

# Membership Recruiter

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*A Training Guide For Success*

2019

# Ice Breaker

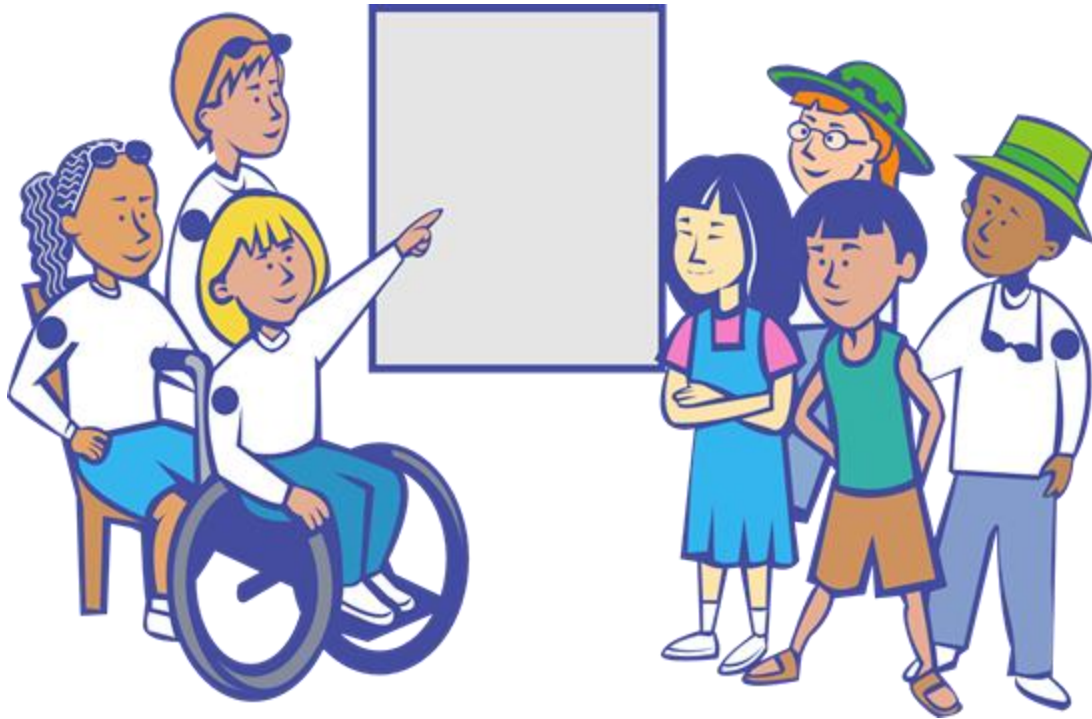
**Let's take about 10  
minutes to break the ice  
and introduce  
ourselves and play ...**



# Battling Excuses

- You have been handed a response to an excuse that will be read out loud. When you hear the excuse that matches your response, please stand and read your response to everyone.

# Let's Debrief



**What do you think was the point of that ice-breaker?**

# The Lesson



# Membership Recruiter

**Position Summary - organizes and manages recruitment in a specific Service Unit by recruiting girls and volunteers.**

**Term of Appointment – Appointed on a yearly basis by Community Engagement Specialist.**

**Reports to the Service Unit Coordinator.**

**Is supported by Service Unit Coordinator and Community Engagement Specialist and membership staff.**

# Core Competencies

- 1. Girl Focus**
- 2. Membership, Policies, Standards, and Resources**
- 3. Effective Communication**
- 4. Fostering Diversity**
- 5. Problem Solving**





# 1. Girl Focus

**Empower girls to lead activities, learn by doing, and cooperate with others on current issues that involve their interests and needs, while having fun.**



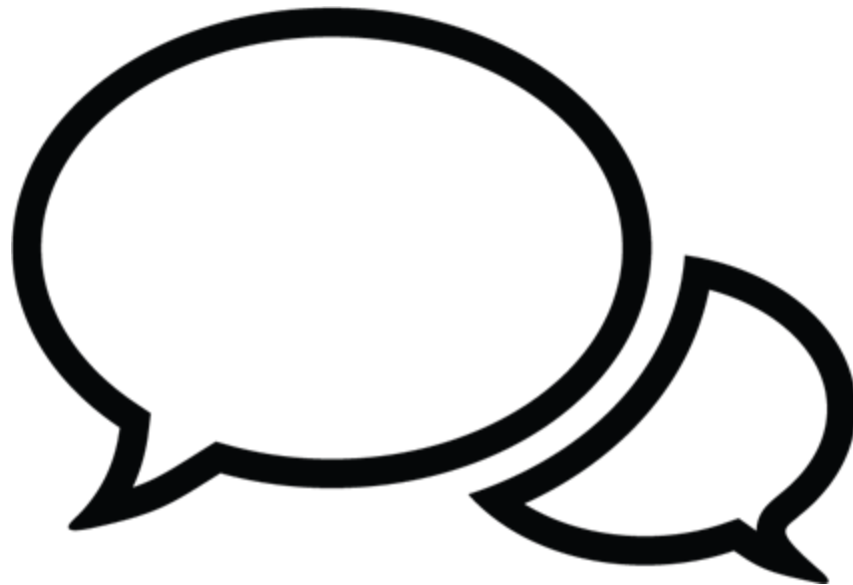
## 2. Membership, Policies, Standards, and Resources



