



## Service Unit Recruitment Event Planning Guide

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Looking for immediate support? Reach out to your [Volunteer Experience Specialist!](#)

# Service Unit Manager Recruitment Responsibilities

To better support Service Unit Managers with recruitment goals and outreach, below are the areas of responsibility for both Service Unit Managers and GSGNY council.

Service Units can get started by recruiting a **Service Unit Community Outreach Liaison** to lead this planning!

To see how these roles are enacted throughout the year, please refer to the [Recruitment Event Calendar](#).

<b>Girl Scouts of Greater New York Council</b>	<b>Service Unit Managers</b>
<ul style="list-style-type: none"><li>• Provide ongoing support to Girl Scout volunteers.</li><li>• Provide training and learning opportunities to Girl Scout volunteers.</li><li>• Deliver the Girl Scout program to Girl Scouts and adults.</li><li>• Provide membership recruitment resources and registration procedures.</li><li>• Provide recruitment materials for volunteers.</li></ul>	<ul style="list-style-type: none"><li>• Know their community!</li><li>• Provide support to leaders and volunteers in their Service Unit.</li><li>• Ensure leaders complete trainings and are knowledgeable in the Girl Scout Leadership Experience.</li><li>• Are aware of GSUSA and council resources and share them with their Service Unit.</li><li>• Support recruitment and membership efforts by promoting Girl Scouting within their community.</li><li>• Collaborate with Council Membership to set recruitment goals and track progress in meeting goals.</li></ul>

## Resources for the Service Unit Managers

- [GSGNY Safety Guidance](#)
  - [Safety Activity Checkpoints](#) (2023-2024)
  - [Safety Activity Checkpoints at a glance](#) (2023-2024)
- [GSGNY Essential Forms](#)
- [GSGNY Volunteer Resources](#)
  - [Ways to Volunteer](#) (Includes ongoing short-term and long-term volunteer opportunities)
  - [Volunteer Interest Form](#)
  - [Why Volunteer?](#)
- [GSGNY Recruitment Materials for Service Units](#)
  - Upcoming Events Half Page Flyer (w/ QR Code)
  - All Fun, No Filter 1-Pager (w/ QR Code)
  - Why Girl Scouts 1-Pager
  - Family Connection Guide
  - Invite Friends to Join Your Troop
  - *Note: GSGNY is working on having more resources available in a variety of languages. We will upload materials when they become available.*

## Suggested gsLearn Courses (accessible through your [myGS account](#))

- Brand Ambassador 101 for Volunteers – 20 minutes
- Effective Recruitment Tactics – 10 minutes

# Recruitment Event Checklist

The below guide may be used for planning recruitment events for your Service Unit! This checklist includes suggested activities and who in Council can support you!

## Before event

- Select your event & activities! [Some Ideas here!](#)
- Determine the grade levels/groups you want to invite to the event:
  - Elementary – Daisies, Brownies, Juniors (Grades K-5)
  - Middle school – Cadettes (Grades 6-8)
  - High school – Seniors, Ambassadors (Grades 9-12)
  - Adult Volunteer Info Session!
    - We recommend providing resources for adults & caregivers to get involved with Girl Scouts at an event for Girl Scouts! Girl Scouts is a full family experience!
- Select date and location of event and reserve location. Secure a site!
  - Schools: multipurpose room or classroom
  - Libraries: connect with your local branch to reserve space
    - Main Borough Library Reservations: [Manhattan, Bronx & Staten Island](#) | [Brooklyn](#) | [Queens](#)
  - Churches, synagogues, temples, mosques, and other places of worship
  - [NYC Parks & Facilities](#) - Note: some parks may require fees + bonds!
  - Some activities or sites may request the following: Completion of a Facility Usage Form, Submission of Background Clearances, [Certificate of Insurance](#) - Check the [Safety Activity Checkpoints](#) for guidance!
- Advertise the event!
  - Connect with your council [Volunteer Experience Specialist](#) or [First Year Experience Specialist](#) if you need assistance with making connections in your community!
  - Create flyers & social media posts to promote your event.
    - Need help creating promotional content? Find [GSGSNY Promotional Materials Here!](#)
    - Distribute flyers as PDF (online, via email) or paper versions.
  - Arrange troop or adult volunteers in your service unit to assist with a Girl Scout activity during Recruitment Event if possible.
  - Encourage Troop Leaders, adult volunteers & Girl Scouts in your community to attend and bring friends!
- Finalize Details for event.
  - Collect or create supplies needed for event.
  - Sign-in or Engagement sheet to collect contact info for follow up!
    - Review how to [Invite Friends to Join Your Troop](#) if you have availability in your troop!
    - Review [Troop Details in Looker](#) to see what troops in your Service Unit have available spots!
  - Activity for future Girl Scouts to do such as coloring, beads, puzzle, STEM activity, etc.
  - Connect with your [Volunteer Experience Specialist](#) or [First Year Experience Specialist](#) for additional Girl Scout Swag. [Request supplies from Council here!](#)
    - *Allow 5-7 days for processing and in-person supply pick-up. Supplies are limited and availability of items may change.*

