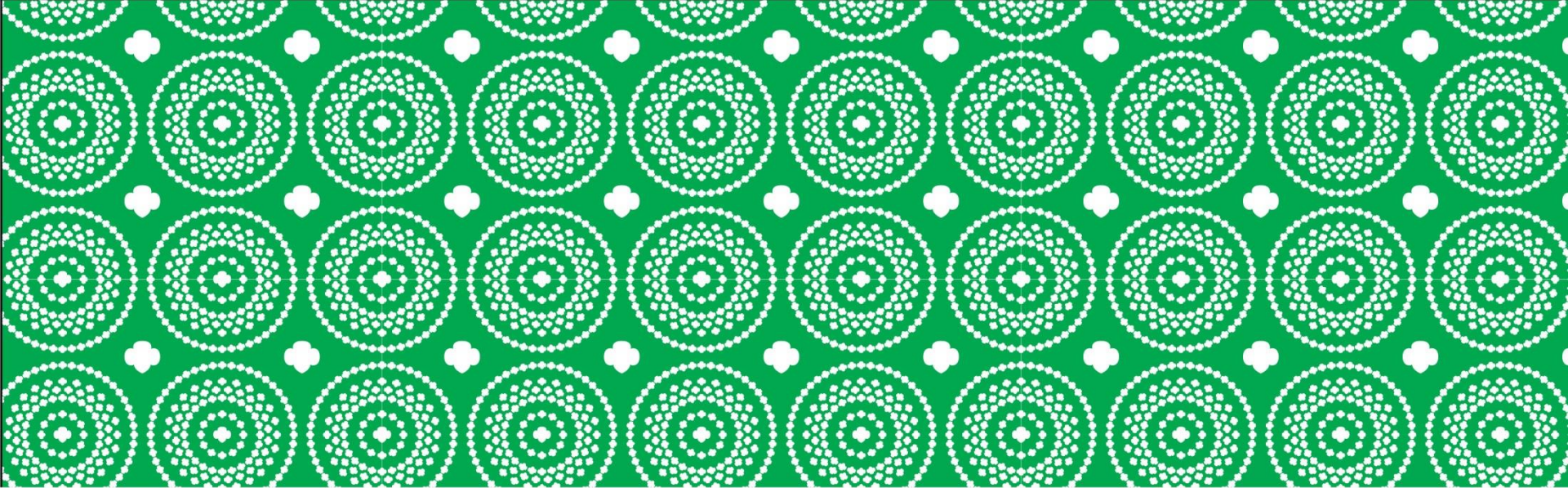
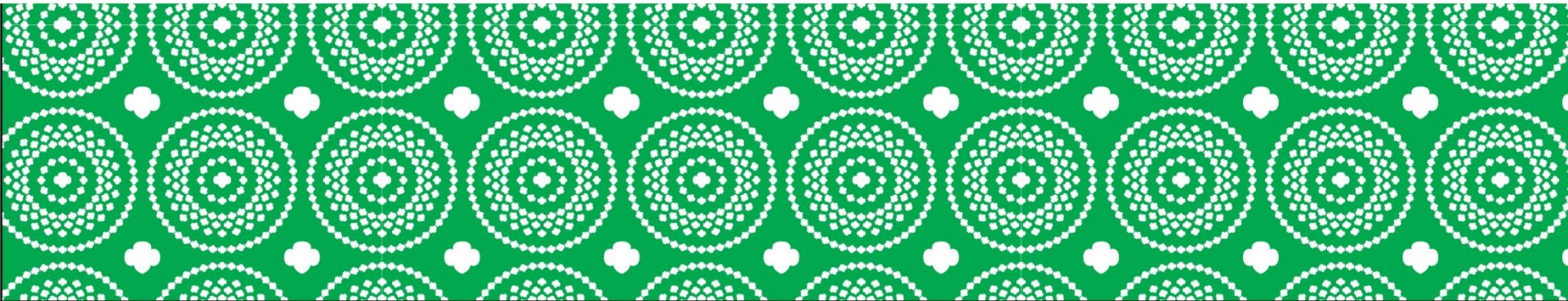


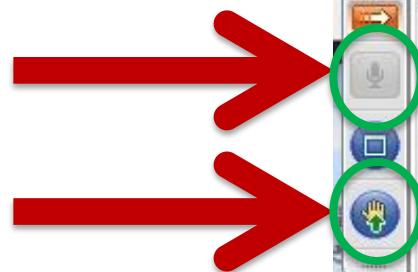


Recruiter Orientation

August 5, 2014



Webinar How To:



