

Recruiting for your Troop

Recruiting girls for your troop is one of the most important things a leader does! It is vital to get a strong troop started your first year, but it is also important for established troops to reach out to new girls every year. New girls may now be interested or have recently moved to the school. Every girl deserves the opportunity to be a part of Girl Scouts!

Here are some tips for a successful troop recruitment:

Create a flyer or invitation.

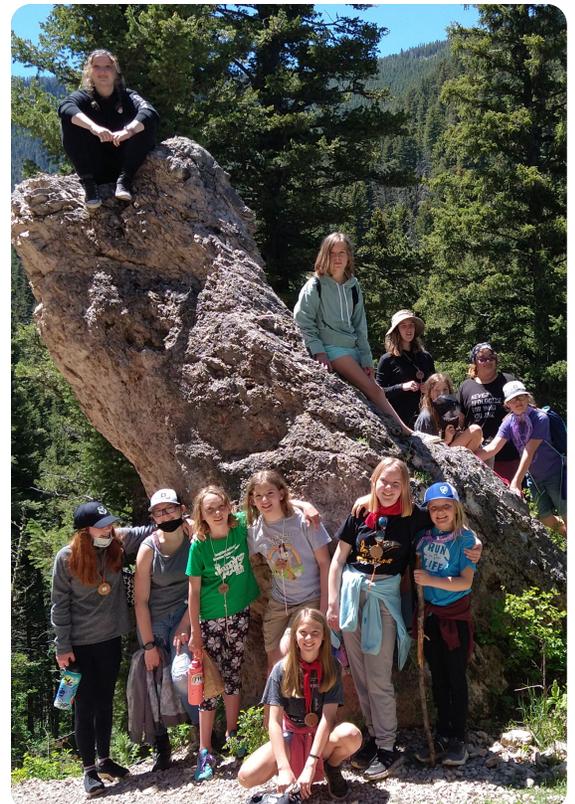
You can use one of our customizable options to create an invitation for girls and their parents, inviting them to a troop start-up meeting, or informing them of how to join the troop. In this packet you will find two options: an example customizable flyer template you can personalize online and a hand-written style invitation that you or your troop can complete and decorate. If you need copies made or help customizing the flyer, contact your Girl Scout staff member.

Distribute your flyer/invitation to all girls in the grade(s) your troop will serve.

Often, classroom teachers will distribute the flyer for you if you ask! However, some schools have a policy against distributing materials which means we have to be a bit more creative. If you cannot distribute through the school, many leaders have success handing them out to all parents in the pick-up area after school or having their daughters distribute to all girls, like a party invite. If you have a class list, with parent emails and/or phone numbers, this can also be a helpful way to contact families.

Host a recruitment booth.

Set up a little booth outside your child's classroom or in the school commons and talk to girls and parents before or after school—just remember to get permission from the school. Your Girl Scout staff person can give you materials or display ideas.



Use social media!

If your school or PTA has a Facebook page post troop recruitment information there. Post it on your personal pages as well and ask friends to share. You never know who may know girls who'd love the opportunity to join! (Pro Tip: Share into your regional Facebook groups hosted by your membership experience manager.)

Make sure school staff are aware of your troop!

Whether you send an email or stop and chat, make sure you inform the teachers, school secretary, principal, and guidance counselor you have a troop. When they have girls who would be a good fit for your troop, they can connect them with you! Give them a few copies of your troop flyer or contact cards to keep on hand.

Contact other parents you know!

Often, they will know other moms with girls in the grades you are serving and can help you get the word out!

Host a bring-a-friend event.

If you already have girls in your troop or some who have expressed interest, have them each invite a friend who is not a Girl Scout to join an upcoming meeting. Make it a fun, get-to-know you party! Your staff person can provide you with activity ideas if needed.

Make Posters!

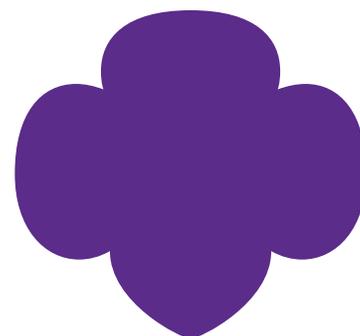
Have your girls make hand-made posters to hang up throughout the school. Your Girl Scout staff has some printed options as well.

Advertise on the school announcements.

Ask the principal if your troop can share a pitch about joining their troop on the school announcements! Maybe they could also read the promise or law.

Things to remember:

- Don't forget to use the fillable flyers attached.
- Need recruitment flyers printed, additional copies of the invitation, or other marketing materials? Don't hesitate to ask your Girl Scout staff member!



All Fun. No Filter. Girl Scouts.

We want you to be a part of our troop!

Dear Parents,

My name is _____, and I am also a parent here at _____
I am starting up a new Girl Scout troop for _____ girls, and I
would love to have your daughter join us! Our troop will do all sorts of
exciting things, from earning badges, to exploring nature, going on field
trips, creating arts and crafts, participating in the cookie program, and
more! It will be so much fun! Please consider giving your daughter this
awesome opportunity!

Open to girls in grades:

Where our troop meets:

When our troop meets:

Cost:

National Girl Scout Membership fee is \$25. Uniform costs vary,
depending on size and choices. Financial Assistance is available!

How to join:

For more information, contact:



Become a Girl Scout at
gsmw.org/join
406.252.0488 | gsmw.org

You are invited to join
our Girl Scout Troop!

When we meet:

Where we meet:

Fun things we do:

Our leaders are:

To join us, contact:



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