



Recruitment Guide

USA Girl Scouts Overseas



Welcome to the Girl Scout Recruitment Team!

Thank you for leading the recruitment and outreach efforts at USA Girl Scouts Overseas!

As USAGSO's Recruiter, **you will give the first impression** on Girl Scouts to new girls and families and share the wonderful opportunities they will have in your overseas community.

Girl Scouts is the largest leadership development organization for girls in the world—our greatest strength is our girl and adult members. **Girls everywhere are waiting to be invited to our organization and take part in the Girl Scout Leadership Experience.**

You are also inviting adults who will make a commitment to girls in their community. Adults whose lives are changed by the experiences they have leading a troop or volunteering in their Overseas Committee Management Team.

Girl Scouts is important because it **gives girls the space to lead, to fail safely, and to grow into the strong leaders** our future needs. You help girls reach their potential by opening the door for them. That is why your work is so important.

Thank you for helping make these experiences possible for all girls!

Don't hesitate to contact your staff point of contact or overseas customer care at overseascustomer@girlscouts.org.



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Understanding your Role

The recruitment and outreach role is different in each overseas community. You could have a person on your Overseas Committee Management Team (OCMT) who has this role, or it could also be something that a Committee Chair or Registrar hold as part of their role. Your OCMT might also do this as joint team or you might even have some troop leaders or parent volunteers who are your “go-to” people for welcoming new Girl Scout families each new year.

Regardless, you and your community should identify the person (or people) who can help your community grow. This will help local Girl Scouting thrive as people move in and out each year.

There is a lot of flexibility regarding the specific tasks you will do, but the basics are:

1. Being a responsive contact person for your OCMT, staff, and troop leaders as you work towards your community’s annual membership goal.
2. Believing in and promoting Girl Scouting at every grade level.
3. Organizing opportunities for the community to learn about Girl Scouts—with a focus on bringing in more girls and adults to the program.
4. Connecting girls to local troops and following up with families.
5. Helping your OCMT start new troops and onboarding new leaders in partnership with the registrar.
6. A complete description is available on the [USAGSO website](#). Please note: anyone who is helping with recruitment must take the Recruiter Training on **GS Learn**.

Who Makes a Good Recruiter?

Volunteers who thrive in community outreach tend to be very outgoing and are good at public speaking. They should be able to answer any general Girl Scouting questions that new parents and new troop leaders might have as they get started. They know information specific to your community like dues, meeting locations, and troop leaders. They know how to connect to new families and know how to get the word out locally. You might be aware of friends or Girl Scout parents with these skills to help assist you.



Marketable Skills:

- Leadership
- Public Speaking
- Networking
- Marketing
- Organizational/Time Management
- Community Development
- Event Planning



Types of Recruitment Events

We know the number one reason volunteers dedicate their time to recruitment efforts is because they believe strongly in the Girl Scout mission. You know firsthand the impact Girl Scouts can have on the lives of girls, and you are passionate about families discovering the awesomeness that is Girl Scouts! While you may not have the answers to every question from prospective families, you are well equipped to share why Girl Scouts matters. Our guide and training materials are designed to provide you with a high-level overview of the Girl Scout Leadership Experience and the steps to join in on the fun. Staff from USA Girl Scouts Overseas are here to support you, prospective families, and volunteers on “all things” recruitment.

How do Recruiters Connect with Prospective Families?

Open House	This is a general description about a Girl Scout meeting for caregivers. Parents and girls are invited to a specific meeting time and location. A presentation will start at a set time and the goal is for parents to learn about the benefits of Girl Scouting and how they can volunteer, while the girls participate in a Girl Scout activity. May be held for an individual school onsite or nearby; a small cluster of schools or the entire community.
Activity-Based	These events usually focus on a core Girl Scout Pillar like STEM, Outdoors, Life Skills, or Entrepreneurship. They also might be structured as a sample troop meeting for girls to see if it is right for them and for parents to see what being a troop leader looks like before they make a commitment.
Social Media	This can be a way to market an event to your local community, or as a way to put the word out for general interest. Each social media post or event that you create should include the next steps for families to join, learn more, or who to contact for more information.
Community Booths	These are events happening at local schools, community centers, or other events where you can set up a table. You can hand out small giveaways and flyers. Be sure to collect information from interested families and answer their questions. Booths can also advertise an upcoming open house or girl activity for families to learn more.
OCMT Events	This kind of event welcomes girls who are not members to events that are geared for an entire community. Current Girl Scouts may bring a friend, or the event can be advertised to nonmembers.

