

Volunteer Recruiter Training 2023

Please use this resource to capture notes and ideas you have while viewing the Volunteer Recruiter Training 2023 video. If you have questions about any of the information presented in this training, please contact the Recruitment Team at girlscouts@girlscoutsvr.org or 800-845-0787. Thank you for your time and preparation!

Agenda:

- Overview of Girl Scouts, Girl Scouts River Valleys (GSRV), and the Girl Scout program
- Volunteer Recruiter basics
- Key recruitment strategies: how do we reach new families?
- Annual timeline of activities
- Resources and support available
- Next steps

Key Dates:

- June 13 – Fall Recruitment Kick-Off
- August 20 – September 11 – School open houses
- August 26 – Fall Launch
- September 11-29 – Host a sign-up event in your local area
- October 9-13 - International Day of the Girl Campaign
- January 15 – Winter Daisy Campaign begins
- April 1 – Spring Campaign begins

Resources:

- Recruiter webpage - <https://volunteers.girlscoutsvr.org/service-units/recruiter/>
- Troop catalog - <https://mygs.girlscouts.org/search?type=TROOP>
- Impressive Print Center – gsrv.gs/print-center
- Looker – <https://girlscouts.looker.com/login>

When you have completed training, please let us know by taking this short quiz:
<https://forms.monday.com/forms/124ecb523e71adb3d350c7d852033dd5?r=use1>

Next Steps (to be completed by the end of July):

- **Mark** June 13 on your calendar! (Fall Recruitment Kick-Off)
- **Explore & bookmark** the Recruiter webpage
 - Recruiter webpage: <https://volunteers.girlscoutsrv.org/service-units/recruiter/>
- **Set up** your Impressive Print Portal and Looker accounts
 - To set up Impressive Print Portal account:
 - Step 1: Navigate to gsrv.gs/print-center
 - Step 2: Select “click here to register” at the sign in area. (Allow up to 3 business days for approval of new accounts.)

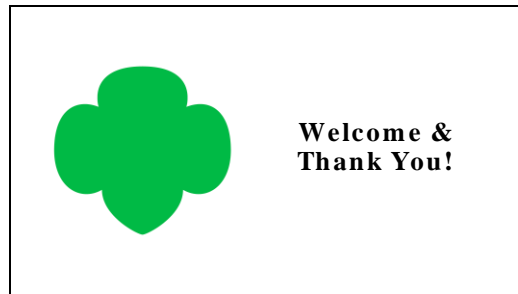
*For further account set-up instructions, please view this video:
<https://www.youtube.com/watch?v=cFn3uyN0p1c>
 - To set up Looker account:
 - Step 1: Navigate to <https://girlscouts.looker.com/login>
 - Step 2: Select “forgot my password” at the sign in area.
 - Step 3: Enter your email address and click “Reset password.” (Please use the same email address that is used to log on to your MyGS account.)

*For detailed account set-up instructions, please visit:
<https://volunteers.girlscoutsrv.org/reference/articles/using-looker/>
- **Review & answer** the following reflection questions. Bring your answers to your meeting with Recruitment staff.
 - Where are 5 places I can post a flyer in my community?
 - What events are happening in my community this summer/fall?
 - What am I worried about? What am I excited about?
 - Who can I add to my recruitment team?
 - What online spaces are people using to connect in my community?
 - What do I know about the troops in my community?
- **Meet** with your Recruitment staff member to develop a plan for Fall Recruitment! Your Recruitment staff member will reach out to you via email with more scheduling information in the coming weeks.

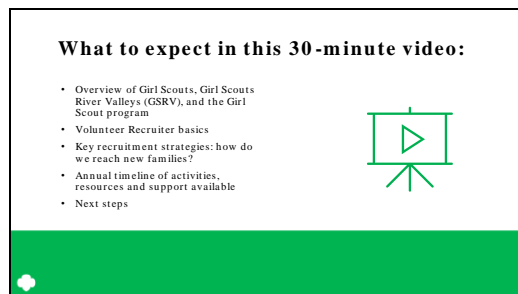
Slide 1



Slide 2



Slide 3



Slide 4


Learning Objectives

After viewing, you will be able to:

- State the mission and purpose of Girl Scouts River Valleys
- Recall all Girl Scout participation pathways
- List key responsibilities of a Volunteer Recruiter
- Explain what success looks like as a Volunteer Recruiter
- List key dates for Volunteer Recruiters
- Access support & resources in place to help you

Slide 5

Complete training to receive a gift!




Complete the quiz at the end of this video **AND** attend* the Fall Recruitment Kick-Off on June 13 to receive your gift.


Slide 6

Girl Scouts' Mission & Purpose

- **Girl Scout Mission:** Girl Scouts has been building girls of courage, confidence, and character who make the world a better place for over 100 years.
- **Girl Scouts River Valleys' purpose** is to boldly lead as an anti-racist organization that uplifts and empowers every girl to know their worth and lead in their world.
- **Our commitment to diversity, equity and inclusion** is a commitment to providing adaptable, culturally-relevant leadership programming that meets the needs of every girl, volunteer, family, community, and staff member throughout our 49-county region.

