

USA Girl Scouts Overseas

# Recruiting New Members

A Guide for School Rallies and Parent Meetings



# Organizing Troops Step By Step



## **Step 1**

Evaluate the Girl Scouting needs in your community

Which International schools will you target?

The OCMT evaluates girl and troop potential – who is continuing?

How many new girls can they take in their troop?

What age levels do we need to form new troops?

## **Step 2**

Make a school visit

Meet the Secretary, Principal or Director

Attend any school functions or Meet the Teacher Events

Check for scheduling availability for club or Girl Scout assembly during the school day

Write a news release for the School Newsletter

Conduct a school profile

(Refer to appendix of, OCC Notebook and the OCC Plan of Work)

## **Step 3**

Advertise with Flyers

Distribution though the school classrooms

Announcing the Parent Meeting

Tips for Organizing the Parent Meeting or Rally

Girl Scout Parent Meeting Agenda

Know your Overseas Committee volunteer application process

Presentation Outline for the Parent Meeting

Recruiting Leaders and Troop Committee Members

Shared or Rotation Leadership

## **Step 4**

Leader Mentor Program

Follow-up with new Leaders, invite them to Overseas Committee Leaders Meeting

## Making a School Visit

### Before you go

1. Contact existing troops to determine troop mtg places.
2. Call and arrange for a short appointment with the school Director or Principal.
3. Dress in neat clothes – you are representing the Girl Scouts and your Overseas Committee.
4. Prepare information to leave with the principal and what you want to say ahead of time, so if asked, you can answer with some knowledge and authority.



### The School Secretary

1. The school secretary can be a real friend to you with your job of organizing!
2. Introduce yourself to her/him (if you're not already friends). Prepare a file folder with your name and phone number and some recruitment flyers.
3. Ask her/him to assist you in completing the school profile.

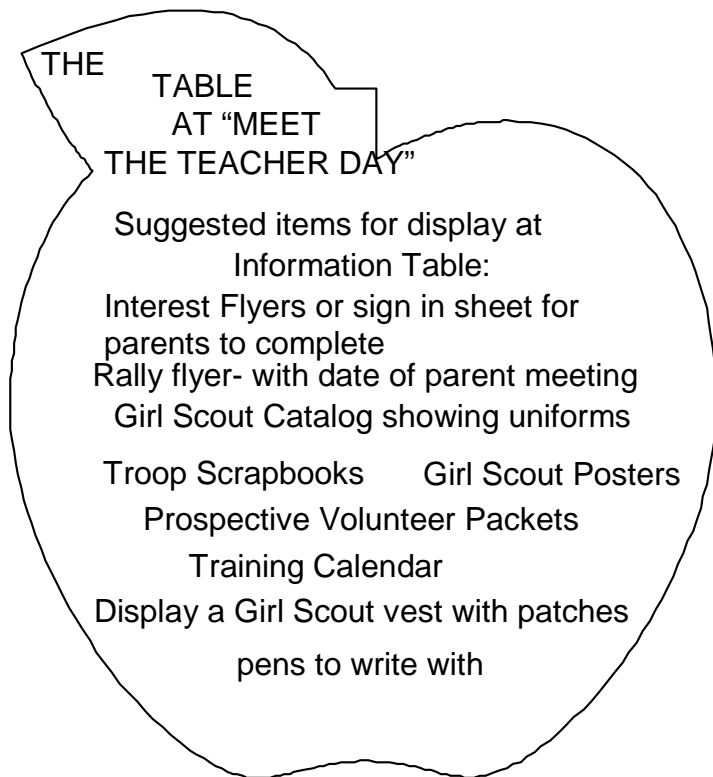


table at *Meet the Teacher Day* or *Open House*, get date and time.

### The School Principal/ Director or Headmaster

1. Introduce yourself and tell him/her your position with Girl Scouts.
2. Share information about Girl Scouting in the Overseas Committee i.e. Fact sheet. Provide a roster of the troops currently serving girls from the school.
3. Discuss:
  - Types of service projects that Girl Scouts can do for the school.
  - Room availability at the school for troop use.
  - Sample recruitment flyer, if school approval is needed to send home
  - Permission to hold a short assembly or meeting to promote Girl Scouting.
  - Permission to advertise in the school newsletter and deadline dates.
  - Permission to set up an information
- Ask for suggestions on how to best reach the girls at their school?
- Leave time for questions and thank him/her for their time.

