

5 Tips for Recruiting Girls to Join Your Troop

1. Let everyone know you have started a Girl Scout troop.

The best way to recruit new girls to your troop is to let everyone in your network know that you have started or are helping to co-lead a new Girl Scout troop! This means posting on your social media platforms and asking family and friends to share your post. A good post is simple and can include your troop number and the link to where parents can register their girls online, leaving out specific meeting information is best and will encourage interested parents to message you directly. You can also post in any groups you belong to including your mom groups, community groups, faith-based groups, and neighborhood groups. Asking family and friends that live in your area to share is a great way to increase the visibility of your post. Another great way to share your new Girl Scout troop news is to have information posted where your troop will be meeting. For example: if your troop is meeting at a church or community center, have them add it to their calendar and add it to their member newsletter.

2. Host a Bring-a-Friend meeting.

It is common that your girls might want to invite their friends to troop meetings to see what Girl Scouts is all about! So, lean into your girls' natural desire to be social and host a special "Bring-a-Friend" meeting for your troop. When hosting a Bring-a-Friend meeting, it is important that the meeting is authentic to your troop's Girl Scout experience and that the friend's caregiver is in attendance. If your troop is full of outdoor adventurers, a meeting filled with crafts and games may not be the best way to attract the girls that are right for your group. Instead, plan a meeting that will allow for lots of interaction between the girls, down time for you to talk to the potential new parents, and a fun activity that is true to your troop's interests.

3. Have your girls wear their uniforms to school on meeting days (and share their Girl Scout story).

No matter how old your girls are, wearing their uniforms out and about is a powerful way to recruit new members for your troop. The Girl Scout uniform is a symbol of pride and tells a story of their unique experiences—the skills they have learned, the adventures they've gone on—and it's hard for friends not to ask about it. Encourage your girls to don their Girl Scout green to school, back-to-school night, and out in the community on days that they have Girl Scout events to attend.

4. Invite your friends and their girls to attend Service Unit or Council events with you.

There is something magical about the Girl Scout sisterhood, isn't there? What better way to recruit new members than to invite your friends and their girls to join along for a service unit or council event to get a taste of the wider Girl Scout community! From building robots to singing songs around the campfire, there are opportunities for every girl in Girl Scouts, no matter what her interests are.

Whether we are environmental champions, budding entrepreneurs, or passionate about changing the world, the next opportunity to stand up, speak up, and take the lead is never far away. Round up your favorite friends and invite them to see why Girl Scouts is the best place for their girls to grow into the confident, courageous, and strong women of tomorrow, today. (Seriously, what parent can say no to that?)

5. Hand out physical invitations for girls to share with their friends.

Your girls are by far your best recruiters. Make it easy for their friends to join in on the fun by giving out a handful of physical invitations for your girls to pass out at school, in the community, clubs, church, sports practice, dance classes, back-to-school night, student government meetings, and, well, you get the idea! Your invitation should include space for your girl to write her name, her friend's name, meeting details (date, time, and location), and your troop leader's contact information.