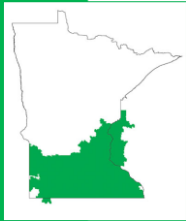


Slide 7



Our work is based on the belief that everyone who participates in Girl Scouts should have the opportunity to become a leader and a changemaker.

Slide 8



Girl Scouts River Valleys Basics

- 18,000 girls
- 6,500 volunteers
- 2,196 troops
- 144 Service Units
- 113 staff

Slide 9

The Girl Scout Leadership Experience Formula

Variety of Activities

- Outdoors
- STEM
- Cookies
- Community Service
- Field Trips
- Events

+

Supportive Relationships

- Troop Leaders care about them, are inclusive and help them explore who they are.
- Girl Scouts develop meaningful peer-to-peer relationships

+

3 Girl Scout Process:

- Girl-Led
- Cooperative Learning
- Learning by Doing

=

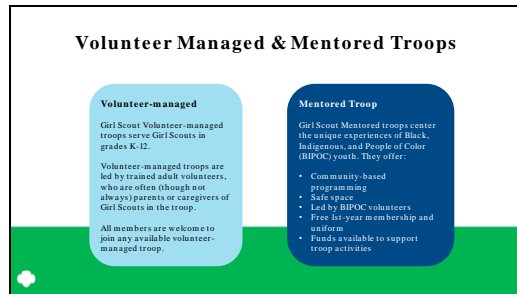
5 Outcomes:

- Strong Sense of Self
- Positive Values
- Challenge Seeking
- Healthy Relationships
- Community Problem Solving

Slide 10



Slide 11



Slide 12

Many BIPOC families also choose to participate in volunteer-managed troops.

When helping families get started with a troop, it is important not to assume which participation they will choose.

Rather, actively listen to families' needs and interests, present all participation options, and **allow families to make the decision that is best for them!**

Slide 13

ConnectZ

ConnectZ troops are led by Girl Scouts River Valleys staff and serve predominantly, but not entirely, BIPOC youth.


To eliminate access barriers, meetings are conveniently held at local schools or organizations and programming is free.

There is no cost for membership, uniforms, or programmatic experiences, like camp.

ConnectZ is available at select partner sites. If you're curious if there are any ConnectZ sites in your Service Unit, reach out to your Recruitment staff member.



Slide 14



Juliette

Juliette Girl Scouts are registered K-12 members that do not participate with a troop. Juliettes are guided by a volunteer mentor through their Girl Scout experience. Juliette Girl Scouts can choose to:

- Complete Girl Scout Journeys and Badges
- Attend Girl Scout events and activities
- Participate in the Fall Product and Cookie Programs
- Earn Highest Awards
- Travel with Girl Scouts

Slide 15

Program Events/Camp

Some members choose to join Girl Scouts to participate in program and event opportunities hosted by Girl Scouts.

These members do not participate in a troop nor are they registered Juliette Girl Scouts. These members are led by Girl Scouts River Valleys Staff and program partner volunteers.



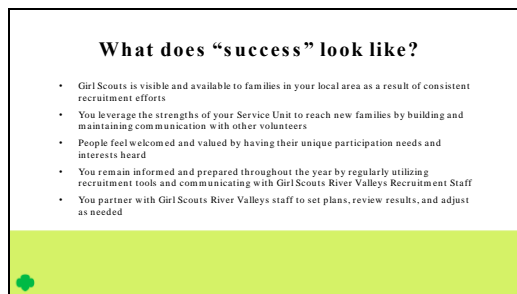
Slide 16



Slide 17



Slide 18



Slide 19



Recruitment Goals & Priorities

Slide 20



Goals

Volunteer Recruiters help **invite new families to join, recruit new troop leaders, and start new troops**. They play a critical role in reaching new families and growing Girl Scouts in local communities.

GSRV is committed to providing adaptable, culturally-relevant leadership programming that meets the needs of every girl, volunteer, family, community, and staff member.

Recruiters partner with GSRV staff to develop customized recruitment plans that best meet the needs of local families and communities.

Slide 21

Girl Scouts River Valleys' Membership Priorities

- **Better reach, serve and support multicultural communities** by centering BIPOC families and increasing staff and volunteer cultural competency and training.
- Implement **intentional targeted recruitment strategies** based on the needs of the community.
- Increase investment in **authentic community-based relationship building** (without asking for something in return) with cultural organizations, schools and local partners.
- Revise the troop catalog to **better answer the questions families need to know before joining**.
- **Make it easier to say YES to volunteering** as troop leader by increasing visibility of the role and support and resources available.

Slide 22

Let's get to work!


As a Volunteer Recruiter, you will...

Slide 23



Partner with Girl Scouts River Valleys' Recruitment Team to create a recruitment plan for your Service Unit.