File View Help

- Attendee List (7 | Max 101)

Attendees (6) Staff (1)

NAMES - ALPHABETICALLY

	Kay Chilson
	Linda harmon
	lynn m-c
	Sandra Hardy
	Tracy Jackson

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Talking: Sheila Kennedy

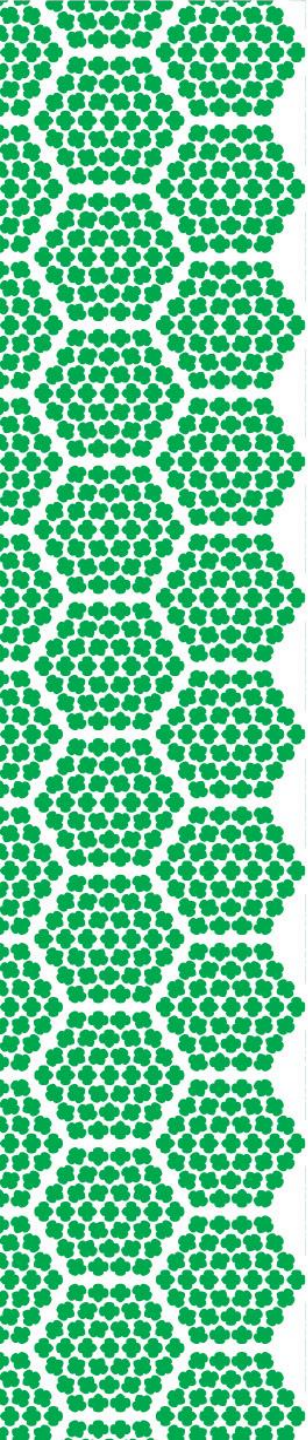
Questions

[Enter a question for staff]

EOA Curriculum Review

Webinar ID: 137-537-579

GoToWebinar



Welcome!

- **Introductions**

Gloria Halfacre, Recruitment Go Team lead

Jacqueline Rivero, Recruitment Manager- South West

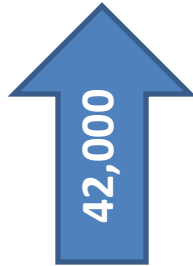
Lara Branch, Recruitment Manager- South East

Tracy Jackson, Recruitment Manager- North

- **What will this Orientation cover?**

- 1. Member Services**
- 2. Recruiter Position Description**
- 3. Recruiter Manual**
- 4. Best Practices**

Member Services



We serve over 42,000
(4.2 % of eligible girls)



Membership goal - 85%
in troops, 15% in other
pathways: camp,
events, series, travel



Work with community
partners to attract girls from
underserved areas: Central
LA, East LA, San Fernando
Valley/Pacoima, Pomona, San
Gabriel Valley and Lancaster



Enhance membership
growth by expanding
our reach and focusing
on retention (>60%)

Member Services

- We have over 24,000 adult members
- Align volunteers to support girl participation and ensure they can join easily, learn continuously and serve in flexible ways
- GoTeams and expertise in a variety of areas sharing their special interests from curriculum for training to writing volunteer job descriptions



GSGLA Properties

10 Program Centers

- ❖ Camp Mariposa
- ❖ Chino
- ❖ Covina
- ❖ El Ranchito
- ❖ Johnstone
- ❖ La Casita
- ❖ Marina Landing
- ❖ Montrose
- ❖ San Gabriel
- ❖ Whittier

4 Mountain Camps

- ❖ Camp Osito Rancho – Big Bear
- ❖ Skyland Ranch – near Idyllwild
- ❖ El Potrero – Lake Elsinore
- ❖ Camp Lakota – Frazier Park

Headquarters – Downtown Los Angeles

7 Service Centers

- ❖ Arcadia
- ❖ Long Beach
- ❖ Marina
- ❖ Montclair
- ❖ Palmdale
- ❖ Santa Clarita
- ❖ Woodland Hills



**SAN DIEGO
COUNTY**



Position Description

Key points

- **Brief Description:**

Along with the Service Unit Manager plan and implement recruitments in a specific area with the goal of placing every girl who wishes to be a Girl Scout member in a troop/group or as an individual Girl Scout. Develop and carry out recruitment of adults for various positions for all pathways.