**Knows and interprets Girl Scout membership policies, standards, and resources. This includes familiarity with Girl Scout materials; i.e. Volunteer Essentials.**

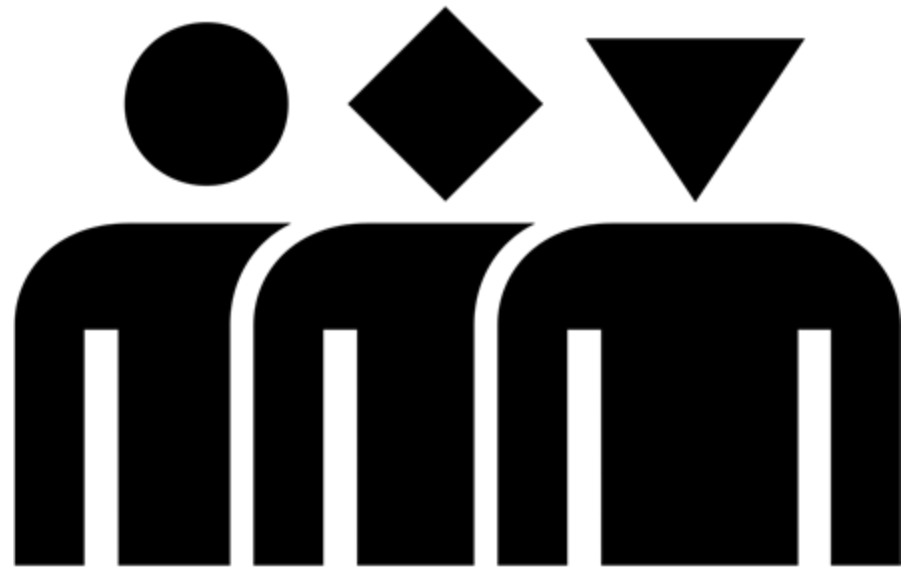
# 3. Effective Communication

**Express ideas and facts clearly and accurately.**



# 4. Fostering Diversity

Understands and embraces the differences individuals bring to Girl Scouting. Encourages and fosters the unique contributions and verified talents of individuals.



# 5. Marketing Skills

Effectively promotes the Girl Scout program to adults and girls.



# Membership Recruiter Responsibilities

- **Recruit Adult leaders – recruit and interview prospective leaders. Direct potential volunteers to complete volunteer approval process and actively attempt to involve people from all walks of life.**
- **Recruit Girls – ensure the Girl Scout program is offered to all girls' grades K – 12 through recruitment flyers, registration events, and other methods. Actively recruit girls from diverse backgrounds. Work with Service Unit Coordinator to get girls placed in troops.**



# Principle Tasks Cont...

- Promote GSUSA and council standard, policies, and procedures.
- As a member of the Service Unit Team:
- Participate in Service Unit and Service Unit Team meetings.
- Communicate in a responsive and efficient manner.
- Attend training and other events as appropriate for the position such as Service Unit Development Session (SUDS).



# Planning for the Year & Setting Goals

- **What is the council's FY 2019-2020 girl and adult membership goal for your area?**
- **What ideas do you have to help reach these goals?**



**Ideas to share?  
Questions?**





# Stretch Challenge

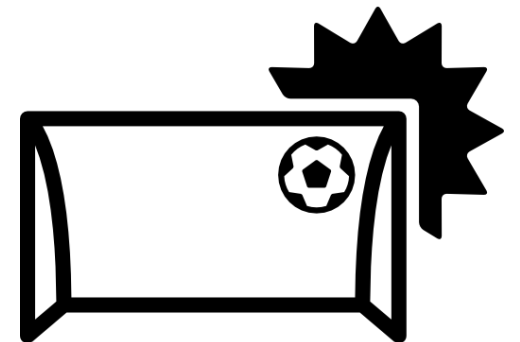
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# Benefits to the Volunteer

## Marketable Skills

- Leadership
- Public Speaking
- Organizational/ Time Management
- Community Development
- Marketing



# Benefits to the Volunteer

## Personal Enrichment

- Foster greater understanding in the belief of the Girl Scout movement.
- Participate in a national and international organization.
- Discover outlets for creative expression.
- Fulfill a desire to help and make differences in the lives of girls and adult.

# Steps to a Successful Recruitment

- 1. Research**
- 2. Define Event**
- 3. Find Location**
- 4. Promotion and Flyer Distribution**
- 5. Day of Event**
- 6. Follow Up**

# Sealing the Deal!

You have planned the recruitment and eligible girls and adults are present. How do we seal the deal?



# Membership Recruiter Success

by fitting the qualifications and completing the principle tasks – you win!



**Questions?**

**Thank you!**