



# Recruitment Tips and Strategies

Girl Scouts – North Carolina Coastal Pines

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# EFFECTIVE RECRUITMENT

School nights and parent meetings are the primary methods most service units use to recruit girls and adults. If your service unit wants to schedule a parent meeting or participate in a school night, the following steps will help you prepare.

## STEP 1 - Planning - Summer

- Get schedule of school nights for each school – (check with your membership director

Or

Contact schools about reserving a room for a parent meeting.....Or contact local churches or other facilities about setting up a parent information night at their facility.

(Schools usually require you to complete a Building Use Form. Do so immediately and retain copy of it in case of problems with your reservation. No fee should be charged for use of a room.)

- The schedule should be set within the last 2 weeks of August or the first 2 weeks of September so not to miss out on girls who might otherwise enroll in other after-school activities.
- Meet with service team members to review schedule of school nights and parent meetings; generally parent meetings should start between 6:30-7:00 p.m.
- Ask (or assign) 1-2 volunteers to cover each event

## STEP 2 - Preparing – August/September

- Distribute recruitment flyers to each school office at least a week before the scheduled school night or parent meeting. Provide the school with an envelope or box for flyers returned to the school.

**Helpful Hints** - in order of preference for maximum impact

- Deliver to individual classrooms, if the school allows (Boy Scouts do this)
- Ask to hold a rally at the beginning or end of the day to pass out flyers
- Find out when folders go home to parents and plan to deliver in time for inclusion in them the week before the scheduled event
- Assemble recruitment materials (in box/container) – see What You Need To Take
- Confirm room reservation with the school on the day of the event
- Confirm assigned volunteers to the event and get recruitment materials to them a few days prior to the event.

### **STEP 3 - Conducting – Afternoon/Evening of Event**

#### FOR EVENT

- Set up tables for each grade level, if possible.
- Set up enough chairs so several girls/parents can sit at one time.
- Have a couple of girls accompany you for added effect.
- Give brief presentation using the provided script/outline – see What You Need To Say.
- Have an adult to talk with each age level table, if possible.
- If circumstances do not allow for general presentation, address each table, if possible.
- Emphasize the needs for volunteers.
- Make sure that each adult reviews “Don’t Panic” if it isn’t covered in a presentation.
- Have a special table/area for kids to gather so you can talk to adults.

#### FOR PARENT MEETING

- Practice what you are going to say beforehand and then start the meeting on time
- Introduce yourself and explain your position within the Girl Scout organization

#### HELPFUL HINT

- Pay attention to the words you use – Girl Scouts unintentionally use a lot of jargon that others don’t understand, such as: service unit, troop organizer, membership specialist, program age level, etc.
- Don’t let meeting run more than 1 hour
- Bring materials about Girl Scouting for parents to review
- Give brief presentation using the provided script/outline – see What You Need To Say

### **STEP 4 - Following Up – Couple of Days after Event**

- Pick up any flyers that might have been left in the school office and follow up with each.
- Maintain periodic contact with girls until they are placed into a troop.
- Each prospective volunteer should be called within 48 hours to keep interest going; giving more info about volunteering and troop leadership.
- Keep running tally of events, number attending and number recruited.

# WHAT YOU NEED TO TAKE

## Checklist - Materials for Recruitment Event

- Recruitment poster/banner
- Informational flyers/brochures
- Volunteer application forms
- Girl & Adult Registration Forms
- Criminal Background Check forms/yellow envelopes
- Volunteer job descriptions
- Sample of Girl Scout resources for display
- Sign-in sheet
- Script/outline for making presentation.