## Before event (continued)

- Prepare script or talking points. View our [Girl Scout FAQs page](#) for common questions asked about Girl Scouts.
- Contact the event site couple of days prior to the event to make sure you know:
  - How to access the room (Will they give you a key? Have a janitor on hand to open the room?)
  - Who will set up the room? (Will janitor have it ready? Will you need to put up chairs?)
  - What are the clean-up expectations? (Do you need to take down chairs? Make sure all lights are out?)
  - How should you close (Find janitor? Just lock door?)
  - Contact them the day of event as a friendly reminder that you will be there.
- Confirm with volunteer and older girls who are helping a few days before the event:
  - When/where presentation will be
  - What their role will be
  - What everyone is bringing
- A laptop or tablet to help girls or adults register on the spot (ask your [Volunteer Experience Specialist](#) or [First Year Experience Specialist](#) if you need assistance with this – QR codes may be provided for attendees to use with their own devices!)

### **During Event**

- Arrive 30-40 minutes early to set up booth, chairs, and/or tables.
- Expect early birds: Ask for help. Talk to caregivers arriving early about helping with set-up.
- Provide adult attendees with resources and information for [getting involved as Leaders or other volunteers](#). Short-term opportunities are available!
- Share your experiences and encourage other volunteers to share!
- Encourage questions.

### **After event**

- Follow up with your [Volunteer Experience Specialist](#) and turn in sign-in sheets and extra materials.
- Send email to all participants with [Join](#) information!
  - Encourage any troop leaders who attended to [Invite Friends to Join Their Troop](#)
  - Share [this link](#) for attendees to find volunteer opportunities near them or direct them to the [Volunteer Interest Form](#) for Council-support!
- Made a great School/Community connection who want to host more Girl Scout events? [Let Council know!](#)

# Recruitment Event Calendar

	Council	Service Unit Managers
August	<ul style="list-style-type: none"> <li>Provide Fall Recruitment resources &amp; incentives (will change annually).</li> <li>Promote &amp; advertise Fall Recruitment incentives via email, newsletter, websites and <a href="#">social media</a>.</li> <li><a href="#">Customer Experience</a>: Support with disbanding troops.</li> <li><a href="#">VEST</a>: Support SUMs with transitions in SU leadership.</li> </ul>	<ul style="list-style-type: none"> <li>Connect with existing troops in your school or community to determine which troops are returning.</li> <li>Assist with <a href="#">disbanding troop procedures</a> for troops who are not continuing.</li> <li>Promote Girl Scout recruitment night in your community.</li> <li>Distribute recruitment fliers in schools.</li> <li>Use yard signs and posters to promote Girl Scouts.</li> <li>Contact schools to promote Girl Scouts in the school newsletter, e-newsletters, or school websites.</li> </ul>
September-October	<ul style="list-style-type: none"> <li>Provide Fall Recruitment resources &amp; incentives (will change annually).</li> <li>Promote &amp; advertise Fall Recruitment incentives via email, newsletter, websites and <a href="#">social media</a>.</li> <li><a href="#">Customer Experience</a>: Support with Registration &amp; finding appropriate troops for new volunteers &amp; girls.</li> <li><a href="#">VEST</a>: Support SUM with recruitment materials, new program updates.</li> <li><a href="#">FYE</a>: Support new volunteers with training &amp; onboarding.</li> <li><a href="#">Community Outreach &amp; Membership Development</a>: Identify new schools &amp; organizations to host Series events and new girl recruitment.</li> </ul>	<ul style="list-style-type: none"> <li>Hold recruitment night in your school or community to register girls and recruit parents to volunteer where needed.</li> <li>Recruit interested adults to become leaders for troops.</li> <li>Have interested adults &amp; girls complete registration form through <a href="#">myGS</a>.</li> <li>Confirm with your VEST reps to make sure all leaders in your SU have completed required trainings.</li> <li>Check rosters in <a href="#">Looker</a> to make sure you have updated Leader &amp; other troop volunteer information. Welcome new members to the SU and assist as needed!</li> </ul>
November-January	<ul style="list-style-type: none"> <li><a href="#">FYE</a>: Provide new volunteer orientation as needed</li> <li><a href="#">Customer Experience</a> &amp; Cookie Team: Support leaders with cookie tools setup</li> <li><a href="#">Community Outreach &amp; Membership Development</a>: Continue to identify new schools &amp; organizations to host Series events and new girl recruitment.</li> </ul>	<ul style="list-style-type: none"> <li>Continue to form troops by recruiting girls and adults in your areas if needed.</li> <li>Check rosters in <a href="#">Looker</a> to make sure you have updated Leader information. Welcome new members to the SU and assist as needed!</li> <li>Remind all new troop leaders that they will need to recruit and register a troop cookie sale manager, and that person will need to complete cookie sale training.</li> </ul>
February-April	<ul style="list-style-type: none"> <li>Provide Spring Recruitment resources &amp; incentives for extended year and upcoming year membership (will change annually).</li> <li>Promote &amp; advertise Spring Recruitment incentives via email, newsletter, websites and <a href="#">social media</a>.</li> <li><a href="#">Community Outreach &amp; Membership Development</a>: Daisy recruitment &amp; continued Series event recruitment</li> </ul>	<ul style="list-style-type: none"> <li>Use Cookie Sales as an opportunity to recruit new girl &amp; adult members in your community!</li> <li>Check rosters in <a href="#">Looker</a> to make sure you have updated Leader information. Welcome new members to the SU and assist as needed!</li> <li>Promote Spring Recruitment resources and incentives within your SU.</li> </ul>
May-July	<ul style="list-style-type: none"> <li>Provide Spring Recruitment resources &amp; incentives for extended year and upcoming year membership (will change annually).</li> <li>Promote &amp; advertise Spring Recruitment incentives via email, newsletter, websites and <a href="#">social media</a>.</li> <li><a href="#">Customer Experience</a>: Support with disbanding troops.</li> <li><a href="#">VEST</a>: Support SUMs with transitions in SU leadership.</li> </ul>	<ul style="list-style-type: none"> <li>Check rosters in <a href="#">Looker</a> to make sure you have updated Leader information. Welcome new members to the SU and assist as needed!</li> <li>Promote Spring Recruitment resources and incentives within your SU.</li> <li>Connect with existing troops in your school or community to determine which troops are returning.</li> <li>Assist with <a href="#">disbanding troop procedures</a> for troops who are not continuing.</li> </ul>

