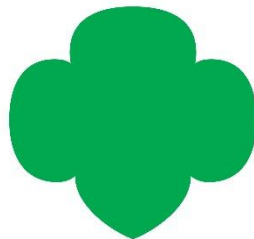


School Organizer



A Manual/Guide for School Organizer
2021-2022



Welcome to the Service Unit Team, School Organizer!

YOU are a key player in bringing the Girl Scout experience to life for girls and adults in your area and are critical in providing this opportunity to every girl! We want to thank you for taking on this volunteer position. Your expertise, interests, skills, and life experiences are essential to the leadership experience which inspires girls to reach their personal best. Your commitment and passion to the Girl Scout Movement are indispensable. We value and celebrate your dedication and thank you again for joining us as we embark on a new membership year.

The School Organizer serves as an ambassador for Girl Scouts who enthusiastically seeks to engage with schools to promote Girl Scouts and help recruit new members into the organization. We would like for you to be the first line of contact for schools in your community.

Every recruitment opportunity at a school should include strong representation, thorough planning, fun activities, and brief, but inspiring information. Each of these elements is included in this training manual, providing an effective tool to assist you in growing Girl Scouts within the school community!

Sharing the Girl Scout mission: Volunteer Policies

Before we move on to the School Organizer information, let's stop and review the Volunteer Policies that you will need to know when you are volunteering with Girl Scouts - NCCP.

GIRL SCOUTS' E.P.I.C. CULTURE:

E.P.I.C. is a group of expectations and behaviors based on four core competencies that both GSUSA and councils believe represent the desired, collective style of our culture: **Empathy, Possibility Thinking, Innovation, and Courageous Leadership.**

At GSNCCP, our members exercise and embrace these principles in their role(s) while carrying out their responsibilities as a volunteer for our organization. Please see our website, www.nccoastalpines.org for further information on EPIC behavior.

Diversity & Pluralism:

As an organization committed to being inclusive, GSNCCP asks you to ensure the following is implemented when recruiting girls and adults.

Affirmative Action Policy:

There shall be no discrimination against an otherwise qualified adult volunteer for reason of race, color, ethnicity, sex, creed, religion, age, citizenship, national origin, disability, genetic test results, marital or socioeconomic status. In addition, to ensure full equality of opportunity in all operations and activities of the organization, affirmative action policies and procedures shall be utilized in the recruitment, selection, training, placement, and recognition of volunteers. Special emphasis shall be placed upon securing representation of underrepresented population groups.

Tips in Recruiting Different Ethnic, Religious, and Culture Groups:

- Do your research
- Avoid stereotyping
- Ask about their needs and where Girl Scouts can help
- Open a good line of communication
- Make sure meeting materials are user friendly
- Don't make assumptions
- Don't be afraid to ask for outside help before recruiting

If you need additional support, please contact your Membership Director and Director of Recruitment.

School Organizer Role Overview

Key Responsibilities

- Serve as the point of contact in the Service Unit regarding schools in the community of the Service Unit
- Serve as the point of contact in the Service Unit regarding opportunities to promote Girl Scouts within the schools through face-to-face events, newsletters, social media and PTA/PTO's
- Develop and execute recruitment plan including how to reach families in each school and submit to SUM, MD and Director of Recruitment
- Review membership recruitment and renewal goals with Service Unit Manager and Service Unit Team
- Secure volunteers from the Service Unit and community to represent Girl Scouts at school-based events and ensure they are prepared for each face-to-face event with training and recruitment materials
- Partner with Membership Director to ensure all promotional materials, including event flyers, are distributed to each school

As the School Organizer, you are the face of Girl Scouts when it comes to the schools in your area and making sure that Girl Scouts is represented at each school is the goal. As the Membership Director's partner, reaching out to schools to establish a relationship with the staff will help to secure opportunities to promote Girl Scouts throughout the year.

To be successful in the School Organizer role, there will be support provided from the Director of Recruitment and the Membership Director.