# WHAT YOU NEED TO SAY

## Sample Presentation

- What is Girl Scouting – explain:
  - GSUSA—national organization
  - GS – NC Coastal Pines—local council for 41 counties
  - Mission Statement – “Girl Scouting builds girls of courage, confidence and character, who make the world a better place.”
  - Inclusiveness
- What girls can do:
  - LEADERSHIP DEVELOPMENT
  - Outdoor activities
  - Community service
  - Earn recognitions
  - Educational opportunities
  - Personal development
  - Have fun
- Volunteer responsibilities
  - Benefits of being a Girl Scout volunteer—personal growth, satisfaction of helping girls, opportunities to do activities, training.
  - Make it what you want – no one has to camp or do activities they don’t want to do
  - Be enthusiastic and positive about everything Girl Scouting is—encourage both girls and adults.
- Take questions.

# BEYOND THE SCHOOLS

Service units should go another step to reach potential volunteers in other areas, such as:

## ▶ Churches/Religious Organizations

- ask leaders in the service unit to go through their respective churches to advertise for troops/leaders – churches are more likely to honor a member's request than one from an outside group
- prepare brief blurb and drop off to church office for publication in church bulletin/newsletter, such as:

Girl Scouts need adults to show them positive values and life skills. Right now, the Girl Scouts – NC Coastal Pines is facing a shortage of adult volunteers in this area. You do not have to have a daughter in scouts or become a troop leader to participate. Everyone has something to offer to Girl Scouting. If you are interested in helping girls, call \_\_\_\_\_ or the Council at 1-800-284-4475. Thank you. (local contact name)

- explore possibility of offering Girl Scouting as part of the church youth ministry.

## ▶ Sororities/Minority Organizations

- ask minority members of the service unit to identify local sorority chapters, as well as other minority organizations.
- have minority troop leaders/co-leaders contact these organizations to see about making presentations
- include girls, giving testimonials about Girl Scouting, at presentation.

## ▶ Housing Authorities

- contact your local housing authority about posting recruitment notices in their office/community center
- find out if they require residents to perform community service activities and tap into these volunteers
- attend housing authority monthly meeting(s) to give out information or to do a recruitment event.
- develop mentoring program for mothers and other young women who are unsure of their skills/capabilities.

## ▶ Local Colleges/Universities – if applicable

- contact the service learning or volunteer centers to get/give info to/about student volunteers
- make a list of activities that girls have to do to earn badges/interest projects so volunteer can see how she might be able to work with a girl or a whole troop.
- Contact college sororities.
- Check the college recruitment plan for local contact information.

## ▶ Civic and Other Community Groups

- ask other service unit volunteers to make contact with groups that they have connections to or are members of – to make recruitment presentations

- contact the Volunteer Services Team if you need help putting together a presentation.
- call local government agencies to see if they require their employees to do volunteer work.

▶ **Banks**

- Wachovia employees receive 4 hours of community service time each month
- Check other local banks to see if their employees receive a similar benefit

▶ **State Employees**

- State employees accumulate community service time each month. The best way to reach state employees will differ based on the department/facility in your area. Check with local state employees you know for the best advice on how to provide information on volunteer opportunities they could do instead of being at work!

▶ **County Employees**

- Many counties also provide paid community service leave for their employees. Check with a local county employee to find out about your area.

**Other areas you could recruit adult volunteers:**

- Libraries
- Women's clubs and centers
- Speakers bureaus
- Volunteer centers, other youth serving agencies
- Business and professional organizations
- Local businesses
- Unemployment offices
- Cultural/ ethnic centers, clubs and agencies
- Colleges, junior colleges, universities, community colleges, technical schools, adult education centers, secretarial schools, beauty schools, etc.
- Chambers of commerce
- Senior citizens' centers
- Special interest groups
- Labor unions
- PTO/PTA
- Student teachers
- Sports leagues

