

## Ways to grow your troop!



### What's even more fun than a new year of Girl Scouts?

#### Welcoming new girls to your troop!

After all, new members bring fresh ideas, different ways of looking at things, and excitement that can spark creativity and energize everyone. Plus, introducing new friends to Girl Scouting allows existing members to flex their leadership skills and build confidence. Basically, everybody wins!

Do you want to expand your girls' network and bring new voices and perspectives into their world?

Consider welcoming more girls into your troop! Growing your troop is a great way to share the power of the Girl Scout experience. And in the spirit of sisterhood, you'll help your girls make new friends (*and* keep the old).

So, if you're ready to introduce more girls to Girl Scouting, what's the best way to get the word out?

### **1). List your troop in the Opportunity Catalog to Open more membership spots for your troop**

Did you know that there are thousands of girls all over the country waiting to find the perfect troop, and likely hundreds right in your area? We need to do our part to help these girls find their homes in Girl Scouts! This is the perfect way to tell new members about what your troop likes to do and what makes you, you. You fill in all the details about the age levels of your girls, when you meet, and what kinds of activities you enjoy, which helps new Girl Scouts and volunteers find their perfect match.

#### **To Update Your Troop Information**

- Log into your My GS Member Profile and click on the Troops tab. Scroll to the bottom of the page, and in the bottom left corner click on the View/Edit Troop Information link.
- Review the following information and make changes:

- o Meeting Day(s)
- o Meeting Location
- o Meeting Frequency
- o Meeting Start Time/End Time
- o Program Grade Level
- o Desired Total Number of Girls – If you have open spots, this number will be higher than the total number of active girls on your current troop roster.

### **2) Distribute and post flyers at schools and in the community.**

What's one of the most effective recruiting techniques, according to our volunteer experts? Being present at schools and other places where girls in your community assemble.

Putting a “face” to the troop is particularly impactful. You can also encourage the girls to speak up at or outside of recruitment events! “One of our leadership team members had her Brownie troop write out why other girls should join Girl Scouts, then she put those letters on a bulletin board at her elementary school.”

### **3) Share troop openings on social media.**

Think of your most frequently used social touch points—maybe your part of a Google group for neighborhood parents or your town recreation department's Facebook group. Consider writing a short post about the exciting, hands-on activities that girls can take on through Girl Scouts and that there's room for girls to explore their interests in your troop. At the end of your post, be sure to let people know how to register their girls.

#### **4) Ask your girls to wear their sashes or vests to school on meeting days.**

Just wearing their Girl Scout uniform to school on meeting days was a way of starting a conversation about Girl Scouts with their peers. No matter how old your girls are, wearing their uniforms or other Girl Scout merchandise out and about is a powerful way to recruit new members for your troop. Not only are these items symbols of pride, they tell the story of girls' unique experiences – the skills they've learned, the adventures they've gone on – and it's hard for friends not to ask about it. Encourage your girls to don their Girl Scout duds at school, back-to-school night, and out in the community on days that they have Girl Scout events to attend, and you're sure to pique interest.

#### **5) Use local media to share troop activities and achievements.**

If you want to get the word out about Girl Scouts in your area, then you need to get the girls out and about. Take pictures of the girls in uniform out at events in the community and share on FB and send to the local paper and ask about putting the picture and information in there.

Get to know your local radio station staff, or newspaper's community reporter, and share impactful stories from your troop—everyone loves an uplifting story, and you'll inspire potential new members with all they can achieve through Girl Scouts.

#### **6) Have parents share their Girl Scout experience.**

Just as your girls will share fun stories about their Girl Scout experience, so will their parents or caregivers! If parents feel that their daughters are having a great time at Girl Scout meetings and events, they will usually tell other parents about the troop,

Seeing is believing, consider inviting the parents and caregivers in your troop to a meeting, or create a special event just for them throughout the year when moms can come and do an activity with their girls. It's also a great way to find parents who fill a need in your troop; that's how you include everyone and use your resources!

#### **7) Host a bring-a-friend night!**

Bring-a-friend events are a favorite among troop leaders and girls alike. It's common that girls want to invite their friends to troop meetings to see what Girl Scouts is all about! So, lean into your girls' natural desire to be social and host a special "Bring-a-Friend" meeting for your troop (or just designate certain meetings throughout the year as being open for friends).

When hosting a Bring-a-Friend meeting, it's important that the meeting is authentic to your troop's Girl Scout experience. If your troop is full of outdoor adventurers, a meeting filled with crafts and games may not be the best way to attract the girls that are right for your group. And if your girls are a little more on the low-key side, your troop trip to a theme park might not be the right event for potential new Girl Scouts to experience. Instead, plan a meeting that will allow for lots of interaction between the girls, down time for you to talk to the potential new parents, and a fun activity that is true to your troop's interest.

### **8) Recognize the role your girls play in growing their troop.**

Consider giving the girls who helped bring new members to your troop a small token of thanks—a new patch, certificate, or personal thank-you note.

And, don't forget, you don't have to set a deadline for girls to join your troop. We encourage girls to join any time of the year, fall can be busy time of the year and that the girl may not be able to join until winter. We accept new girls anytime!

### **9) Invite your friends and their girls to attend Service Unit or Council events with you.**

There's something magical about the Girl Scout sisterhood, isn't there? So, what better way to recruit new members than to invite your friends and their girls along for a Service Unit or Council event, where they will get a taste of the wider Girl Scout community? From building robots to singing songs around the campfire, there are opportunities for every girl in Girl Scouts, no matter what her interests are.

Whether we're environmental champions, budding entrepreneurs, or passionate about changing the world, the next opportunity to stand up, speak out, and take the lead is never far away. Round up your favorite friends and invite them to see why Girl Scouts is the best place for their girls to grow into the confident, courageous, and strong women of tomorrow, today. (Seriously, what parent can say no to that?)

### **10) Hand out physical invitations for girls to share with their friends.**

Your girls are by far your best recruiters. Make it easy for their friends to join the fun by giving out invitations for your girls to pass out at school, in the community, clubs, church, sports practice, dance classes, back-to-school night, student government meetings, and, well, you get the idea!

**Reach out to your Membership Recruiter at [MembershipTeam@gsneny.org](mailto:MembershipTeam@gsneny.org) and they can create recruitment materials for you.**