

## **Girl Scouts of Western New York Volunteer & Troop Leader Membership Recruitment Toolkit**

*Growing Girl Scouts Starts with You*

Thank you for helping more girls discover the fun, friendship, and leadership opportunities that come with being a Girl Scout. As a volunteer or Troop Leader, you are one of our most powerful recruiters. Families are most likely to join when they hear directly from someone who has experienced the impact of Girl Scouts firsthand.

Use this toolkit to help spread the word in your community and invite new families to join your troop.

### **Recruitment Basics**

When Talking About Girl Scouts, Focus On:

- Friendship and belonging
- Building confidence and leadership skills
- Outdoor adventures and camp experiences
- STEM, entrepreneurship, and life skills
- Community service and making a difference
- Fun, flexible experiences for every girl

Simple Conversation Starter:

"Girl Scouts is so much more than cookies. Girls build confidence, make friends, explore new interests, and discover what they're capable of in a supportive environment."

### **Community Recruitment Opportunities**

Look for opportunities to represent Girl Scouts where families already gather.

Schools:

- Back-to-school nights
- Open houses
- Kindergarten registration events
- PTA/PTO events
- School carnivals
- Family fun nights



Libraries:

- Summer reading kickoffs
- Community resource fairs
- Storytime events

Parks & Recreation:

- Summer festivals
- Concerts in the park
- Community picnics

Community Events:

- County fairs
- Fall festivals
- Holiday celebrations
- Farmers markets
- National Night Out events
- Community block parties
- Pride celebrations
- Juneteenth celebrations
- Cultural heritage festivals

Youth-Focused Events:

- Sports registration days
- Dance studios
- Gymnastics centers
- Youth activity fairs
- Preschool and daycare family nights

## **Recruitment Table Essentials**

Bring:

- Girl Scout tablecloth or signage
- Troop photos
- Sample uniforms or patches
- Activity examples
- Registration information
- Contact sign-up sheet
- QR code linking to [www.gswny.org/join](http://www.gswny.org/join)
- Small giveaway items

Table Activity Ideas:



- Friendship bracelet station
- STEM challenge
- Coloring activity
- Cookie guessing game
- Badge display board
- Camp photo display

## **Social Media Best Practices**

Share:

- Troop activities
- Community service projects
- Camp experiences
- Outdoor adventures
- STEM activities
- Badge work
- Girl accomplishments

Include:

- Troop number
- General meeting location
- Contact information
- Clear call-to-action
- [www.gswny.org/join](http://www.gswny.org/join)

## **Copy & Paste Social Media Posts**

### **General Recruitment Post**

✨ New members welcome!

Our Girl Scout Troop #\_\_\_\_\_ is forming now, and we'd love to welcome new girls to join us.

Girl Scouts build confidence, make friends, explore new interests, and create memories that last a lifetime.

Interested in learning more? Contact me today or visit [www.gswny.org/join](http://www.gswny.org/join).

#GirlScouts #GirlScoutsOfWNY #GirlScoutStrong



### **Daisy Recruitment**

🌻 Calling all Kindergarten and 1st Grade girls!

Troop #\_\_\_\_\_ is forming now and looking for new Daisy Girl Scouts.

Girls will make friends, explore nature, earn badges, and discover new adventures in a fun and welcoming environment.

Contact me to learn more or visit [www.gswny.org/join](http://www.gswny.org/join).

#DaisyGirlScouts #GirlScoutsOfWNY

### **Brownie Recruitment**

Brownie Troop #\_\_\_\_\_ is welcoming new members!

Whether your girl loves science, art, outdoor adventures, community service, or trying new things, Girl Scouts has something for everyone.

Contact me for details on joining our troop or visit [www.gswny.org/join](http://www.gswny.org/join).

#BrownieGirlScouts #GirlScoutsOfWNY

### **Camp-Focused Recruitment**

🏕️ Adventure starts here!

Girl Scouts enjoy campfires, hiking, outdoor exploration, new friendships, and unforgettable experiences.

Troop #\_\_\_\_\_ is forming now and welcoming new members.

Message me to learn more or visit [www.gswny.org/join](http://www.gswny.org/join).

#GirlScoutCamp #GirlScoutsOfWNY

### **Friendship-Focused Recruitment**

💚 Looking for a place where your girl can belong?

Girl Scouts helps girls build friendships, confidence, leadership skills, and lifelong memories.

Troop #\_\_\_\_\_ is currently welcoming new members.

Contact me for more information or visit [www.gswny.org/join](http://www.gswny.org/join).



#GirlScouts #FriendshipAndFun

### **STEM-Focused Recruitment**



Future scientists, engineers, inventors, and innovators wanted!

Girl Scouts offers hands-on STEM experiences that help girls explore, create, and lead.

Troop #\_\_\_\_\_ is forming now and looking for new members.

Contact me to learn more or visit [www.gswny.org/join](http://www.gswny.org/join).

#GirlScoutsSTEM #GirlScoutsOfWNY

### **Parent-Focused Recruitment**

Parents and caregivers: Looking for an activity that helps your girl grow in confidence, leadership, and independence?

Girl Scouts provides opportunities to explore the outdoors, give back to the community, make new friends, and develop skills that last a lifetime.

Troop #\_\_\_\_\_ is forming now.

Contact me for more information or visit [www.gswny.org/join](http://www.gswny.org/join).

#GirlScoutsOfWNY

### **Event Invitation Post**

Come meet Girl Scouts!

Our troop will be at [EVENT NAME] on [DATE].

Stop by to learn about Girl Scouts, ask questions, and discover all the exciting opportunities available for girls in our community.

We can't wait to meet you!

Troop #\_\_\_\_\_

Learn more at [www.gswny.org/join](http://www.gswny.org/join).



### **Facebook Community Group Post**

Girl Scout Troop #\_\_\_\_ is currently welcoming new members!

If your girl is interested in making friends, trying new things, participating in community service, exploring STEM, attending camp, and building confidence, we'd love to connect.

Message me for more information or visit [www.gswny.org/join](http://www.gswny.org/join).

### **School Newsletter Blurb**

Girl Scout Troop #\_\_\_\_ is now recruiting new members!

Girls can participate in hands-on activities, leadership opportunities, outdoor adventures, community service projects, and more.

Interested families can contact: \_\_\_\_\_

Learn more at [www.gswny.org/join](http://www.gswny.org/join).

### **Text Message**

Hi! Our Girl Scout Troop #\_\_\_\_ is welcoming new members. If your girl may be interested in making friends, learning new skills, and having fun adventures, I'd be happy to share more information!

Learn more at [www.gswny.org/join](http://www.gswny.org/join).

### **Personal Invitations Matter**

Research consistently shows that personal invitations are the most effective recruitment tool.

Invite:

- Friends
- Neighbors
- Classmates
- Teammates
- Cousins
- Families from school activities
- Families from community events

A simple "Would your girl like to try Girl Scouts?" can be the start of an amazing journey.

Together, we can help more girls across Western New York discover the courage, confidence, and character to make the world a better place.