Director of Recruitment:

- Training – initially and ongoing
- Resources
- monthly meetings
- Rallyhood group
- Digital resources
- supply of promotional materials

Membership Director:

- Information about schools and partnerships
- Monthly check ins
- Follow up around school events and results
- Support with school opportunities and securing volunteers

Forms and Links

School Organizer Role - <https://gsnccp.wufoo.com/forms/school-organizer-volunteer-role/>

Rallyhood link – <https://rallyhood.com/34276>

Link to School Organizer role on our website – <https://www.nccoastalpines.org/en/for-volunteers/volunteer-learning-and-support/service-unit-teams.html>

Membership Director - <https://www.nccoastalpines.org/en/our-council/staff-board.html>

School Event Overview

School events are the best place to recruit girls and parents since this is where they associate after school activities and having a Girl Scout presence at each school is best. While back to school is the ideal time to have Girl Scout representation, parents and families are more likely to show interest and join when they see Girl Scouts at their school throughout the year.

School Organizer Checklist

- Secure a volunteer for each school event (using an online sign up platform is recommended)
- Provide training to each volunteer (group setting is recommended)
- Provide each volunteer with recruitment supplies for event
- Ensure flyers are distributed to each school in advance of upcoming troop formation event
- Collect all interest cards from volunteers post event and turn into Membership Director

School Event Checklist

- Confirmed attendance, details from school for arrival including any special instructions
- Volunteer – dressed in Girl Scout attire (GS shirt, jeans/khakis)
- Table
- Tablecloth
- Posterboard
- Interest cards – families fill these out with their info
- Giveaway items – pencils, bracelets, stickers, zipper pulls
- Flyers – ideally for upcoming troop formation event
- Takeaway card – general info

School Recruitment Event List:

- Back to school events
- open house
- meet the teacher
- PTA/PTO meetings
- carnivals
- festivals
- paloozas
- book fairs
- resource nights
- any other time families are invited to the school

Communicating the Girl Scout Message

As part of the School Organizer role, you will be helping those volunteers that are attending school-based events feel prepared and ready to promote Girl Scouts to new families while also attending events yourself. We want all of you to have the best knowledge of how to approach parents and girls when talking about Girl Scouts and joining the organization.

In this section, you will find the information you and your volunteers will need to communicate effectively and enthusiastically while securing the necessary information for our staff to follow up with these families. There is also information regarding the interest cards as well as some of the most frequently asked questions and examples of what you, or your volunteers, may hear when asking for parent volunteers for troops.

Training and Talking Points

When talking to parents, keep in mind that everyone likes to buy things. But no one likes to be sold to! So, don't oversell the Girl Scout experience— even though you know how wonderful it is. Let those new girls and volunteers lead the way in their decision to become a Girl Scout and let them know that the experience may or may not be the perfect fit for their family.

How will you let the parents and girls make that decision?

- **Gather More than You Give**
 - Listen 70% of the time and talk 30% of the time
 - Ask questions and gather information on *their* wants and needs rather than spouting off every benefit that comes with being a Girl Scout
 - Every girl is different and what they are looking for in Girl Scouts is different; you don't want to necessarily talk about leadership opportunities with a Daisy mom or share your love of camping, if this Brownie is super excited about the new STEM badges!
 - Help them discover why Girl Scouts is right for them
- **Answer a Question with a Question (sometimes)**

Sometimes, a parent never brings you the real problem so answering a question with a question can help you discover how to help them!
- **Softening Statements**

When you answer their question with your own question, you can use a softening statement to make the conversation feel easy:

Good point! / Good question!

A lot of people ask that

I am so glad that you asked that I understand

Here are some frequent examples:

Q: What do Girl Scouts do?

Say: I'm so glad you asked that! What interests your daughter or what does she like to do?

Q: Is it hard being a leader?

Say: A lot of people ask that. What would you think is the hard part about volunteering?

Q: I want a more active troop for my daughter.

Say: I understand. What do you and she consider active?