Each event has their own section in this guide, which will go over everything you’ll need to know about that type of outreach. You’ll coordinate events to engage interested families, collect short interest and full membership forms, and then follow-up with new girls and leaders about next steps with the help of your OCMT and USAGSO staff.

That’s it! Before you know it, girls are off changing the world—all with your help.



When?

Recruitment usually happens between July and November, but new troops are created year-round. Think about how this looks in your community. For example, a troop in the Southern Hemisphere might start their school year in the spring, while military communities have a continuous change of members during PCS season. Some communities may have a slower season like during Ramadan or in the summer when visiting family in other countries. **Reference this recruitment cheat sheet, in addition to your OCMT’s community calendar, to determine the best times of year to focus on recruitment for your community:**

May	<ul style="list-style-type: none"> • In early May National Bridging Week, Pre-K Daisy can be invited to local ceremonies kick off their Girl Scout experience • New girls and adults can join as Extended Year members by registering for a discounted rate April – July. This is great for those who recently moved to your community • Rising Daisy Girls can join and start meeting if they will be in Kindergarten in the fall
June	<ul style="list-style-type: none"> • New girls can join as Extended Year members by registering for a discounted rate April – July. This is great for girls who recently moved to your community • This is the last month of registrations where girls are eligible for Early Bird patches. • OCMT camp and outdoor events • June 30th: Deadline to register or renew and receive a free early bird patch
July	<ul style="list-style-type: none"> • This is the last month girls are eligible to get the discounted Extended Year Member rate • OCMT camp and outdoor events
August	<ul style="list-style-type: none"> • OCMT camp and outdoor events • DoDEA & International school “Back to School Nights” and info sessions • OCMT planning commences
September	<ul style="list-style-type: none"> • DoDEA & International school “Back to School Nights” and info sessions • Welcome back events, open houses, and other recruitment event
October	<ul style="list-style-type: none"> • October 1st officially begins the new Girl Scout year! You might host a community investiture or welcome back event where you can invite potential members • Welcome back events, open houses, and other recruitment events • October 31st Founders Day, Juliette Low’s Birthday
January	<ul style="list-style-type: none"> • Cookie rallies and booths with information to join (for eligible communities) • Start of the spring semester! Many fall activities have ended, and families are more open to starting an activity at this time
February	<ul style="list-style-type: none"> • World Thinking Day celebrations • Cookie booths
March	<ul style="list-style-type: none"> • Girl Scout’s Birthday and Girl Scout Week • Cookie booths
April	<ul style="list-style-type: none"> • Registration opens for Extended Year members. This is an ideal time for troops in the Southern Hemisphere to kick off the new Girl Scout year • Early Bird patches kick off for renewing and new girls • New girls can join as Extended Year members • Month of the Military Child

Be sure to also track local events in the community and incentive deadlines from USAGSO.



Marketing your Event

Recruitment and outreach efforts are the **pathways** to connect girls to the benefits of Girl Scouting. There are many ways to get the word out so you will want to find what works best in your community.

You can do this by asking other Girl Scout volunteers what has been tried in the past, asking parents how they find out about activities for their children, and by connecting with other local resources that serve families. General examples include:

- **Flyers** Distribute flyers at schools or community spaces to promote your Open House and activity events! Include the date, time, and location. We have fillable flyers available on the Recruiter webpage.
- **School Administrators** Special attention should be given to building positive relationships with principals and other school leaders with [the Educator Guidebook](#). You and your OCMT might request to have information about joining Girl Scouts in school resources. You might ask to have a brief Girl Rally one or two days before or the day of the event, where you will make a short 5 minute presentation to the girls to get them excited about Girl Scouts, pass out promotional items, and ask girls to bring their parents to the “Girl Scout Information Night” to learn about Girl Scouts.
- **Social Media** - Create a Facebook or Eventbrite event on social media. Local Facebook groups, expat or base online communities, digital community boards, or email are other places to reach out. Have other volunteers share a sentence about what Girl Scouts means to them to spread the word! Visit the Recruiter webpage and the OCMT Google Drive for downloadable social media images, suggested posts, and even a Facebook cover photo.
- **Press Release** - Send in a press release to local military or expat news outlets regarding how you are welcoming families to join and start new troops.
- **Newcomers Meetings and Packets** - Find out if there are any welcoming events for newcomers in your community. This is a great chance to use your elevator speech and talk about what Girl Scouts do in your community.
- **Local Ads or Announcements** - English language community resources in your community may have ad space available or list calendar events. This might be through an MWR magazine, a CLO newsletter, or a local expat blog or publication.
- **Word of Mouth** Don't forget to talk up your events and ask others to do the same in your community. Talk to as many people as possible about your events. Talk about your event at PTA meetings or other meetings or gatherings in your community. Bring along flyers to pass out in case people want more information. Word of mouth with a direct ask is also a great way to find new troop leaders.

