

## **Girl Scout Recruiter Badge Requirements (Cadette-Ambassador)**

Earn a special Girl Scouts Heart of Central California Recruiter Badge by introducing Girl Scouting to families in your community. This is your chance to be creative and think like a recruiter. Complete the necessary activities in each step below. Once the steps are completed, return interested leads, and reflect to receive this special badge from your recruitment specialist!

### **Assignment:**

**Step 1: Discover- Who** your target market is, who in your school or community is looking to join Girl Scouts? Identify girls in K-12th who want to start their adventure! Connect with a recruitment specialist or service unit recruiter.

**Step 2: Connect** – Answer the following questions: **What** makes Girl Scouting special? Why would a girl want to join a forming troop? What would you want to share with a new Girl Scout?

**Step 3: Plan-** Connect with your recruitment specialist to plan a virtual open house. If you are meeting in person find a place to host your sign up consider asking your school or community center the next steps for scheduling a Girl Scouts sign-up meeting. **Do you need to reserve a room in advance? Can you host a meeting during your troop time, if not when? How will you tell people about your meeting?** Check-in with your recruitment specialist for resources!

**Step 4: Spread the word-**Ask troop or/and friends to make a post on social media using **#GSHCCjrRecruiter**, and tag friends and parents who might like to lead or join Girl Scouts. You may also pass out flyers.

**Step 5: Reflection-** After you have recruited, please complete the reflection questions below, and return them to your recruitment specialist or service unit recruiter after your meeting.

### **In-Person or Virtual Recruitment options**

1. Recruitment host virtual recruitments multiple times a week on Zoom ask your recruitment specialist about the recruitment schedule. You can pick a date.
2. If you already have a date in mind your troop leader will or recruitment specialist will help you set up a zoom link to get you started. Power points are available to customize.
3. You can host an Instagram or Facebook live Q&A. Council has social media pages you can use. For this option, you will need to be on live for 30 minutes. Your recruitment specialist will be watching to help answer questions. You will need to host 2 live sessions for this to be completed. This is your chance to be creative.

### **How to prepare for an in-person Recruitment event**

- ❖ Reserve your meeting space if virtual set up your meeting and get the link: considerations— tables and chairs, audiovisual technology, parking (maybe completely separate in-person vs virtual?)
- ❖ Deliver flyers, hang posters, and post on social media at least two weeks before your meeting
- ❖ Plan a short fun Girl Scout activity to share no more than 10 minutes (Good to be prepared)

- ❖ What is your favorite badge, camp, field trip, or cookie? Find a creative way to present at your meeting—slideshow, tri-fold board, interactive skit, demonstration, etc. Your personal experience is your biggest asset, use it.
- ❖ If you are doing this as a troop you must decide who will say what? Everyone should have a chance to share, including troop leaders. Ask them to talk about their experience as a leader while you talk to the audience about being a Girl Scout!
- ❖ Practice your pitch at least three separate times with two of the following:
  - Troop Leader
  - Recruitment Specialist
  - service unit recruiter

## **Use the checklists below as study guides to help you:**

### **Day before Meeting**

- ❖ Confirm your meeting space and if in-person find out who is unlocking the doors. (if necessary)
- ❖ Gather your supplies—if you have it, don't forget to bring a Girl Guide, Leadership Journeys, and sample uniforms!
- ❖ Remind your friends that are not yet members to attend your meeting
- ❖ Post reminders on social media

### **Meeting Day Prep for in person**

- ❖ Arrive 15-30 minutes early
- ❖ Wear your Girl Scout Uniform
- ❖ Place directional signs in the hallway and greet your guests (if meeting in person)
- ❖ Set up a sign-in sheet — make sure to return this to your recruitment specialist! (if meeting in person)

### **Virtual Recruitment Prep**

- ❖ Test virtual meeting space, go through the presentation.
- ❖ Check your roster so you have an idea about how many people to expect
- ❖ Login to meeting 15-30 minutes early to make sure everything is working
- ❖ Go through your PowerPoint and make any last-minute corrections.
- ❖ Test out any poll questions or activities
- ❖ Get comfortable with your space.