# GIRL SCOUT ASSEMBLY DURING THE SCHOOL DAY

## Guidelines for conducting a 15-minute Assembly

The sole purpose of having a rally-type assembly with girls is to interest them in becoming Girl Scouts.

The entire assembly can be conducted in approximately fifteen minutes. Oftentimes, due to the size of the school, it is necessary to conduct three assemblies on the same day at the same school to meet all the girls.

“Rallying the Girls” is a process that can, with some creativity, be accomplished by one person. Ideally, it is better for several people to be involved. Make each person responsible for one small, important job of the whole rallying process.

Assembly leaders who are energetic, enthusiastic and enjoy singing songs and interacting with the girls make a difference in encouraging girls to invite their parents to parent meetings and/or getting their parent(s) to sign them up for a troop.



## Setting the date for the Assembly

If you have not already had an appointment with the School Director or Headmaster, you will need permission from him/her to hold an assembly.

When you call the school, ask for the Director. Tell the principal that you are interested in doing an assembly at the school to recruit girls. It is important to let them know that you have done your homework. (Example: There is only one Brownie Troop at your school). Inform him/her of what you will be doing at the assembly and how much time you will need. (Example: singing songs, distributing flyers, and inviting girls and their parents to an information meeting.

Ask the principal for a day that would be good for the school. After setting the date for the assembly, ask for the use of the school for a parent information meeting.

## Remember to ask:

- To separate girls by program levels if needed. (K-2, 3-4, 5-6 is one suggestion)
- To include kindergartners
- If someone will introduce you at the assembly.
- For a microphone (if needed)
- Whether the girls will sit on the floor or in chairs (floor is easiest if it is clean)

# Assembly Day

- ❑ Wear a Girl Scout uniform, shirt and/or pin and plan to arrive at the school 30-45 minutes before the first scheduled assembly.
- ❑ Check in at the school office upon arriving and confirm the event with school personnel.
- ❑ As girls and teachers are arriving have a boom box playing Girl Scout music to make the room feel inviting, greet and assist with seating. Seat younger girls in the front.
- ❑ Be sure to begin rally as close to the appointed time as possible.
- ❑ It is very important to use a loud, clear, energetic voice throughout the entire assembly. Your goal is to make the girls feel good about themselves and Girl Scouting, so smile and be as warm and encouraging as possible.
- ❑ If the noise level gets too high at any time, try teaching the Girl Scout Quiet Sign (“When the hand goes up, the mouth goes shut – like magic”). It often helps to practice using the sign a few times before continuing with the rally.
- ❑ If the response from the girls is “under whelming”, don’t get too discouraged. Peer pressure, often causes girls to pretend they are not interested in what adults have to say to them. Remember to keep smiling, be optimistic and have fun!
- ❑ Have the girls help hand out flyers at the exits. Another idea is to make up a mailing label sticker for each girl that says something like.....
- ❑ Rally leader should be free to answer questions asked by girls or teachers After the assembly.
- ❑ Extending the time with the girls over 15 minutes can ruin everything, including chances of returning to the same school for another rally. Approximate time frame should be: 5 minutes for girls to file in and sit down, 5 minutes for introductions, questions to girls, and song, 5 minutes for questions from girls, distribution of flyers, and dismissing girls. (see script on the next page )
- ❑ Be sure to hand out flyers directly to the girls at the event. This will ensure that each girl receives a flyer.
- ❑ After the event is completed, the person in charge of the assembly should thank the school personnel responsible for setting up the assembly. Send a thank you note to the principal as well.
- ❑ Leave extra flyers in the school office for anyone that missed the assembly.

**Ask Me About Girl Scouts!**



**Girl Scouts.**  
Where Girls Grow Strong™

## Sample Assembly Script

### I. Opening

To begin the assembly, the rally leader takes a deep breath and says in a loud, clear, energetic voice, “*Good Morning!*” or “*Good Afternoon!*” After a short pause, she repeats this and motions with her hands for the girls to also say “*Good Morning!*” or “*Good Afternoon!*”

### II. Introductions

“*Hello, my name is \_\_\_\_\_, and I’m a Girl Scout.*” At this point, the helpers also introduce themselves as Girl Scouts. (If the group is too loud, teach the Girl Scout Quiet Sign at this time)

“*Today we’re here to talk to you about becoming a Girl Scout. But first, we’d like to find out some things about you.*” *Raise your hands and cheer if you like to...* (Use appropriate activities from the following table based upon grade level of the girls.) Rally leader should encourage the girls to be as loud and energetic as possible.