These tactics should have a “Call to Action” for parents to get involved, as well as local contact information and any event information (time, day, address, etc.).

- It is helpful to use, “**You’re Invited!**” rather than “*Learn More*” because it is more action oriented.
- For adults, you might use “**Join the fun with your daughter**” rather than “*Volunteer Today.*”



Messaging & Your Elevator Speech

Girl Scouts around the world are working together to speak with one voice! Join the movement by following specific style guidelines. To help our overseas volunteers, we have created the USAGSO [Brand Center](#) where you can access materials that will be useful to your Girl Scout journey. In the Brand Center, you can download images to customize local marketing materials and be sure to review:

- USAGSO Style & Branding Guidelines
- Special Guidelines for Overseas Volunteers
- Social Media Guidelines



Use the resources in the USAGSO Brand Center to help you create any local marketing materials. The Brand Center also has graphics and logos that you can use. It also has templates, flyers, and images that you can use to create things like flyers, social media posts, or other resources.

These marketing templates can be found on:

- The [Recruitment Resources](#) page on the USAGSO website.
- The USAGSO OCMT Google Drive in the [Recruitment](#) folder, where we have even more images & tips.

Elevator Speech

An elevator speech should be a brief introduction to Girl Scouts. The purpose of the speech is to spark curiosity and engagement in a conversation when you are talking about Girl Scouts to girls and families. It can be condensed for quick interactions or become the introduction and summary of what you will discuss during the course of the presentation.

It's good to share a personal story and you want to show your audience that you really believe in preparing girls to empower themselves.

Prompts to help you craft your intro:

- How has Girl Scouts impacted your life? Your daughter's?
- Why is it so important to prepare girls for a lifetime of leadership?

There's no need to write a paragraph, 3-4 bullet points of highlighting will work! A sample of bullet-points could look something like:

- Expands girls' worldview to see the opportunities that are possible.
- Helps girls discover what they are capable of no matter what.
- Teaches girls to learn to take risks alongside new lifelong friends.
- My daughter has come out of her shell and is making a difference in her community.

Sample Elevator Speech

I am a Girl Scout volunteer. I love volunteering because as an alumna, I know firsthand how Girl Scouts helped me to become the woman I am today. I learned that being a leader was important. It provided me with the values and confidence to become who I am today.

We deliver life-changing programs to girls that help them deal with current life situations and prepare them to be strong bold leaders. I'm proud, but also very fortunate to volunteer for such an impactful organization!



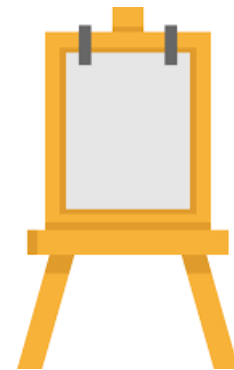
Welcoming Everyone

Learning more about the families in your area can give you a better idea of how to welcome them into Girl Scouting. USAGSO serves girls and families who frequently move and who are often rebuilding their local networks every 2-4 years. Girl Scouting is one thing that can be a constant in a girl's life no matter how often she moves.

Knowing this can help us paint a picture of a potential USAGSO family, but there will be a lot of difference depending each individual community. The clearer you can paint a picture of the types of families in your community, the easier it will be help them become a Girl Scout.

Questions to help you paint the picture:

- What type of community are you in? Military? Embassy? Or a community that hosts many foreign businesses?
- What is it like in your community to be a child from a military family or that is being raised as a third culture kid?
- How often do people move in or move out? How many years do they stay?
- What DODEA or international schools are in your community? How many expat girls are in these schools?
- Do these families need more background on all things Girl Scouts? Are they from a culture that does not have a strong history with volunteerism or scout programs?
- What agencies or organizations support these families?
- Where do they go for local information?
- How do they communicate? Email? WhatsApp?
- What challenges do families face?
- Can Girl Scout help solve any of these challenges?
- How can Girl Scout accommodate these families better?
- Are parents generally involved in activities? If not, why?



