

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.

YOUR SUPPORT TEAM

Service Unit Support Specialist (SUSS), Recruitment Specialist, SU Recruitment Coordinator

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?"

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.