- **Accountabilities**

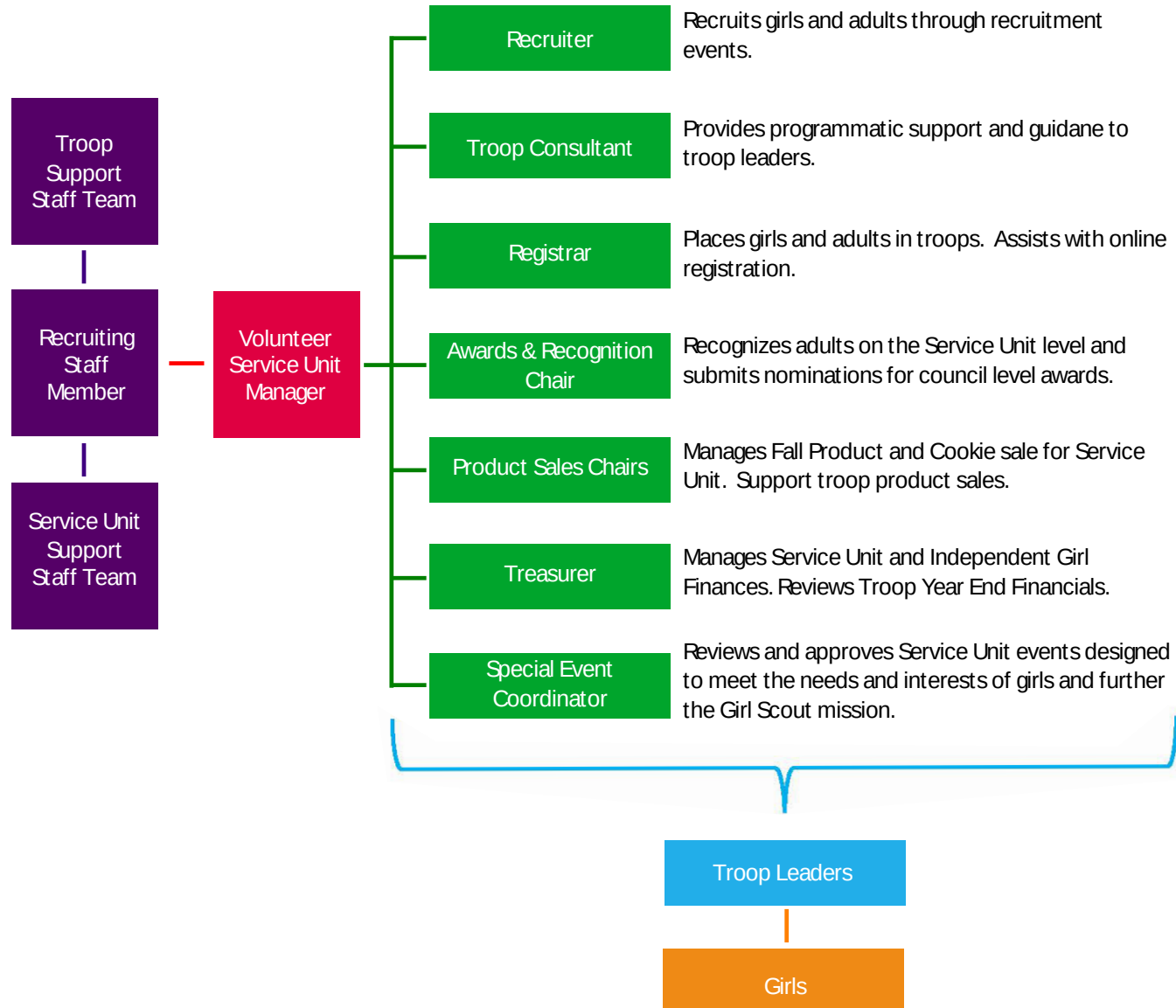
- **Qualifications**

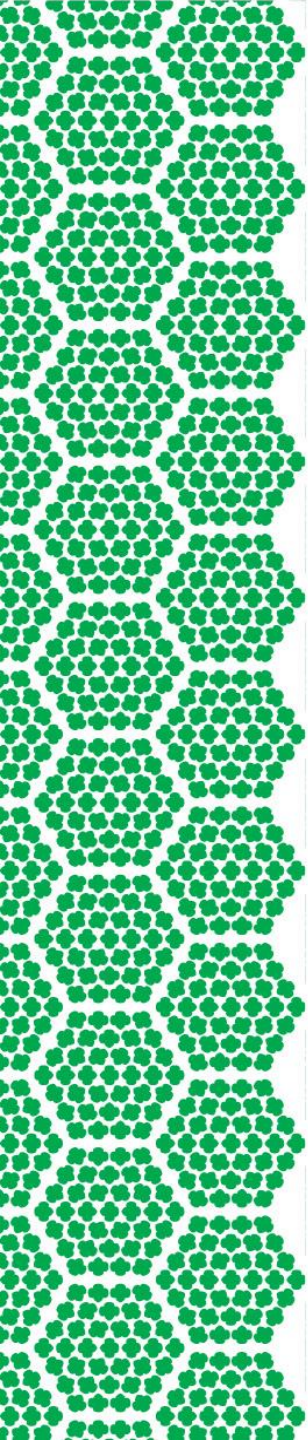
- **Standards of Performance**



Service Unit Structure

This team is the support system for Troop Leaders





Recruiter Planning Calendar,

Sample:

August Recruit New Leaders and girls to start new troops Attend Open Houses at schools Obtain recruitment materials from your Recruiting Staff Partner Identify Helpers and Speakers for Recruitment Events Contact schools to schedule Recruitment Event	September Attend Open Houses at schools Promote on-time registration Continue to recruit new leaders and girls	October Obtain existing troop information within your schools for quick reference from Registrar
November Place girls as needed	December Place girls as needed	January Attend Kindergarten Round Ups at local schools and distribute fliers
February Attend Kindergarten Round Ups at local schools and distribute fliers	March Place girls as needed	April
May Assist Service Unit Registrar with troops disbanding or merging Develop a summer recruitment plan	June & July Attend position training or update meeting	Ongoing Find new locations and events to have recruiting booths Add new girls to existing troops <i>Encouraging existing leaders to add more girls to existing troop</i> <i>Help on-board new leaders quickly and easily</i>