Grade K-2 (Group #1)	Grades 3-4 (Group #2)	Grades 5-6 (Group #3)
Play games	Go on field trips	Talk with your friends
Make crafts	Do new things	Create things
Sing songs	Make and eat snacks	Go new places
Make new friends	Have fun with your friends	Make your own decisions

“*All of these activities and many others are possible in Girl Scouting. Best of all, any girl can be a Girl Scout! It doesn’t take a lot of money or a lot of time, but it can be a lot of fun!*”

“*How many of you would like to be Girl Scouts?*” With the older girls, the rally leader may want to say, “*Let’s hear from the 4<sup>th</sup> graders!*” “*Let’s hear the 5<sup>th</sup> graders!*” etc.

### III. Meeting Announcement

“*Terrific! We are having a very special meeting for your parents on*” OR “*Terrific! We are having a very special program after school, just for girls, on: Day-Date-Time –Location.*”

“*Today, all of you will receive a flyer.*” Rally leaders hold up the flyer and walks in front of the entire first row. *This flyer explains all the details of our meeting/program. It is very important that your parent come to this meeting/or sign this form. This meeting will be//our first meeting will be// or sign your form and bring to: Day –Date-Time-Location.*”

“*When is the meeting going to be?*” (Response) *When is that meeting?*” (Response)

“*What do you need to bring? What does your parent need to do? How much does it cost?*”

### IV. Song

“*Okay, that’s super! Now we would like to teach you a Girl Scout song. Would you like to learn a Girl Scout song?*” (Response) “*Great! Everyone please stand and listen carefully...*”

Rally leader and helpers should lead one or two fun, action type Girl Scout songs. (Refer to the tools sections for suggested rally songs.)

Continued

### V. Meeting Reminder

*“Girls, I have a question for you now. When is that very important Girl Scout meeting for your parents/after school program, just for girls? (Response) When is that meeting? (Response) Are there any girls here who want to be Girl Scouts?” (Response)*

*“Do you have any questions about Girl Scouting?” (Response – allow several minutes)*

*“Okay are you going to get your parents to come to the special Girl Scout meeting//or sign your permission slip?”*

*“Great! If for some reason your parents can’t come to the meeting, please have them call me at this phone number.” Rally leader points to the telephone number on the flyer. (If Spanish-speaking contact is available or will be at the parent meeting, be sure to let the girls know so they can tell their parents.)*

*“Are you going to make sure your parents come to the meeting//sign this form? (response)*

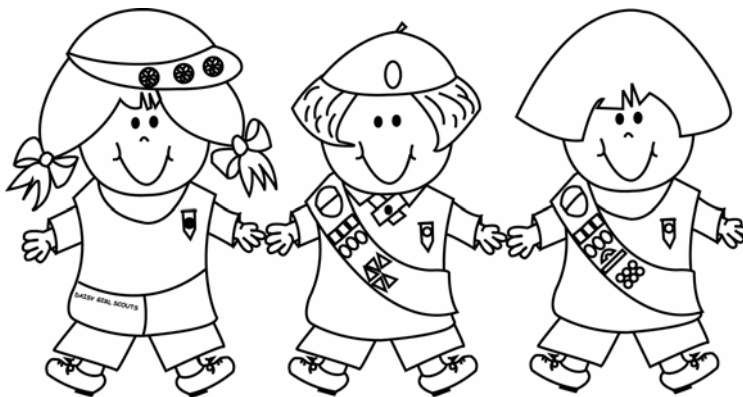
*“What are you going to do with this form? (Response)*

*“Wonderful! When you bring your signed form back to the school, where do you take it? (Response)*

## VI Conclusion


*“We would like everyone to take home this flyer. Please make sure your parents see it and read it! Thanks you for coming today, and have a great time in Girl Scouting!”*

Each helper takes a stack of flyers and gives these to the girls in rows or at the exit door. Girls (rather than teachers) should be encouraged to pass out flyers and stickers if you use them too.