Once you have a general idea of the typical family, brainstorm with other volunteers or your USAGSO staff contact about how the local OCMT can make Girl Scouting the first choice for more families and how to build more excitement about getting their family involved with Girl Scouts.

Always keep in mind any cultural sensitivities that are specific to families in your community.



Welcoming Everyone

When you are preparing to talk to families at any event, plan to arrive 30-60 minutes early so that you have time to set up, can connect to any technology in your location, and prepare to greet early arrivals. We also recommend that you:

- Wear Girl Scout attire and a name tag.
- Greet every guest with a smile and enthusiasm.
- Direct families to fill out a sign in sheet with their contact information or any digital or physical forms that you use locally to collect girl or volunteer interest.
- Make sure you have your contact information available. It can be displayed on a white board or on a takeaway information sheet.
- You might also ask an older girl to come and talk about her experiences for new families. This can be more relatable for younger girls and help older girls earn the service for a Girl Scouting Award.

A key part of welcoming new girls, adults, and volunteers is being a good listener!

- Ask about their needs and where Girl Scouts can help them.
- Open a good line of communication.
- Make sure meeting materials are user friendly.
- Don't make assumptions.



Here are some additional tips!

Smile, stand up straight, keep your body language open and welcoming, and be sure to stand in front of the table. This all helps to convey to families that you are eager to talk to them.

Talk less, ask more! Asking families questions about what interests them about Girl Scouts will help you speak to the things in Girl Scouting that are most important to them. It's okay if you don't have all the answers.

- *What have you heard about the Girl Scout program?*
- *What questions do you have about it?*

Keep it short and sweet - sometimes we get so excited about Girl Scouts, we just can't stop talking about it! To avoid overwhelming families with too much information, aim to speak to the specific questions they have—they will ask you to elaborate if they have more they want to know.



Open House Events

Because you can reach many people, answer a lot of questions, and begin to place girls into troops, Open House events are one of the most common ways for recruiters to connect with families.

Before

3 - 4 Weeks in Advance

- Find a Location**
Contact the school or event coordinator for permission or to reserve a space, designated times for set up and tear down, and approval process on flyers, if applicable.
- Find out What is Provided**
Chairs, tables, internet access, outlets, projector?
- Gather Supplies**
Displays, photos, girl guides, tablecloths, posters, and any relevant recruitment materials that your community has requested from USAGSO.
- Build Your Team**
Schedule volunteers and girls for shifts, if they will be assisting you. Troop leaders and girls can be great people to explain what it is like as a new leader or as a new girl.
- Get the Word Out**
Market your event to the wider community with the help of other volunteers.
- Assess Troop Openings**
With your Registrar identify open spaces in troops.

1 - 2 Weeks in Advance

- Double Check the Venue & Team**
Reconfirm with the facility, volunteers, girls, and set expectations with your team members (dress code, time of arrival, tear down, etc.).
- Plan What You are Going to Say**
Create an outline on all communication points using resources in this guide.
- Prepare Your Gear**
Gather supplies, including name tags, equipment needed, such as easels, if applicable.
- Prepare Your Handouts**
Print any takeaway materials, information sheets, or contact cards.
- Prepare How you will Collect Information**
Print a sign-in sheet to collect contact information and, alternatively, you can use a print or digital information form for families to complete.
- Appreciate the People on your Team!**
Prepare thank you cards for your team members, school staff, and anyone else who helped!

Materials

- Pens
- Sign-in sheet
- Laptop for presentation or for people to use for registration
- Signs to direct people to the meeting room
- Information for families
- Post-it-Notes or paper
- Activity supplies (if applicable)
- Sample uniform, if you have one
- Girl Guide handbooks
- USAGSO recruitment supplies
- Tablecloth or other Girl Scout decorations, your choice

You may find that you may not need all of these supplies, or you may prefer to have different items on hand.



Open House Events

This sample agenda is a place for you to start. Feel free to adjust this to your needs and what works in your community. It might be shorter or longer, but it informs people on the schedule.