## *Where to Place Recruitment Announcements*

- sports Beauty salons and barber shops
- Libraries
- Dry cleaners and laundromats
- Bowling alleys
- Doctors' and dentists' office
- Women's clubs and centers
- Credit unions, banks, savings and loan associations
- Speakers bureaus
- Volunteer centers, other volunteer agencies (like YWCA)
- Grocery stores and supermarkets
- Business and professional organizations
- Hospital
- Small businesses
- Singles clubs
- Naturalization ceremonies
- Unemployment offices
- Airlines employee lounges
- Estate planners, attorneys' offices, insurance agencies
- Cultural/ ethnic centers, clubs and agencies
- Colleges, junior colleges, universities, community colleges, technical schools, adult education centers, secretarial schools, beauty schools, etc.
- Shopping malls, department stores, and other shopping areas
- Cafeterias, restaurants, automates, company lunch rooms
- Chambers of commerce
- Places of worship
- Senior citizens' centers
- Police/ fire stations
- Skating rinks
- Public utilities payment desks
- Realty companies
- Day care centers
- Movie theaters
- Social security offices
- Sporting goods stores
- Gas station and service stations
- Bloodmobiles, high blood pressure detection units
- Sports fields, gym or club
- TV/ radio stations

## Why Do People Volunteer?

In order to match a volunteer to a specific position, you need to consider the motivational factors involved in volunteering. As you begin to understand why people volunteer, you become better able to recruit people for positions that will be satisfying to both the volunteer and the organization.

There are two valid concepts related to motivation, which a manager needs to remember in a volunteer organization.

1. People have personal needs and (consciously or unconsciously) plan to meet them, even while helping others- and that's ok. These reason or needs influence the kind of position a person is willing to accept, the quality of work they will do for the organization and how long they will stay.
2. A person's motivations may change periodically and at any given time, a person's reasons for volunteering are valid unless they conflict with the organization's values or goals.

So why do people volunteer? There is a multitude of reasons, but Judy Rauner, in Helping People Volunteer, proposes thirteen general categories:

ACHIEVEMENT (desiring self-advancement and growth)  
CHALLENGE (handling difficult or complex work)  
CREATIVITY (contributing new ideas with originality and inventiveness)  
INDEPENDENCE (being one's own, free from supervisor)  
INTEREST (seeking stimulating activities)  
LEADERSHIP (planning, organizing, and directing others)  
SECURITY (wanting familiar and comfortable tasks)  
SELF-EXPRESSION (using natural talent or ability)  
SERVICE (helping others, responding to community needs and to personal values)  
SOCIALIZATION (being with others, making contacts, expanding circle of acquaintances)  
VARIETY (seeking diverse activities, change of scene or tasks)  
SENSE OF DUTY (feeling task won't be accomplished "without me")

Motivations or reasons that people volunteer influence every management area: recruitment, placement, training, recognition, etc.

Response to these motivations shows concern for the individual volunteer.

# THE BENEFITS OF VOLUNTEERING IN GIRL SCOUTING

In order to reach girls, we need volunteers to work with the girls. The following is a list of reason why an adult should get involved with the Girl Scouting movement. Can you think of others? Add them to the end of the list.

- Meaningful use of time
- Sharing knowledge, experience, and skills
- Community involvement- investment in community
- Helping give direction to the future
- Creative outlet
- Opportunity for recreation
- Opportunity to be a role model
- Sense of accomplishment
- Opportunity to meet new people- professional contacts
- Have fun
- Opportunity to transfer beliefs into action
- Satisfaction of serving and helping
- Opportunity for personal growth and development
- Personal need (feeling you are needed)
- Prestige of working for a national and international organization
- Sharing your skills and hobbies with others
- Improve communication and managerial skills
- Continuing Education Units (CEU's) and college credits
- Opportunity to get family and friends involved
- If single, opportunity to work with children
- Salable skills and experience for jobs and promotion - career exploration

# GOING WITH A STRATEGY

Service units can always refine their methods if they:

- ▶ **Evaluate current recruitment methods** - meet with service team members to discuss the effectiveness of past recruitment
  - what's worked during years when numbers were good and why
  - what's being done differently now
  - what needs changing.

Know what your numbers are – how many leaders are not returning, how many new troops are being planned and the Council membership goals.