## Advertising with Flyers

Use the following:

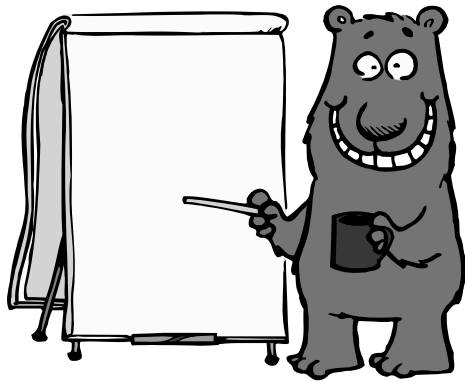
- ❑ An interest flyer as a sign-up form indicating intent to join a troop.
  - ❑ Recruitment flyer announcing a parent meeting to organize troops.
- 

**Girl Scouts®**  
Where Girls Grow Strong™

**Join Today!**
- ❑ The difference between the two is that the interest flyer has a place for the parent to provide name, address and telephone of their daughter and indicate interest in volunteering for the troop. This form is returned to the school office to be collected by a recruitment specialist.
  - ❑ The rally flyer provides the place and time for the community information parent meeting.
  - ❑ This flyer is not returned to the school. Parents attend the rally night where troops are formed. A rally is similar to sport league registration except that everyone attends at the same time.
  - ❑ *Both flyers* offer two names and telephone numbers of an Overseas Committee Management Team member available to answer questions about Girl Scouting. Flyers are distributed to girls of all levels at the school. The Recruitment specialist contacts the school secretary and completes a school profile to determine the number of flyers needed. Flyers can be distributed to girls via a number of methods: enclosed in family packets which are, mailed before school starts, attached to the first newsletter of the school year, or distributed through the classroom teacher. The school secretary can give you suggestions as to what is most successful at the school.
  - ❑ If the flyers are to be returned to the school office the recruitment specialist should provide a folder or decorated shoebox for the secretary to collect the flyers when they are returned. Most schools now do not want anything returned to the school.

### Suggested Two Week Outline for Organizing Troops with Interest Flyers

- ❑ Select dates to distribute and pick-up flyers
- ❑ Divide flyers into packets for each classroom
- ❑ Attach a note from you to the teacher asking her to remind girls to return by a certain date, and to thank her for her support.
- ❑ Select a date for the parent organizational meeting and reserve a schoolroom. Fill out necessary request forms and pay room fees.
- ❑ Contact parents interested in troop leadership. Send prospective volunteer applications.
- ❑ Place girls in existing troops where possible.
- ❑ Call each family and/or send a meeting notice.
- ❑ Check with school secretary for additional flyers that have been returned.
- ❑ Prepare rosters for new troops. Indicate how each parent can help.
- ❑ Hold parent's meeting.



## Tips for Organizing the Parent Meeting or Recruitment Rally

The basic difference between the parent meeting held at one school and the community rally for multiple schools, Embassy or Church is the number of people attending. Both events have the same check-list of supplies, room set-up, agenda and presentation to the parents.

### Before the meeting:

- ❑ Know where or what troops will have openings for girls for your overseas committee. - This will help in placing girls in troops at the Recruitment Rally and Meet the Teacher Nights. Remind current troops not to take additional girls until after recruitment night and after checking with you for girls on waiting lists.
- ❑ Note the troops that are disbanding. Try to place continuing girls in existing troops. If no troop is available, add them to the list of girls from Rally. Returning girls have priority over new girls for placement into troops. Request when contacting troops for the Projection Worksheet not to add any additional girls until after the rally.
- ❑ Distribute flyers to the schools during Meet the Teacher and also the first week of school to be sent home to parents
- ❑ Count by Classroom, Use Memorandum-Give Secretary Envelope or Box if having anything returned to schools.
- ❑ Check back and retrieve flyers prior to Recruitment Rally
- ❑ Call all volunteer leaders
- ❑ Recruit a committee of helpers. You will need one helper for each troop you hope to form.
- ❑ Advertise your meeting in as many places as possible: Letter/phone/email to parents if you have their name and address, phone etc. from the interest flyers, posters/article in newsletter at school or announcements over the PA at school, announcement in the community and or Company newsletters or Embassy newsletters or any businesses that will allow for the posting of information. The more people that attend the better.
- ❑ Cadette and Senior Girl Scouts are terrific to work with the girls during the parent meeting.

