Be a Girl Scout Champion

A STEP-BY-STEP GUIDE TO INVITE NEW GIRLS AND ADULTS TO JOIN OUR MOVEMENT
LET’S GET STARTED: WHAT’S A GIRL SCOUT CHAMPION?

Did you know that our volunteers are Girl Scouts? Girl Scout Champions, like you, play a vital role in helping our community spread the word on how to become a part of Girl Scouts!

As a current volunteer and champion, you’re the greatest example of how Girl Scouts can provide a great experience for adults, as well as the girls you’re supporting. We always need new and existing volunteers to join us in getting the word out there, by talking about Girl Scouts at events, to not just parents, but all girls and adults.

When she’s a Girl Scout, she’s also a G.I.R.L. (Go-getter, Innovator, Risk-taker, Leader)™. Every day, Girl Scouts unleash the power of G.I.R.L. to make amazing things happen. When you’re a Girl Scout Champion, being a G.I.R.L. is part of your DNA, too. (Visit gswpa.org to learn more about G.I.R.L.)

WHAT DO GIRL SCOUT CHAMPIONS DO?

As a Girl Scout Champion, you’ll introduce girls and adults in your community to becoming a Girl Scout, by capturing their information or guiding them with council resources. With the proper training and materials from Girl Scouts Western Pennsylvania (GSWPA), we can work together! Trainings will be held locally, and will include scripts and talking points to help you in any situation. On pages 5-7, you’ll find the necessary scripts to help you along the way.

You’ll work directly with your external recruitment specialist (ERS) at GSWPA to have a plan for all events, request flyers, supplies, and follow up to get new girls and volunteers placed.

Girl Scout Champions ensure visibility of Girl Scouts in their service unit all year. In the fall and winter, you’ll work to get girls placed in time to participate in the Cookie Program. In the spring, you’re ready for next year by targeting preschool-aged girls entering kindergarten or letting girls know they can still join a Girl Scout troop or experience camp. Lastly, in the summer you’re a community presence to engage potential girls and volunteers.
RECRUITMENT EVENTS

What counts as a recruitment event?
A recruitment event is any opportunity that educates and encourages girls and adults to join Girl Scouts! The following are perfect examples of recruitment opportunities that may appear in your own community regularly:

- school events: school talks, family fun nights, and PTO meetings
- community events: fairs, festivals, and community days
- social media platforms: posts to Facebook, Twitter, Instagram, etc.
- partnerships with local businesses: posters, flyers, or general business cards
- partnerships with current troops/volunteers: invite a friend events and referrals

Preparing for a recruitment event
Know your audience! Depending on the event, decide ahead of time what type of flyers you'll need, fun items you want to give away, or even what language to use. At the provided training, we’ll go over which scripts and talking points go best with the event you will be attending/holding. A variety of scripts are located toward the back of this guide for your use. You can also visit our Rallyhood site or other materials you may need. (Learn more about it on page 8.)

For an event that requires a table, set it up as necessary. (Look for a list of what your recruitment table should include on Rallyhood.) While talking to potential Girl Scouts, share some personal experiences to engage them while using some of the talking points provided at training!

Make good use of your time! For some events, you may only need to drop off flyers, where others may require you to be there all day! An ERS from GSWPA can help you decide which option would be best if you’re unsure.

You’re at a recruitment event. What’s next?
While speaking with potential Girl Scout volunteers, give information on all the available opportunities! We have opportunities and handouts for troop leaders and helpers regarding the experience a girl can have in a troop or as an Indie Girl. (This is a Girl Scout who isn't part of a troop.)

Now, we have to tell everyone how to sign up! The resources provided by GSWPA and information on our website can help! Go through the 5 easy steps on the website, or if there is no internet access, then capture their information on the paper sign-up sheet. To find the four easy steps, look to page 5.

Then, after the event, let your ERS know how the event went. Did you form a new troop? Did you make some great connections with local businesses? ERS want to know everything! Also, tell your local service unit manager. That way you can see the progress of new troops you may have started, as well as local partnerships you created!
HAVE FUN AT EVENTS WITH SIMPLE ACTIVITIES

A big part of your recruitment is the activity you do with the girls. No matter what type of event you hold, girls will remember what they did at your event. Plus, it's even better if they take a reminder of the activity home with them! Here are some activities designed for you. You can access the printable versions for them in Rallyhood. Your ERS also has limited copies. Choose the one that best suits your needs.

- **Make fingerprint art:** This activity works best with younger girls (Daisies, Brownies and Juniors) and can be done at a school recruitment, vendor table at a fair or even at a community event. Print individual thumbprint cards for each girl, as well as a thumbprint tree that can be displayed on the table or wall. Supplies needed are a washable ink pad, crayons/pencils, paper and baby wipes. Girls press a thumb into inkpad then press thumb onto the critter card. Use a baby wipe to clean hands. Girls can take their paper and create a critter from their own thumbprint, and leave a thumbprint on the Girl Scout tree. The Girl Scout tree will be branches of a tree that will be printed on a large canvas, to fill in.