Agenda

- 1. Greet prospective members at the door and mingle with them before the event.**
Have your team or yourself, stand at the door to greet families as they fill in.
- 2. Have prospective members sign in as they enter. Pass out handouts.**
Set up an informational table near the door, with a sign-in sheet and necessary materials.
- 3. Welcome, introductions, establish a meeting agenda.**
First, thank everyone for attending! Then introduce yourself and your team. Clarify the purpose of this meeting, which is to learn more about Girl Scouts, to find out how many girls in each grade are interested, identify volunteers and which girls can fill current troop openings, register new members, and form any new troops!
- 4. Check-in, testimonials.**
You can have families raise their hand and share popcorn-style and ask, “What brought you to the event today” and “Show of hands, who’s already started the process of joining?” Invite current Girl Scouts or volunteers helping at the event to give a testimonial on why they’re proud to be a Girl Scout. You should share too! You might add in things that local girls have done in the past.
- 5. Transition to family presentation and optional girl activity.**
Ask the audience, “Can you believe all the thing Girl Scouts get to do?” Encourage girls to share by saying, “Girls, what activity looked most exciting to you?” You can then direct girls to join your volunteers to try a Girl Scout activity if you have one available.
- 6. Family Girl Scout presentation.**
Share with the audience, “I want to make sure you leave today with the information you need to make a decision about having your girl join Girl Scouts or about being a troop leader—what should make sure to cover?” Use the USAGSO recruitment resources to relay basic Girl Scout information in addition to specific community information.
- 7. Group families based on school, neighborhood, base, or grade level.**
Have families and girls move to tables or circles based on their school, their grade-level, or location. This will potentially be their troop.
- 8. Volunteer ask.**
Remind families that in order to form troops or have proper girl to adult ratios for existing troops, we will need someone from each grouping to volunteer to be the troop leader (this should not be a surprise or the first time they hear that). As troop leaders are identified and troops are formed, you may be able to give them a local troop number based on existing troop numbers that they will use to register online. If one is not available, a new troop number will need to be requested from USAGSO.
- 9. Register girls and volunteers as new Girl Scouts members.**
As troops are formed, families can opt to register online now. New girls should click the join button on the USAGSO homepage. Previous Girl Scouts can renew into old troops and complete a transfer request. Make yourself available around the room for questions.
- 10. Closing and thank you.**
Thank everyone for attending. Share if they registered that evening, they will receive a confirmation email regarding their membership or that someone will be following up about troop placement. Caregivers who have registered as troop leaders or volunteers will receive an email additional information about the volunteer onboarding process.



Activity-based events are great to give new families an introduction to what Girl Scouting is all about. It can be organized like a troop meeting or as a larger welcome event with a theme around Girl Scout traditions.

Activity-based Events

Before

3 - 4 Weeks in Advance

- Find a Location**
Contact the school or event coordinator for permission or to reserve a space, designate times for set up and tear down, and approval process on flyers, if applicable.
- Find out What is Provided**
Chairs, tables, internet access, outlets, projector? What kind of activity will you do? Decide and plan what you need.
- Gather Supplies**
Displays, activity materials, girl guides, and any relevant recruitment materials that your community has requested from USAGSO.
- Build Your Team**
Schedule volunteers and girls for shifts, if they will be assisting you. Troop leaders and girls can be great people to demonstrate skills to new girls.
- Get the Word Out**
Market your event to the wider community with the help of other volunteers.
- Assess Troop Openings**
With your Registrar identify open spaces in troops.

1 - 2 Weeks in Advance

- Double Check the Venue & Team**
Reconfirm with the facility, volunteers, and girls and set expectations with your team members (dress code, time of arrival, tear down, etc.).
- Plan What You are Going to Say**
Create an outline on all communication points using resources in this guide.
- Prepare Your Gear**
Gather supplies, including name tags, equipment needed, such as easels, activity gear life crafts supplies, STEM gear, or outdoor gear. You should also run a test of your activity if it is new to you.
- Prepare Your Handouts**
Print any takeaway materials, information sheets, or contact cards.
- Prepare How you will Collect Information**
Print a sign-in sheet to collect contact information or, alternatively, you can use a print or digital information form for families to complete.
- Appreciate the People on your Team!**
Prepare thank you cards for your team members, school staff, and anyone else who helped!