- **Own your story**
 - People have their own reasons for joining Girl Scouts but sharing your personal experience and commitment goes a long way
 - Practice a 30-second elevator speech; maybe it includes how being a Girl Scout has positively impacted your daughter or how working with other girls and getting that extra time with your daughter has been so special and rewarding

- **Be aware of non-verbal communication**
 - Nonverbal is 93% of what is communicated
 - Make eye contact, smile and match your facial expressions with your words
 - Use gestures that can add enthusiasm to your presentation
 - Be mindful of your personal appearance and body language, as first impressions are important to establish credibility as the speaker
 - Girl Scout attire is always appropriate

- **Be intentionally enthusiastic**
 - Use your voice to communicate that you are energized about Girl Scouts and the possibilities it offers girls.
 - Show excitement for our mission and the work we do with girls
 - Enthusiasm is contagious

The 30-Second Elevator Speech

A 30-second elevator is a short, succinct introduction to Girl Scouts. It should be the foundation of your presentation. The purpose of the commercial is to spark the prospect's curiosity and engagement in a conversation. The structure consists of an introduction and summary of what you will discuss during the presentation. It's also a good time to share a personal story about your time either being a Girl Scout or volunteering with Girl Scouts. You want to show your audience that you really believe in what you do in preparing girls to empower themselves.

Prompts to help you craft your intro:

- How has Girl Scouts (either volunteering there, as a girl member, as the parent of a girl) impacted your life?
- Why is it so important to prepare girls for a lifetime of leadership?

There's no need to write down an entire paragraph to memorize. 3-4 bullet points highlighting what you want to discuss should suffice.

For example:

- Expands girls' worldview to see the opportunities that are possible
- Helps girls discover what they are capable of no matter what it takes
- Teaches girls to learn to take risk alongside their new lifelong friends

Example: Hi, I'm (insert name) and I want to share a little bit about what makes Girl Scouts the best organization for girls! Whether your girl is into sports, crafts, science or cooking- Girl Scouts offers her ways to explore these topics and more at her own pace through a girl-led program. She will be able to make new friends and try new things in an all-girl environment while she is learning how to become a leader in her community. But it's not just for the girls, parents and adults that volunteer get to share in all these experiences while also making new friends and exploring a new world through their girls' eyes! Now is the time to discover what Girl Scouts is all about, connect with the people in your community and take action to make it a better place for your girl!

Interest Cards and Opportunity Catalog

As School Organizer, your goal is to have Girl Scout representatives collect interest cards from girls or potential volunteers at an event. Don't worry about the follow up part – get the cards to your Membership Director and they will take care of reaching out to those families.

Interest Cards

Remind parents and caregivers to write legibly and to include this important information so that we can contact them. Also include any notes on the interest card such as the best day for a troop meeting or if they need a multilevel troop for multiple girls.

- Girl – first and last name
- Parent – first and last name
- Grade
- School
- Phone Number (cell phone is recommended for communications through text)
- Email Address
- Zip Code

Opportunity Catalog Overview

The opportunity catalog is the online listing of troop openings for girls and volunteer opportunities for adults. When new members join, it is updated in real time. If a parent stops or gets stuck, the system automatically sends you an email with helpful information. Customer Care is available for those who need additional help.

A girl's grade and zip code are used to search for available troops nearby; expanding the radius will show more troop options! Families can see the meeting location and meeting schedule (bi-weekly Tuesday at 6:30 p.m.) Once a girl is registered, the co-leaders receive an email alerting them that a new girl has joined! They will then reach out to welcome her family and share a specific date for their next meeting or activity.

Frequently Asked Questions

Q: Are you selling cookies? When are cookie sales?

A: Today we are here to tell people about opportunities in Girl Scouts. We're a lot more than just cookies. Girls will be selling cookies in January through March.

Q. We just moved here from _____, is my membership still good?

A: We can transfer your membership from your former Council. We'll need some information to get started! (Put them in touch with Membership Director.)

Q. How much does this cost?

A: Girl Scout membership is \$25 a year; financial assistance is available for memberships, camp and other activities. Other costs are flexible and vary based on the type of experience you choose to have. Girls can participate in money-earning activities such as the annual cookie program to learn financial responsibility and help cover costs.

Q. When, where, and what time are troop meetings?

A. This decision is typically decided by the meeting location or the co-leaders of the troop and parents. Fill out an interest card and our staff will work to help you find one that works!

Q: When a girl leaves the troop, does she get to keep her cookie money?