Supplies for the meeting - See last page

## NIGHT OF RECRUITMENT RALLY

### Room Set-up

- ❑ A table for each troop you plan to form. Place a sign on each table indicating the school and grade i.e: Thailand International School-Daisy, Saudi Aramco Schools Brownie 1<sup>st</sup> grade and 2<sup>nd</sup> grade, etc... Provide a sign-in sheet and pen for each table, NES catalog, large envelope to collect paperwork.
- ❑ Welcome table with name tags and hand-outs with greeters to direct people.
- ❑ Music playing to create a fun atmosphere.
- ❑ Tables in the back of the room for the girls to play.
- ❑ Display table with sample uniform, troop scrapbooks and age-level handbooks.

- Make presentation to parents regarding information. Use agenda to help parents with additional information.

## Script for Parent night

Introduce yourself and members of the overseas committee who are with you.

Your objectives for the meeting are:

- **Inform parents about the Girl Scout Organization.**
- **Discuss troop start-up details**
- **Develop parent committee.**
- **Share how we register girls and adults. ( If everything works out tonight we will collect registration forms and fees)**

Ask:

How many of you were Girl Scouts when you were young?

What do you remember?

- Camping. What was special about that?
- Badges, Friendships, Service Projects... (acknowledge every memory) Was it fun?

What made it important? Learning new things and developing values

The Goals of Girl Scouts are the same as they were when you were a Girl Scout .

Under the guidance of a caring, dependable adult she can:

- Achieve her full potential by discovering and building her talents and interests
- Develop values to guide her actions and provide for the foundation for sound decision-making
- Learn about and provide service to others
- Build relationships with others

Do ADDING MACHING TAPE HERE FOR CLOSING AND TRANSITION

Ask for questions:

## Adding Machine Tape Demo

You use an adding machine tape roll of paper and mark of the segments from 0 - 100.

With current advances in medical technology it's very likely your daughter will live about 90 years. Here is a time line of her life.

If you're 35 now, statistically, you'll live until you're 75 of so; when your daughter will be about 50.

(Rip tape off at the 50 point and let drop to floor)

This represents the years you and your daughter will have together in her lifetime. And she's at least 6 by now.

Rip of the tape at about 7-8)

SO here's the time you have left together.

How old do you suppose she'll be when she goes away to college or moves out on her own? 18 - 20?

(Rip off tape at 20 or so) Let fall to the floor. Hand end to helper.

This is the amount of time you have left with her at home.

When she's about 13 (middle school age) her friends will start to become a much bigger, maybe major, influence in her life.

Rip tape off around 13). Let drop to floor - end to helper.

(Take the very short piece of tape from helpers and hold in front of you.)

This is the time you have left to be the major shaping force in your daughter's life. You can show her how important she is to you by becoming involved in Girl Scouting with her. Girl Scouts is a remarkable opportunity for you and your daughter to share a great variety of fun, exciting and positive experiences. Experiences that give you that opportunity to help her grow into an adult that you'll be proud to point to and say: "That's my daughter - she's a good person, I love her and she is important to me! So, when asked to be a volunteer remember, this the only time you'll have to say "yes" and make a difference!"

Relate back to what was shared -- The values we build in GS last a lifetime

What we need most is the assistance from the parents here.

WE need to have another \_\_\_\_\_ troop (Daisy, Brownie, Junior ...)

The parents here are asked to consult together and see how they can work together to lead a troop of girls. The Program is in the handbooks. The Overseas Committee has activities for the troops to participate in and a monthly meeting to support troop leaders.

## GIRL SCOUT PARENT INFORMATION MEETING

### *AGENDA*

Welcome

What is Girl Scouting?

How Parents Get Involved

Cost to be a Girl Scout

Qualifications and Support for Leaders

## Break into Troops

Leadership – Troop Committee Set-up

Day and Time of Troop Meeting

First Meeting Date

Dues – troop supplies

Uniforms - Handbooks

Snacks at Meetings

Other

## A MODEL FOR TROOPS WITH SHARED LEADERSHIP

### **DEFINITION:**

A Shared Leadership Troop is one in which some adults provide troop activities for specified segments of time during the program year, while other adults carry out the business functions for the troop. This structure is applied only when continuous leadership is not available. There are two ways to set up shared leadership for a troop:

Option One: Two to three adults commit to attend alternating troop meetings, complete a volunteer application and attend “Welcome to Girl Scouting” class or take the on-line orientation. If the troop meets twice a month, one or two of these leaders are responsible to plan and preside at one of the meetings and the other leader plans the second meeting of the month. Other parents in the troop are scheduled to assist as helpers. Both leaders have equal decision making and administrative responsibility for the troop, the only difference from a traditional troop is that both leaders do not attend all meetings.