Diversity and Pluralism

As an organization committed to pluralism we ask you to ensure the following is implemented when recruiting girls and adults.



Tips in recruiting different ethnic, religious, and cultures groups.

1. Do research
2. Avoid stereotyping
3. Open a good line of communication
4. Make sure meeting materials are user friendly
5. Don't make assumptions
6. Don't be afraid to ask for outside help before recruiting.

If you need additional support contact your Staff Recruiting Partner

How do I recruit adult Volunteers?

The largest single reason people volunteer is because someone *ASKS* them. For 100 years, Girl Scouting has been successful in attracting thousands of volunteers to help provide program for girls and young women.

- **Skillful recruiters for Girl Scouting have common characteristics:**

- Acceptance of the differences in people - the way they work, their incentives, their skills and experiences
- Knowledge about Girl Scouting
- Skill in interpreting the principles and the benefits of the Girl Scout program for girls

- **Group Presentation/Parent meetings**

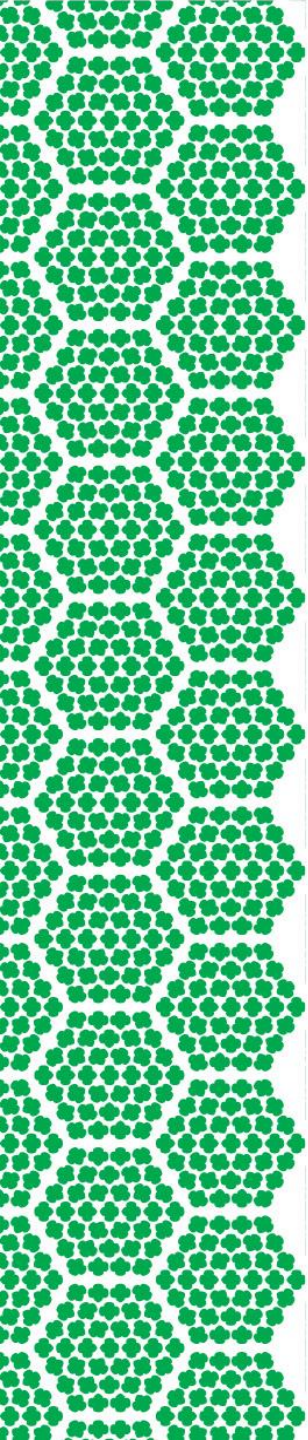
- **Special Events**

- **Personal Contact**

- **Social Media**



Has anything worked really well for you or your Service Unit?