- **Toss a beach ball:** This activity is best at smaller-scale events like tradition recruitment events with Brownie- and Junior-age girls. From the sample questions on the downloadable activity description sheet, located on Rallyhood, write questions with a permanent marker on an inflatable beach ball. Girls form a circle (adults optional) and toss the ball to someone in the circle. When that person catches the ball, they answer the question closest to where their right thumb lands. Materials you will need are simply an inflatable beach ball with handwritten questions.

- **Make a S.W.A.P. (special whatchamacallits affectionately pinned somewhere):** Girls of any age can have fun with this activity, and it works well at almost any event! Girls color the seed packet from the printable sheet, cut and fold, then insert into a 2” recloseable plastic bags. Then they scoop a few “seeds” in the bag, close, and attach a safety pin. You can get creative with the seeds and use any shape or color of shaped confetti or seed beads. In additional to the printable sheet, you will need 2 x 3” plastic bags, crayons, “seeds,” and safety pins.

- **Role models:** Adults are a large part of your recruitment event, and with this activity, they’ll demonstrate how they already have the qualities needed to be a role model for girls. Using the printable sheet, have the adults write down in the middle of the sheet a person they consider to be a great role model. Around that, have them write the traits or adjectives that make that person a role model. Next, have each adult write their OWN name under their role model’s name. Finally, have each adult circle the qualities they think others would say about them. Use the facilitator sheet to discuss what they earned about themselves, role models and how they are already on the way to leading Girl Scouts. Materials needed are the facilitator sheet, printable activity sheet, and two colors of pens.
PROGRAMS TO HELP WITH RECRUITMENT

GSWPA offers a few different ways to get new and existing girls involved. Talk to your ERS to get more info.

• **Invite a Friend:** Current Girl Scouts can invite a friend to a recruitment event or information session to get them to either join an existing troop, or even start a new one. Parents can watch the new girls have fun with the other Girl Scouts and sign them up on the spot.

• **Go-Getter Champion:** This specific recruitment option is meant for existing Cadette, Senior, and Ambassador Girl Scouts. They can earn a patch for holding their own “recruitment event,” by sharing how they are a true go-getter, risk-taker, innovator and leader through Girl Scouts.

• **Troop Kit:** This kit is a six session guide for Daisys and Brownies to help a new leader and troop with what they need to get started on their GS adventure.

• **Girl Sprouts:** This is an introductory program for girls entering kindergarten in the fall. This program is optional in the spring/summer months and can be done at preschools, libraries and after-school care.

Joining Girl Scouts in four easy steps

**GIRLS:**
1. Have a parent/guardian visit gswpa.org to register and click Join Today!  
   *Financial assistance is available.*
2. Search for a troop by using your zip code or a troop number. You can also mark ‘unsure’ and give us details on what you are looking for.
3. Once you are ready to meet, get your Girl Scout gear at shop.gswpa.org.
4. Troop leaders and team members are needed!

Girl Scouts is a volunteer-led organization and we are ready to support you at every turn!

Need Help? Contact Customer Care at customercare@gswpa.org or 800-248-3355.

**ADULTS:**
1. Visit gswpa.org to register and click Be a Volunteer!  
2. Complete required background screening.
3. Once registered and approved, we provide necessary orientation and training.

*As a troop leader, you get to create a meeting schedule that works for you!*

Need Help? Contact Customer Care: customercare@gswpa.org or 800-248-3355.
TALKING POINTS FOR RECRUITMENT EVENTS

School Talk—Girl Script
• Greet the girls with enthusiasm and introduce yourself.
• Explain that you’re there to talk with them about Girl Scouts.
• Ask if any girls present are already Girl Scouts.
• Tell them that Girl Scouts are G.I.R.L.s—Go-Getters, Innovators, Risk Takers and Leaders.
• If you have girls in your audience who are Girl Scouts, have them share their experiences. If not, share some of your experiences or tell them about things Girl Scouts do.
• Teach them a song, for example — Make New Friends.
• Hand out a flyer or item with GSWPA contact info.
• Encourage girls to attend an upcoming event or have their parents contact GSWPA to join now.
• Thank them for listening and wish them a good rest of their day.

Community Event Script
• Welcome children to engage in the activity you’ve chosen at your table.
• Once the children are engaged, turn to the adults.
• Ask if they were a Girl Scout or what comes to mind when they hear Girl Scouts mentioned.
• Tell them that Girl Scouts are G.I.R.L.s — Go-Getters, Innovators, Risk Takers and Leaders.
• Did they know that Girl Scouts is for girls in kindergarten – 12th grades?
• Share with them your experiences or tell them about things Girl Scouts do.
• Ask if they would like to get involved as an adult volunteer.
• Inform them how they can search for a troop in their area by going to the website, clicking ‘Join’ and entering their zip code.
• Ask them if they would like to share their contact info. If not, give them a card or flyer with the Girl Scout website listed.
• Thank them for stopping by your table.