Option Two: Most of the adults in the troop complete a volunteer application and take “Welcome to Girl Scouting” class but only attend meetings by the month or quarter of the school year. Some adults provide troop activities for specified segments of time during the program year, while other adults carry out the business for the troop.

### **STRUCTURE:**

A COORDINATOR (or Troop Committee Chair) is in charge of the troop for the entire year. S/he holds planning meetings for the purpose of involving sufficient adults to provide all the supports the troop needs and sees that communication and continuity are assured.

A MEETING COVENOR provides consistency for the girls by attending troop meetings and being aware of any special needs of the troop or its members. S/he usually conducts opening/closing ceremonies and takes care of the business portion of the meeting. S/he serves for the entire year.

PROGRAM ADULTS rotate every four to six weeks. They work alone or in pairs, depending on the size of the troop. These adults make arrangements and are responsible for all aspects of the program portion of the meeting. They keep a diary of activities to pass along to their successors.

SUPPORT ADULTS (or Troop Committee members) carry specific assignments for registration, product sales, transportation and financial records.

**WAYS OF WORK:**

Coordinator convenes all troop adults at the beginning of the year to:

- Determine meeting place(s)
- Assign program responsibility for agreed upon time segments and discuss ways of involving girls in planning
- Present a calendar, which includes Overseas Committee events, calendar sales, and special Girl Scout Days.
- Secure commitment from other adults to handle support functions for the troop.
- Develop on-going system of communication with families
- Decide who will register as leader to receive troop mail (usually coordinator or conveyer) that will attend Overseas Committee Leader meetings or classes.
- The meeting conveyer keeps a notebook and troop box containing program notes, girl records, registration forms, rosters, safety wise, Leader course materials, equipment catalog, troop supplies, first-aid kit, some instant program ideas.

USAGSO  
Overseas Committee Location

# MEMORANDUM

To: Classroom Teacher

From:

Date:

Please distribute the attached flyers to the girls in your class and remind them not to return the completed forms to the school office but to come to the parent information night.

If you or your girls have any questions, please feel free to call me at \_\_\_\_\_.

Thank you!

# MEMORANDUM

To: Classroom Teacher

From:

Date:

Please distribute the attached flyers to the girls in your class and remind them to

Return the completed forms to the school office by \_\_\_\_\_.

If you or your girls have any questions, please feel free to call me at \_\_\_\_\_.

Thank you!

## RECRUITMENT RALLY CHECK-LIST

### Gather before meeting

- Complete the troop Projection Worksheet to determine openings
- Table card for each school with grades broken down K 1,2,3,4,5,6 or K, 1-3, 4-6
- Roster of interested girls by grade or program level, sign up sheet for each new group  
Phone calls prior to meeting information also.
- Parent Meeting Agenda, troop committee sign-up sheet, registration/ general permission slip forms and girl health forms.
- Level Handbooks and National Equipment Service Catalog
- Name tags. pens, masking tape, paperclips/stapler
- Easel Stand and flip chart for presentation
- Boom box and Girl Scout Music, girl entertainment supplies \*
- Prospective volunteer packet and reference forms with return envelopes.
- Review video / program and notes
- Copy Parent Agenda and get extra booklets and pamphlets for display

## Parent information night

### Presentation Tools

- ❑ Banners
- ❑ Boom box – GS CDs
- ❑ Directional signs
- ❑ School and Level Table signs
- ❑ Blue/masking/duct tape
- ❑ Display board
- ❑ GS Handbooks – photo album –Adding Machine t

### \*Entertainment for girl participants

- ❑ Paper doll sheets
- ❑ Scissors
- ❑ Glue sticks
- ❑ Crayons
- ❑ Trash bags
- ❑ Coloring pages
- ❑ Puzzle sheet
- ❑ Paper towels
- ❑ Paper plates to put crayons on