## Recruitment Event Ideas

School Recruitment Ideas	Other Recruitment Ideas
<ul style="list-style-type: none"> <li>▪ Info sessions during school open house nights.</li> <li>▪ Hold pre-K and kindergarten Parent Meetings each fall/spring</li> <li>▪ Hold a booth or info session at Kindergarten Orientation Day</li> <li>▪ School Family Nights: Picnics, Reading Night, Game Nights, Art nights—offer to host an activity or booth, tying in with the theme.</li> <li>▪ Offer to lead a presentation at a PTA meeting, about today’s Girl Scout opportunities.</li> <li>▪ <b>For adult-focused recruiting:</b> Use the above event ideas to get caregivers, families, school staff involved in Girl Scouts! <ul style="list-style-type: none"> <li>○ Is your school interested in hosting Girl Scout meetings or recruitment activities? <a href="#">Fill out this form to let us know!</a></li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>▪ Booth at Festivals (Children’s, Music, Family)</li> <li>▪ Holiday Craft shows/ Art Shows <ul style="list-style-type: none"> <li>○ (Host an art booth for kids)</li> </ul> </li> <li>▪ Lead an activity or set up booth at Children’s museums</li> <li>▪ City-wide sidewalk sales or holiday flea markets</li> <li>▪ Host an info. booth after church <ul style="list-style-type: none"> <li>○ This is especially effective when having Girl Scouts who are church members display their photos and projects!</li> </ul> </li> <li>▪ Community service event to give back during the holidays <ul style="list-style-type: none"> <li>○ soup kitchen</li> <li>○ holiday card decorating for senior citizens</li> </ul> </li> <li>▪ Carnival game party</li> <li>▪ "Discover Girl Scouts" info night Bring-a-buddy</li> <li>▪ SWAP-making event</li> <li>▪ Ice cream social</li> <li>▪ Mad scientist</li> <li>▪ Daisy day</li> <li>▪ A taste of Girl Scouts</li> <li>▪ Summer fun with Girl Scouts</li> <li>▪ Ice rink/skating rink event</li> <li>▪ Tea party</li> <li>▪ Fall-fest</li> <li>▪ Cybersecurity/STEM workshop</li> <li>▪ Girl Scout sample troop meeting</li> <li>▪ Discover the outdoors</li> <li>▪ <b>For adult-focused recruiting:</b> Girl Scout Alumni meet-up</li> <li>▪ <b>For adult-focused recruiting:</b> Girl Scout skills sharing or networking event!</li> <li>▪ Is your community partner interested in hosting Girl Scout meetings or recruitment activities? <a href="#">Fill out this form to let us know!</a></li> </ul>

## Activities for Recruitment Events

Traditions ([Find more ideas here](#)):

- Teach the potential Girl Scouts the Girl Scout Promise and/or Law.
- Teach the potential Girl Scouts a Girl Scout song like “Make New Friends” or the “Brownie Smile Song.”
- Create a SWAP (some whatchamacallit affectionately placed) for attendees to take home.
- Make s'mores and share stories.
- Girl Scout Wish List: have the future Girl Scouts share what they want to do in Girl Scouts.