Starting a New Troop Script
Introduction:
• Welcome parents, and have them sit in designated areas based on their girl’s grade or level.
• Explain what will happen (presentation/girl activity) and how long meeting will last (45 minutes to one hour).
• Ask girls to join the Girl Scout troop/volunteers at the activity table where they’ll do an activity with a troop/volunteers.
• Tell them that Girl Scouts are G.I.R.L.s – Go-Getters, Innovators, Risk Takers and Leaders.
• Tell your G.I.R.L. Story! Share your experience and communicate your enthusiasm and commitment to the organization or a time you were proud of your girls and saw the benefits of being a G.I.R.L.!

What is a Girl Scout troop?
• A troop is a group of girls who come together as strangers and soon become a group of friends who work together to meet goals they set at their meetings.
• What is needed to start a troop? (5 girls and 2 adult volunteer leaders)
• How does a person become a Girl Scout leader?
  • Become a registered member.
  • Complete clearances (Act 33 & 34 and potential FBI) and affidavit
  • Training – 15-minute orientation and two-hour new leader training given as a webinar or in-person training
  • Average time commitment to be a leader is 10 hours a month for 7-8 months
What do Girl Scouts do?

• **Daisies** (grades K-1) sparkle with that “first time ever” newness in everything they do. They go on trips, learn about nature and science and explore the arts and their communities – and so much more. Girl Scout Daisies can also earn Learning Petals and receive participation patches.

• **Brownies** (grades 2-3) work together, earn badges and explore their community. Friendship, fun and age-appropriate activities begin at the Girl Scout Brownie meeting and move out to the community and wider world. While earning badges, they build skills, learn hobbies and have fun!

• **Juniors** (grades 4-5) are big-idea thinkers. They’re explorers at camp, product designers when they earn their Innovation and Storytelling badges or even their Bronze Award. Every day, they wake up ready to play a new role.

• **Cadettes, Seniors and Ambassadors** (grades 6-12) take on more of a leadership role each year in their troop as they learn to take on the world. The Silver and Gold Awards are part of their experience, but it doesn’t stop there. They’re trying out career paths, traveling, seeking outdoor adventures. The sky’s the limit.

Where are the meetings?

• Public places like schools, churches, fire halls, or municipal buildings.

• Meetings are held outside of the home because of the liabilities involved.

When are the meetings? How long are they? How often are they? What months are they?

• Dependent on the leader’s availability

• Could be after school or in the evenings

• Every week or every other week, or even once a month

• Troops usually meet anywhere from an hour to two hours

• They could meet over the summer – and some do – but most troops follow along with the school year since many people are out of town in the summer months

• Schedule flexibility is one of the many advantages to being a troop leader

How much does Girl Scouts cost?

• The cost is $25 for girls and adults, including leaders or troop committee members.

• There are troop dues which help to cover costs of activities and supplies. Typically, this is between $1-$2 per meeting.

• Girl Scouts are not required to wear a uniform or buy any books. However, most girls choose to purchase a vest or sash, where they wear their patches and pins. This costs under $20. Many girls choose to purchase a handbook. These are about $20.

• The MagNut and Cookie Programs are the primary money-earning activities for a troop. In addition, they help girls build Five Business Skills they’ll use throughout their lives.

• Girl Scouts isn’t free – but it’s one of the least expensive activities to do with your girls and the one activity that she will benefit most from!
What if a troop isn’t formed tonight? You can search the troop opportunity catalog for a troop.

• The availability of a troop is based on the availability of leadership. Depending on location and accessibility, troop placement may be available – but really the best opportunity to be involved is if we could start a troop here tonight.
• Girls can participate in Girl Scouting as an Indie. These girls participate in Girl Scouting as an Individually Registered Girl Scout, and can be involved in Girl Scouting through their community events and council sponsored events. Girls can also attend camp even if there’s not a troop available at this time.

Closing

• Let adults know what follow up will take place.
• Give parents the opportunity to ask questions.
• Make sure they all signed in and you have their contact information.
• Have their girls tell them what they learned, sing a song or say the promise.
• Thank them all for coming!

Rallyhood:
Get Resources & Connect with other Girl Scout Champions

Join our Girl Scout Champion Rally through Rallyhood to:
• get access to recruitment materials,
• learn about new recruitment resources as soon as they’re available, and
• connect with other Girl Scout Champions like you to share ideas.

If you’re not already connected to Rallyhood, contact Customer Care at customercare@gswpa.org or 800-248-3355. We’ll send you an email to gain access to your rally.