

Girl Champion



Girl Scouts prepares her for a lifetime of leadership—from taking a nighttime hike under the stars to accepting a mission on the International Space Station; from running her own cookie business today to tackling cybersecurity tomorrow.

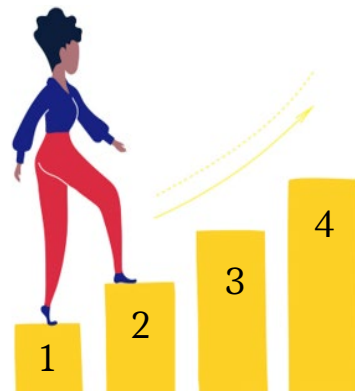
As the Girl Champion, you are the liaison between Girl Scouts and the school or organization (place of worship, sports center, youth organization, etc.). This Service Team position works in collaboration with the Service Unit Recruitment Manager and

the Member Support Executive (MSE) staff to connect new adults and girls to Girl Scouting.

There are dozens of sites in the service unit jurisdiction and council boundaries where we want to share the invitation to join the Girl Scouts. You fulfill an important role in sharing the opportunity. Thank you for supporting the mission – just think – you are introducing a girl and her family to the magical experience of Girl Scouts.

What to do Step by Step

- 1. Visit the school (site) and determine what are the available resources to promote Girl Scouts. See page 2 for more information.
- 2. Attend Meet the Teacher event or Open House. The start of the school year is the best time to share the Girl Scout experience. However, we invite new members all year long. Page 3
- 3. Turn in the names of potential new members to the service team and Council Member Placement Team within 48 hours.
- 4. Share opportunities with the Service team to promote Girl Scouts throughout the school year.



Making a Site Visit

Before you Go

- Discuss with the Service Unit Recruitment Manager if there are any troops that already meet at this site or school. Is this troop open to adding additional girls? Do they want to meet on campus? What level of troops do we hope to form? How many girls from this school are already Girl Scouts?
- You are representing the Girl Scouts – wear neat clothes and consider wearing a shirt or name badge that identifies you as a Girl Scout volunteer.
- It may take a few visits to the office to arrange for an appointment with the School Principal or other key decision-makers at the site. Take some “goodies” with you to share with the secretary, Fall Product or Cookies. Introduce yourself (if you are not already acquainted). You want her to know you as the Girl Scout contact.



Sample Questions to ask the School Secretary

- Who do you request permission from to participate in the “Meet the Teacher” Event before the start of the school year?
- The Name and contact information for the PTO, do they have a FACEBOOK page?
- Does the school host any other family events that Girl Scouts could set up an information table?
- Is there a Bulletin Board you could hang a poster?
- When does the school host Kindergarten Round-up?
- What is the process to request the use of a room to host a meeting?
- Does the school have a community liaison or Social Worker position that holds coffee meetings with parents?
- Who is the school librarian – plan to meet with them to offer bookmarks and discuss other ways to support her work.
- Who else does the secretary recommend you talk with about starting a Girl Scout troop at the school?

Meet the Teacher



Hands Down the best chance for a successful Fall Recruitment Season is accomplished by attending the *Meet the Teacher* event before school starts. If possible, gain permission to attend this event in the Spring before school is out the previous year. Or contact the school office way before the chaotic last days of summer before school starts.

If there are already some Girl Scout members at your school enlist their support by offering service to the school like passing out refreshments or helping to decorate. Existing Girl Scouts should wear their vest or GS T-shirt. Offer pin buttons “Ask Me About Girl Scouts”. The more people advertising Girl Scouts the better!

Tips for a Successful Event

1. Request permission early. Often requesting attendance by email to the School Principal.
2. Communicate the time and date to the Service Unit Recruitment Manager and Staff, Member Support Executive (MSE).
3. Plan to connect with staff ahead of the event to pick up distribution items for the table.
4. Arrive 30 minutes before the start of the event to set up.
5. If possible, recruit a girl member to help at the table, just their presence attracts potential new families.
6. Engage families as they mingle with program tables. Share a little information about Girl Scouts with each family. Ask the family questions about what they are looking for in an extra-curricular activity. Invite them to the upcoming recruitment activity. Collect their contact information in written or digital QR code format.
7. After the event text or email the Service Unit Recruitment Manager to share your success. Plan to turn in collected leads ASAP no more than 48 hours.