Recruitment Steps

Before School Begins:

- I. Contact existing troops
- II. Start a waitlist
- III. Find a location for a recruitment event

Once School Begins:

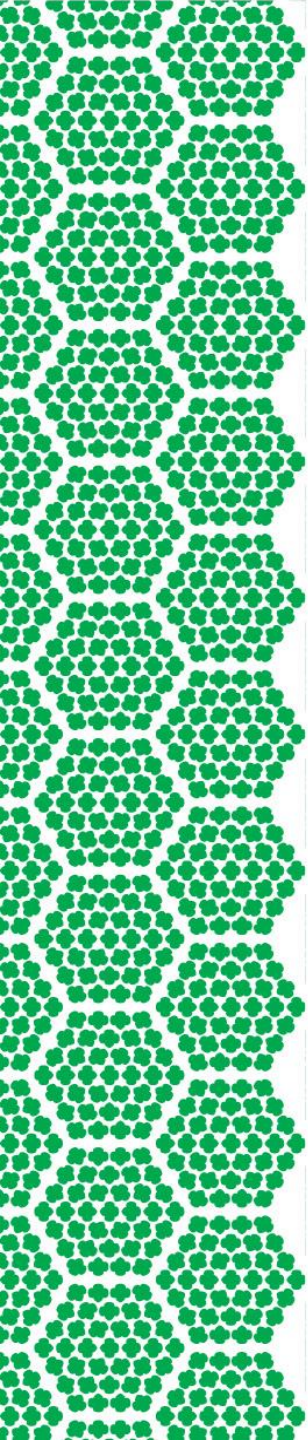
- I. Make contact with schools
- II. Attend Back to School Nights

(our goal is to ask EVERY parent to be a leader, the more troops that we form, the more opportunities we will have for the girls!)

- III. Respond to all girl placement inquiries within a week.
- IV. Forward all new leaders to your Staff Recruiter (to get them started on the process to be a leader).
- IV. Connect new leaders with Service unit.
- V. Place interested girls from waitlist into newly formed troops.

Before School Begins:

- I. Attend community events to host recruitment tables.
- II. Attend Kindergarten Round-ups.



Tips for recruitment opportunities

- Hosting a Recruitment TABLE or giving a Presentation at an Existing Event
- Recruiting Through a Meeting with Parents at an Existing Event
- Hosting a Specific Event for Recruiting
- Recruiting Through Marketing Materials at Area Locations

What Makes a good troop leader

- Support
- Overview of Responsibilities
- Qualifications and core competencies of a troop leader
- Additional requirements



Volunteer Application Process and Training

- **Interviewing Potential Volunteers**
- **Potential Volunteer Confirmed? Contact your Recruitment Specialist!**
 - Membership Registration
 - Volunteer Application
 - Background Screening
 - Consent
 - Confidentiality
- **Training**
 - Council Orientation Recorded Webinar
 - Basic Training Leader Class
 - Level Courses
 - Additional Trainings
- **Requirements to receive a troop number:**
 - Volunteer application and background screening
 - Membership Registration
 - Council Orientation Webinar
 - At least one non-related Co-leader

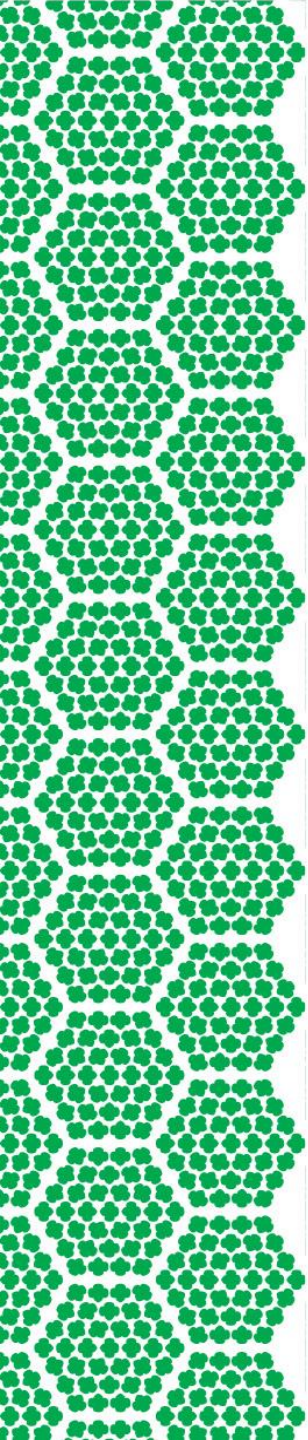


Recruitment Manual & Tools

**I can't wait to
teach her
something new**



**I can't wait to
turn new
friends into
best friends**



Questions?