Craft Fun:

- Make Girl Scout flower friend puppets
- Origami
- Paper art project or paint a watercolor painting

Games:

- Balloon ping pong
- Any kind of tag (if you have a big area)
- Outdoor scavenger hunt or Indoor photo scavenger hunt
- Toss and Talk ball

## Quick Links

NYC Locations & Partnerships	
NY Public Libraries: <a href="#">Manhattan, Bronx &amp; Staten Island</a>	Library locations & contact information
<a href="#">Brooklyn Public Libraries</a>	Brooklyn Public Library locations & contact information
<a href="#">Queens Public Libraries</a>	Queens Public Library locations & contact information
<a href="#">NYC Parks &amp; Facilities</a>	For NYC Parks Reservations
<a href="#">School &amp; Community Partner Survey</a>	Share new School & Community partners with Council! - Council is working to expand our NYCDOE partnership but would love to hear from volunteers as well!
GSGNY & GSUSA Recruitment Materials	
<a href="#">GSGNY Join Page</a>	For recruiting girls!
<a href="#">GSGNY Ways to Volunteer</a>	For recruiting adult volunteers!
<a href="#">GSGNY Volunteer Resources</a>	Council tools for volunteers
<a href="#">Looker</a>	For Service Unit Rosters & Contact information
<a href="#">GSUSA Volunteer Page</a>	Girl Scouts of USA Tools for volunteers
<a href="#">GSUSA   Ways to Grow your Troop</a>	
<a href="#">Request supplies from Council here!</a>	Allow 5-7 days for processing and in-person supply pick-up. Supplies are limited and availability of items may change.
Social Media	
Facebook: <a href="https://facebook.com/girlscoutsnyc">facebook.com/girlscoutsnyc</a>	LinkedIn: <a href="https://linkedin.com/company/girlscoutsnyc">linkedin.com/company/girlscoutsnyc</a>
Instagram: <a href="https://instagram.com/girlscoutsnyc">instagram.com/girlscoutsnyc</a>	Twitter: <a href="https://twitter.com/girlscoutsnyc">twitter.com/girlscoutsnyc</a>
YouTube: <a href="https://youtube.com/girlscoutsnyc">youtube.com/girlscoutsnyc</a>	

## Who else can help?

Volunteer Experience		
Denia Cambell	Senior Manager, Volunteer Experience All Boroughs	dcambell@girlscoutsnyc.org
Debbi Foreman	Volunteer Support & Troop Engagement Manager Brooklyn & Queens (and supports all other Boroughs)	dforeman@girlscoutsnyc.org
Lucila Farfan-Narcisse	Volunteer Experience Specialist Staten Island	lfarfan-narcisse@girlscoutsnyc.org
Shahd Arbab	Volunteer Experience Specialist Manhattan & Bronx	sarbab@girlscoutsnyc.org
Abier Rayan	Volunteer Experience Specialist Queens & Brooklyn	arayan@girlscoutsnyc.org
First Year Experience - For Leaders who are in their first year!		
Tara Molloy	First-Year Experience Specialist Manhattan, Bronx, Staten Island	tmolloy@girlscoutsnyc.org
Ana Santiago	First-Year Experience Manager Brooklyn & Queens	asantiago@girlscoutsnyc.org

Community Outreach & Membership Development		
Contact this team if you need support with:		
<ul style="list-style-type: none"> <li>• Outreach to schools and community organizations in your Service Unit!</li> <li>• Identifying areas where troops may need help recruiting and retaining members!</li> <li>• Identifying where upcoming Council-led recruitment efforts will be!</li> </ul>		
Glenda Rivera	Senior Manager Membership Development	grivera@girlscoutsnyc.org
Milagros Saez	Community Outreach Lead Specialist	msaez@girlscoutsnyc.org
Michelle Hill	Troop Recruitment Specialist	<a href="mailto:mhill@girlscoutsnyc.org">mhill@girlscoutsnyc.org</a>

## Unsure where to start?

Email [customercare@girlscoutsnyc.org](mailto:customercare@girlscoutsnyc.org) or call 212.645.4000