Items for the Table

- Tablecloth
- Girl Scout Information Flyers, level information
- Plastic flyer stand with recruitment QR Code
- Sample catalog or uniform/ badge sheet by level
- Form sheets to collect names of potential new girl and adult volunteers
- Girl Scout Photo album (optional)
- Sample Girl Scout vest (optional)
- Give Away items like pens, bracelets, stickers, bookmarks

Top 10 Reasons to be a Girl Scout

1. Girl Scouts builds girls of courage, confidence, and character, who make the world a better place.

- She'll encounter a wide range of activities that encourage her to try new things and become more brave in tackling the unknown.
- She'll fail, and have encouragement to get up and try again.
- She'll gain practice in taking action to change things she cares about, and gain confidence that she can change the world.

2. Girl-only space.

- She'll experience a program tailored to her unique developmental needs.
- Every opportunity in every area is built for her.

3. Program variety.

- She'll explore the outdoors, STEM (science, technology, engineering, and math), entrepreneurship, and other life skills like well-ness, civics, and self-advocacy.

4. Extend and amplify in-school learning.

- She'll explore STEM through hands-on activities.
- She'll practice civic engagement in an apolitical environment.
- Social-emotional learning is built into everything she does.

5. Earn awards for community engagement.

- She'll gain confidence in her ability to impact the community and society.
- She'll stand out on resumes and scholarship applications.

6. Girl-led experiences.

- She gets to choose the activities that excite her most.
- She'll receive positive reinforcement for speaking up and driving choices.

7. Many ways to participate.

- She can participate on her own or as part of a group.
- She can dive deeper into things she loves, like robotics, SCUBA diving, astronomy, high adventure, and more.

8. ALL girls are welcome.

- She's encouraged to join, regardless of her backgrounds, identity, or ability.
- Together, we stand against racism and pledge to work for a just society for all.

9. Fund your own adventures.

- Girl Scout-sponsored programs like the Girl Scout Cookie Program will help her gain essential business skills while creating opportunity to earn funds for the troop and individual activities she loves.

10. Progressive leadership development.

- She'll start practicing leadership as early as kindergarten.
- She'll be more likely than other girls to be a leader - research proves it.



Top 10 Reasons to Get Involved as an Adult



1. Take the journey with your girl!

- Spend quality time with your girl and her friends.
- Discover, explore, and have fun by her side.

2. Gain new skills.

- Experience positive personal growth as you mentor girls in your community.
- Build your resume by building more leadership, critical-thinking, problem-solving, communication, and creativity!

3. Participate in training to make it easy.

- No need to figure it out on your own or have previous experience.
- Learn everything from CPR to water sports and cooking over a fire to girls' behavioral dynamics - and more!

4. Help girls realize their potential.

- Foster a safe environment that allows girls to make mistakes they'll learn from.
- Create a space where girls practice leadership, self-advocacy, and learn they can accomplish anything.

5. Get to know her friends and confidants.

- Really KNOW your girls' close friends.
- Help influence and guide your girls' peers.

6. Make new friends.

- Make lifelong, cherished friends who are there to support you.
- Have FUN with other adults.

7. Give back and get back.

- Do good for girls and make an impact on society.
- Lead and participate in a variety of community service projects alongside your Girl Scouts to demonstrate the value of service.

8. Do things you've never done.

- Take surf lessons, travel the country, build your own potato battery, identify the constellations, make cake over a fire. You'll explore as the girls explore.

9. Build leaders and change-makers.

- Research shows that Girl Scouts are more involved in their communities, are more civically engaged, and take on more leadership than their non-Girl Scout peers. With your guidance, she can change the world!

10. Discover the FOUNTAIN OF YOUTH!

- Girl giggles, silly stories, new experiences, and breaking out of your comfort zone keep you forever young!