- ▶ **Appoint a recruitment committee with chair (strongest troop organizer perhaps)** - to develop a strategic plan for recruiting in the community include other community leaders or companies who are involved in volunteer services; decide which community events to target; assign volunteers to cover these events, designating who should do what/where; decide the type of events that fit the community and its needs, i.e. mall days, county fairs, special community events, etc.
- ▶ **Cultivate media contacts for local advertising/announcements**
  - Network with local newspaper to run special notices or announcement about GS/volunteering
  - Ask local television stations for airtime to communicate the Girl Scout message. Get some girls to appear if there are some who are articulate in a public speaking situation.
- ▶ **Manage Volunteers**
  - Specify activities for volunteers to do – don't be vague. If a troop needs someone to help with personal money management, for instance, indicate a date/time when the volunteer could come speak to the troop.
  - Numerate the work that each troop might be doing, and find out what kind of outside speaker or mentor is needed. When contacting organizations, have a list of these "jobs" so that you have something concrete to ask them.

# NOW WHAT?

## HOW TO KEEP THEM

### ► Erasing the “Fear Factor”

Once prospective new leaders are lined up, follow-up as soon as possible to get them on board. Consider some of the following tips to make sure they have the support they need.

- Invite potential new leaders to come and observe a troop meeting(s). This could be the first step in the recruitment process.
- Have new leaders work with an existing troop before starting her own, if possible. Do “sister” troops – partnering a new troop/leader with an existing troop.
- Develop a call list of troop leaders that can be given to potential new recruits and have them talk to one or more of those on the list to get info about being a leader.
- Suggest that potential new leaders get a friend to do it with her so she won’t feel so intimidated and can share responsibilities with someone she knows and likes.
- Invite pre-school mothers (with invitations given out at day care centers and pre-schools) to come and visit a typical troop meeting.
- Tell prospective leaders about the Girl Scout discounts for Medieval Times and Dixie Stampede – they can recoup their membership dues with these discounts.
- Have new leaders invite parents to become involved with the troop, either as a co-leader, cookie mom, helper, etc.

### ► Roundtables at SU meetings – discuss ideas and answer questions

Plan roundtable discussions before service unit meetings for idea-sharing for each age level. Ask leaders at service unit meetings what they would like to talk about at the next roundtable so their needs can be addressed; otherwise, pick topics that would be of interest/help, such as good meeting activities, discussing awards, etc. Roundtables should be facilitated by an experienced, knowledgeable leader, but can be coordinated/organized by membership staff or SUM.

### ► Mentoring/buddy system – make it work –check out the new O.W.L. program

Make a list of experienced (and conscientious) leaders in the service unit who would be good mentors. Encourage them to become O.W.L.s. This program will pair an experienced leader with a new one, providing each with the others telephone number or communication means. The O.W.L. will contact the new leader after her first week to make sure she’s been contacted. The O.W.L. will be alert to communication problems between new leaders and mentors, such as inability to get phone calls returned, lack of responsive to questions, not providing requested information or endeavoring to find the answer to questions.

# PEOPLE, PLACE, PITCH:

## RECRUITING SHORT-TERM VOLUNTEERS HOW TO ASK FOR HELP

**Step One:** Create a brief, realistic, specific statement about what you need someone to do for you.

*I need someone who is an expert on the dangers of sun exposure to do a 30 minute presentation to the girls in my Troop as part of their Environmental Health badge activities.*

**TIP:** Avoid Girl Scout jargon that may confuse someone without a Girl Scout background.

**Step Two:** Think of people with the skills, abilities, and interests who could help you.

**PEOPLE:** doctors – dermatologists, pediatricians, internists, nurses who work in those fields, and educator with the American Cancer Society, etc.

