- Swimming Party
- Tea or Box Social
- Teddy Bear Tea Party
- Video Party
- World Thinking Day

TIPS FOR RECRUITING ADULT VOLUNTEERS

1. Recruit a diversified group of people including Ambassador Girl Scouts who have just graduated, grandparents, older siblings, aunts, uncles, retirees, business people, college students, etc.
2. Offer a variety of opportunities for individuals to volunteer: Troop Co-Leader, Troop Product Manager, Troop committee member, first aider, helping with events, etc.
3. Hang fliers/posters in libraries, groceries stores, hair salons, waiting rooms, etc.
4. Assure potential Troop Co-Leaders that the Service Unit Team and council staff are here to mentor and assist them. Share the Volunteer Guide.
5. Consider printing business-style cards with your name and contact information for use as you meet potential volunteers throughout your community.

GIRL RECRUITMENT AND RE-REGISTRATION PLANNING TIPS

1. Ask girls of the specific grade level(s) to be available to share what is fun about being a Girl Scout.
2. Choose a theme and/or coordinate with schools to offer a recruitment/registration event during a back to school open house, parent/teacher conferences, etc.
3. Have samples of handbooks, uniforms, brochures and other materials for the girls to see.
4. Display pictures of troop activities that other girls their age have participated in.
5. Create a presentation board, use a tablecloth or develop other ways of creating an eye-catching registration table.
6. Have girls participate in activities from the Journey grade level book, sing songs or play games.
7. Share information about the different ways girls can participate, including programs and destinations.
8. Be prepared with plenty of membership interest forms and an online registration method such as a laptop.
9. Work with your Recruitment Specialist to recruit Troop Co-Leaders as needed.
10. Arrange for a specific follow up with girls and adults who complete their registration.

STEPS TO SUCCESSFUL FALL RECRUITMENT:

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

TIP: *FIND A WRITEABLE SCHOOL FALL RECRUITMENT GOALS WORKSHEET AND SCHOOL LIAISON PLANNING GUIDE ONLINE AT GIRLSCOUTSNEBRASKA.ORG UNDER "VOLUNTEER RESOURCES"*

AT 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, 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 Book, 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.

Service Unit Recruitment Coordinator Year-at-a-Glance

PRE-SEASON–AUGUST

ONBOARDING

- Once you register as a Service Unit Recruiter, meet with SU Manager to help you understand your role.

ALL YEAR LONG

RECRUIT VOLUNTEERS TO HELP YOU RECRUIT

- You don't have to do it alone! Find volunteers within your Service Unit who can help you make strong connections and represent Girl Scouting.

AUGUST–SEPTEMBER

ORGANIZE TABLES AT BACK TO SCHOOL EVENTS

- This is where the magic happens! It's important to have a proper table set-up and a good estimate of materials (fliers and handouts) needed. Use our tips, resources and materials to help make your recruitment season a success. Work with your Recruitment Specialist to order print materials and have them mailed to you.

SEPTEMBER–OCTOBER

HOST DISCOVER GIRL SCOUT EVENTS

- An optional (but great!) way to promote volunteerism and new troop formation is to host Girl Scout discovery events in your Service Unit. Meeting talking points and materials are already prepared for you, work with your Recruitment Specialist to get everything you need.

JANUARY–APRIL

TABLES AT PRE-K NIGHTS

- Another great avenue to drive membership numbers for the upcoming year! It's important to have a proper table set-up and a good estimate of materials (fliers and handouts) needed. Use our tips, resources and materials to help make your recruitment season a success. Work with your Recruitment Specialist to order print materials and have them mailed to you.

School Fall Recruitment Goals

Name of School	School Liaison	Fliers Only (no event) Date	Back to School Event Date	No Recruitment Efforts

RECRUITMENT GOALS

Past Year Girl Total: _____

Past Year Adult Total: _____

Recruitment Girl Goal: _____

Recruitment Adult Goal: _____

Current Year Girl Actual: _____

Current Year Adult Actual: _____

Girls Needed for Recruitment Goal: _____

Adults Needed for Recruitment Goal: _____



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

GirlScoutsNebraska.org

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