A: The cookie money earned is troop property, and not tracked according to who earned what. However, if a girl is transferring to another troop, the leaders may come up with an agreement to transfer money to the new troop.

Q. Are the Girl Scouts affiliated with the Boy Scouts?

A. No.

Q. Can a girl be in both Girl Scouts and Boy Scouts?

A. Yes.

Q. Is there a troop in my area?

A: Girl Scouts are in most communities; however, not all troops have the capacity for more girls. When you complete an interest form, a staff or volunteer from your area will connect with you to discuss troops you might be able to join or new troops that may be forming soon.

Q. Why don't you have enough volunteers?

A. Well, just like any volunteer organization, we unfortunately don't have enough volunteers. That's why we need committed volunteers to be mentors and lead groups of girls. A common misconception is that our Girl Scout are led by paid staff, but that is not the case. 95% of our volunteers work full time and have very busy schedules as well. This is why it's important that all parents help the troop in some way. Being a Girl Scout volunteer is manageable and will allow you to take the time to know your daughter or granddaughter and their friends and to positively influence their future. Without the support of our parents and volunteers, Girl Scouts would not exist.

Q. I may be interested in volunteering, but I have never done Girl Scouts before.

A. You don't have to be familiar with Girl Scouts, you just need to be willing to learn and want to make a difference in a group of young girls' lives!

Q. I have four other kids. There is no way I can volunteer unless I can bring the kids.

A. You can ask another parent to keep your children during the meetings, but they can't physically come to the meetings. There are other ways you can get involved. Being the secretary, treasurer, helping with badge work or being the communication contact are a few examples. Please understand that the Girl Scout activities are volunteer led. Some troops also have Cadettes or another register parent watch the younger kids in a separate room (if the meeting location allows.)

Q. What exactly is a troop leadership team's responsibility?

A. The leadership team is in charge of organizing the troop. Getting parents in roles and delegating, planning the meetings, contacting parents (email works or you can assign this to another parent), working on a meeting place and time that works for their schedule, and mainly working with the girls on what they want to do as this is a girl-led initiative.

Volunteering Challenges and Common Statements

1. I don't know anything about Girl Scouts / I was never in Girl Scouts.

"We have resources that do a great job of teaching the basic Girl Scout values and processes, and amazing volunteers who have great fun supporting each other. You won't be in this alone! You'll be learning right along with the girls, or a few steps ahead of them!" "You'll learn a lot as you go!" "There is no wrong way/right way either.... every troop is different!"

2. I don't have time.

"That's why you'll have a whole team of parents to work with! Girl Scouting is all about sharing responsibility and leadership, not doing it all on your own! Asking for help and delegating to parents is an indicator of a very successful troop."

"The good thing about being a leader is you get to decide when Girl Scouts works for you. You get to set the day of the week and the time! "

3. I work full time.

"Most of our troop leaders work too! The Volunteer Toolkit is an online meeting tool that provides sample meeting plans based on the badge the girls want to learn!"

"The good thing about being a leader is that you get to set the time, location, and frequency of meetings to fit YOUR family's schedule! Lots of troops meet in the evening, or on weekends, weekly, or bi-weekly. It's up to you."

4. I'll think about it.

"I understand, decisions can take some time. However, we don't want the girls to wait too long. They are excited, and we want the troop to get started as soon as possible."

"Talk to your daughter's friends' moms, your co-workers, neighbors, women at church, etc. See if any of them would like to be your co-leader."

5. I can help, but I can't be the leader.

"I'm sure there are many ways the troop could use your help: Planning meetings, helping with crafts, driving, being the troop treasurer or outdoor certified volunteer

"Would you consider being a part of the leadership team? Maybe you and one or two other moms could divide up the jobs so it's not so much for one person. One could handle the paperwork, one could plan the meetings, and one could handle the cookie sale. What do you think of that?"

Wrap Up

Thank you! You are embarking on a wonderful journey as a School Organizer by helping us to reach more girls and grow the Girl Scout movement! We are so excited to have you on our Service Unit team and can't wait to see what you can do! You can find more resources and this School Organizer Guide on our website, Please fill out this form to get started today!