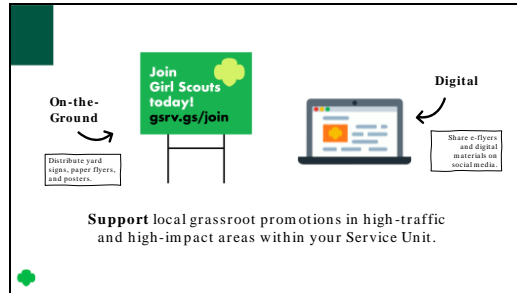
Slide 24



Mobilize and lead your Service Unit's recruitment efforts.

Recruitment is not a solo mission!

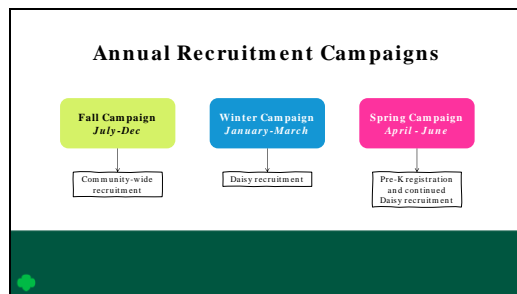
Slide 25



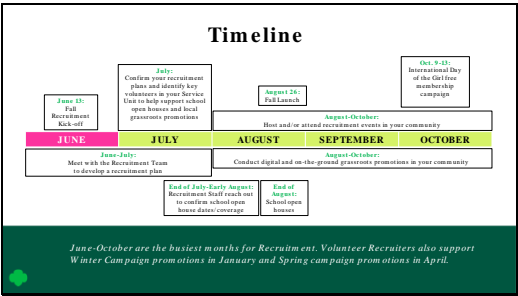
Slide 26



Slide 27



Slide 28



Slide 29



Slide 30



Slide 31



Slide 32




Slide 33



Slide 34

Impressive Print Center



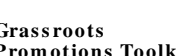
Description: An online portal for ordering recruitment materials. All items are free of charge to Volunteer Recruiters.

Where to Find: gsrv.org/print-center

To create a new account, select "click here to register" at the sign in area. Allow up to 3 business days for approval of new accounts. For further account set-up instructions, please view this video:
<https://www.youtube.com/watch?v=-Fa3JyN0p-Ic>

Items Available to Order: Flyers (English, Spanish, Somali, Hmong), yard signs, event kits, and more!

Slide 35




Grassroots Promotions Toolkit

Description: A resource that includes guidance for digital promotions, materials and tips for flyers, posters, and yard signs, local media opportunities, and resources for engaging your community and local Girl Scout families.

Where to find: The Recruiter website

Grassroots Promotions Toolkit



- Digital Promotions
- Flyers, Posters, and Yard Signs
- Social Media
- Sign & Banners
- Local Media Opportunities
- Graphic Coverage
- Volunteer Recruitment
- Engaging Your Community
- Engaging Local Girl Scout Families
- Other Local Opportunities

Slide 36

Troop Catalog

Description: An online tool to search and register for available Girl Scout troops.

Where to find: <https://my.girlscouts.org/search?type=TROOP>


Slide 37

Looker

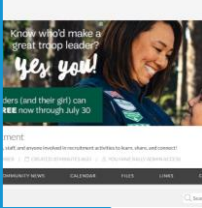
Description: An online platform for volunteers to view data about their Service Unit.

Where to find: girlscouts.looker.com

To create an account, select "Forgot my password" at the sign-in area. Enter your email address and click "Reset password." (Please use the same email address that is used to log in to your MyGS account.) For detailed account set-up instructions, please visit: <https://volunteers.girlscouts.org/reference/articles/using-looker/>



Slide 38



Rallyhood

Description: A social media network-to connect with other Girl Scouts River Valleys volunteers.

Where to find: All volunteers will receive login information from Girl Scouts River Valleys staff upon the start of their volunteer commitment.

Slide 39



Reflection & Next Steps

Slide 40

Reflection Questions

Where are 5 places I can post a flyer in my community?

What am I worried about?

Who can I add to my recruitment team?

What do I know about the troops in my service unit?

What events are happening in my community this summer/fall?

What am I excited about?

What online spaces are people using to connect in my community?

We look forward to discussing these questions with you during our **fall planning meetings!**

Slide 41

Next Steps

- Mark June 13 on your calendar! (Fall Recruitment Kick-Off)
- Explore & bookmark the Recruiter webpage
- Set up your Impressive Print Portal and Looker accounts
- Review & answer the reflection questions
- Meet with your Recruitment staff member to develop a plan for Fall Recruitment! Your Recruitment staff member will reach out to you via email with more scheduling information in the coming weeks.

Slide 42

Let us know you have completed this training!

Take this short quiz:

<https://forms.monday.com/forms/124ecb523e71adb3d350c7d852033dd5?r=use1>