### **Meeting Flow (optional)**

- ❖ Welcome and Introductions — your name, grade, and how long you've been a Girl Scout, and who is helping you
- ❖ Open with the Girl Scout Promise and Law

- ❖ Who can be a Girl Scout? What might a girl do as a Daisy, Brownie, Junior, etc?
- ❖ Share some upcoming Girl Scout activities!
- ❖ Give a presentation of your favorite badge, camp, field trip, or cookie goal! How did you Discover, Connect, and Take-Action?
- ❖ Ask your troop leader, recruitment specialist, or service unit recruiter to help you with adult questions new Troop Leadership Team!

## Helpful Resources

- ❖ Mission- To build girls of courage, confidence, and character who make the world a better place.
- ❖ Girl Scouts focuses on four areas (pillars) that form the foundation of the Girl Scout Leadership Experience:
  - [Outdoors](#): When girls embark on outdoor adventures, they learn to confidently meet challenges while developing a lifelong appreciation of nature.
  - [Science, technology, engineering, and math \(STEM\)](#): Whether they're building a robot, developing a video game, or studying the stars, girls become better problem-solvers and critical thinkers through STEM activities.
  - [Life skills](#): Girls discover they have what it takes to become outspoken community advocates, make smart decisions about their finances, and form strong, healthy relationships. As you help girls plan their activities, give them opportunities to explore and up their game in each of the pillar areas.
  - [Entrepreneurship](#): By participating in the Girl Scout Cookie Program or fall product program, girls learn the essentials of running their own business and how to think like entrepreneurs.
- ❖ Girl Scouts helps girls thrive in five key ways. As a Girl Scout, she:
  - Develops a strong **sense of self**
  - Displays **positive values**
  - Seeks **challenges and learns** from setbacks
  - Forms and **maintains healthy relationships**
  - Learns to **identify and solve problems** in her community
- ❖ Girl Scouts welcomes all members from grades TK and age 5 years old through 12<sup>th</sup> grade and age 18, regardless of race, ethnicity, background, disability, family structure, religious beliefs, sexual orientation, and socioeconomic status. When scheduling, planning, and carrying out activities, carefully consider the needs of all girls involved, including school schedules, family needs, financial constraints, religious holidays, and the accessibility of appropriate transportation and meeting places.
- ❖ The Girl Scout Bronze, Silver, and Gold Awards honor girls who become forces for good and create a lasting impact on their communities, nationally and around the world.
- ❖ Annual Girl Scout Membership (\$25)

## **Adult Support**

Whether you have a few hours, a few weeks, or a few months to give, volunteering with Girl Scouts is flexible, fun, and meaningful!

- ❖ Girl Scout Training
- ❖ Flexibility—leaders set the troop meeting times and locations.
- ❖ Criminal Background Check (\$5 last 3 years)
- ❖ 24/7 Access to Volunteer Toolkit—if your troop uses VTK show a year plan demo!
- ❖ Staff Support, Service Unit mentorship, and leadership development opportunities!
- ❖ No matter which volunteer role you choose, you'll be helping girls to:
  - Discover a world full of fun experiences and new activities
  - Build confidence and make a whole bunch of new friends
  - Explore interests and learn new skills in a safe, all-girl environment

## **Virtual Information**

**Girl Scouts Heart of Central California YouTube page - with Virtual content:**

<https://www.youtube.com/user/GirlScoutsHCC>

**Girl Scouts Heart of Central California- Virtual At-Home-Page:**

<https://www.gshccvirtual.org/>

**Girl Scouts Activity Page:**

<https://www.girlscoutshcc.org/en/activities/activities-list.html>

**Join:**

<https://www.girlscoutshcc.org/>

**Eventbrite:**

<https://www.eventbrite.com/e/girl-scouts-robot-building-party-tickets-124793118577?aff=ebdssbonlinesearch>

## **Step 5**



5) Was this too much, too little, or just the right amount of time?

6) How many people attended? Tell us about the people who attended.

7) How did you advertise your meeting?

8) Did you reach your targeted audience?

9) What would you do differently?