**Step Three:** Think of the places where you could reach these people.

**PLACES:** Medical offices, HMO's hospitals, school boards, parents, community agencies, Website

**Step Four:** Think of what you would say.

### TIPS:

- Avoid global statements. Instead of "volunteer with Girl Scouts" consider the following:

*Lend a hand to help girls*

*Share your knowledge, expertise, skills to help girls*

*Spend some time doing what you enjoy while sharing your passion for \_\_\_\_\_ with girls.*

*It is so important for girls to hear from you about \_\_\_\_\_.*

*Our girls need \_\_\_\_\_.*

- Be brief and specific – who, what, where, and when.
- Offer some potential benefits.
- Have a Plan B in mind.

## SAMPLE PITCH TO DERMATOLOGIST

***“The girls in my Girl Scout Troop are learning about preventing skin cancer. As preteens, they really need to hear about the dangers of too much sun from an expert such as yourself. I know you gave a very well-received presentation at a lunch-time learning session at Mega-Business Inc. I would like to invite you to give a similar presentation to the 14 girls in Girl Scout Troop #123 on a Tuesday evening in May at Lakeview Middle School.”***

### **People, Place, Pitch: Sample Volunteer Recruitment Worksheet**

Position Description: Girls need adult coaches on a short-term basis to facilitate their earning the Environmental Health Badge.

*Introduction:* Here’s a sample of one Leader’s search for short-term volunteers to assist girls in earning the Environmental Health Badge. These pitches are only a very few examples of ideas for recruiting volunteers. A volunteer who starts with a short-term commitment may become interested in other opportunities. Keep in touch with them.

People	Places	Pitches
Staff at local or State Health Department	Website – email State offices	Build relationships with girls and their families in the neighborhoods you serve.
Staff at Environmental Protection Agency	Website – email Local offices	Inspire girls with a passion for the environment by doing badge activities that focus on the mission of your agency.
Dermatologist	Medical offices School boards Parents	Girls need your help and expertise in learning to prevent skin cancer.
Pediatrician	Medical offices School boards Parents	Let’s join forces and engage girls in activities to learn more about asthma.

# PEOPLE, PLACE, PITCH WORKSHEET

Use this worksheet to develop your own short-term volunteer recruitment tool.

I need a volunteer to

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People	Places	Pitch

## *The Community is Your Key*

1. Do you know the name of the president of one P.T.O./P.T.A. in the community in which you live?

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2. Can you name three lawyers and their wives who live in the same community in which you do?

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3. Have you ever attended a meeting of a hospital auxiliary in your community?

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4. Have you ever been invited to a service organization meeting in your community? Please list:

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5. Did you ever recruit a friend into Girl Scouting?

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6. When you grocery shop do you ever wonder what all the rest of the women do with their time?

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7. Do you know any school alumni, college sorority or fraternity groups that meet in your area?

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8. Do you know anyone who is a member of these groups

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9. Do you belong to a church circle or temple sisterhood/brotherhood

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10. Do you know more than five women who live in your community

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11. Can you name five industries that are located within your area?

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12. Do you know which ones have an employee newsletter or bulletin board

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13. Can you make a list of banks, insurance offices and other businesses in your area that employ women?

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14. Do you know at least three men who belong to various men's service organizations in your community

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15. Do you personally know at least three women who belong to boards of directors of other organizations, such as YMCA, YWCA, Child Care Centers, etc

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16. Who sponsors the "Welcome Wagon" in your community

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17. Do you read the newspaper for the "who is doing what?"

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**IF YOU HAVE ANSWERED NINE OR MORE OF THE ABOVE QUESTIONS FAVORABLY, SCORE YOURSELF AS A "RECRUITER WITH CONTACTS".**

## **Council Demographic Data Exercise**

1. **Name** \_\_\_\_\_ 2. **Geographic Area** \_\_\_\_\_
3. **Things to consider:**
  - Population trends in your community's composition
  - Membership changes in your council from 1990 to present
  - Factors affecting your community (e.g. housing, education, languages spoken in the community, family structures, economic levels, relocation patterns)
4. **Data and/or Findings**
5. **Implications you think this has on Recruitment**
6. **Strategies developed to use this Information**