Materials

- Pens
- Sign-in sheet
- Laptop for presentation for people to register
- Signs to direct people to the meeting room
- Information for families
- Post-it Notes or paper
- Sample uniform, if you have one
- Girl guide handbooks
- USAGSO recruitment supplies
- Tablecloth or other Girl Scout decorations, if you choose
- Poster or handout with Girl Scout Promise, Girl Scout Law, and closing song.

Activity Supplies

- Crayons, markers, etc.
- Coloring sheet, quiz, or intro activity for arrival
- Name tags for girls and parents
- Snack or refreshments (optional)

Other supplies will be based on the activity you choose. Think through all steps and if you need thinks like scissors, glue, etc. It is easier to host an event with fewer supplies and with less mess. For example, for a paper craft you might choose origami over a collage, as it's easier to clean up.

You might also choose an activity or activity stations at larger events where girls work together building a tent, playing a game, making a healthy snack, or doing a science experiment as a group. One or two activities from the Daisy, Brownie, or Junior badges can get you started.



Activity-based Events

This sample agenda is a place for you to start. Feel free to adjust this to your needs and what works in your community. It might be shorter or longer, but let people know how long it will last.

Agenda

1. Greet prospective members at the door and mingle with them before the event.

Have your team, or yourself, stand at the door to greet families as they fill in.

2. Have prospective members sign in as they enter. Pass out handouts.

Set up an informational table near the door, with a sign-in sheet and necessary materials. Start families with an opening activity while others arrive.

3. Welcome, opening ceremony, introductions, establish a meeting agenda.

First, thank everyone for attending! Then introduce yourself and your team. Clarify the purpose of this meeting, which is for parents and girls to test out Girl Scouts. Lead the group in the Girl Scout Promise & Law for the opening, explain what it is, and make sure the text is available for everyone to read along. Explain that this event will be structured like a troop meeting with the:

- | | | |
|-------------------|---------------------|------------------|
| a. Intro activity | b. Opening ceremony | c. Main activity |
| d. Clean up | e. Business | f. Closing |

4. Check-in and transition to main activity.

You can have girls and parents introduce themselves and answer the question, “what one thing do you hope to do as a Girl Scout?”. Tell the audience, “Girl Scouts is a girl-led organization, and this means that with the help of a troop leader, they can do many of these activities in Girl Scouts.” You can then direct girls to join your volunteers and try a Girl Scout activity, if you have one available.

5. Main activity.

Move on to the main activity based on badge activities or focus on a Girl Scout Pillar like STEM, Entrepreneurship, Outdoor, or Life Skills. Make sure you keep the meeting girl-led. Parents can also participate. Help girls and families connect so that girls feel like they have new friends waiting for them in Girl Scouts. You can partner families into buddy pairs, small groups, or rotating groups to activity stations for large events. Explain the steps of the activity and have an example if applicable. Make sure to give everyone a 5-minute warning before it is time to clean up.

6. Clean Up.

Explain that a Girl Scout leaves a place cleaner than when she found it, and everyone needs to help clean up. Be specific of what needs to be done. You might write down tasks on post-it notes or slips of paper as a simple form of a kaper chart.

7. Business and Volunteer ask.

Bring everyone together as a group. Explain that this is the business part of a troop meeting where important news is covered. Remind families that this was a sample meeting and that we need parents to volunteer to help at or run meetings, so that every girl can join. Say, “girls, raise your hand if you think your parent can help with a weekly meeting like today.” And then ask parents if they think their girls are right and if they think it is something they could manage. As troop leaders are identified and troops are formed, you may be able to give them a local troop number based on existing troop numbers that they will use to register online. If one is not available, a new troop number will need to be requested from USAGSO.

8. Closing and thank you.

Gather everyone in a friendship circle, explain a friendship squeeze and that girls sometimes sing ‘make new friends’ before twisting out. Before you twist out, thank everyone for attending. Share that if they register online, they will receive a confirmation email within the next week regarding their membership or someone will be reaching out to place girls. Caregivers who have registered or are interested in being volunteers will receive an email with additional information about the volunteer onboarding process. Provide optional refreshments with OCMT funds and make yourself available for any outstanding questions families have as they leave the event.



Social Media on its own can be a way for potential members to connect with you, without hosting a physical or virtual event. A virtual event can also attract be helpful for communities that are more spread out.

Social Media & Virtual Events

Before 2 - 4 Weeks in Advance

- Make a Plan**
Decide what kind of event you will host, if it will be more like an Open House or will you have an activity that girls can do from home? Use other events agendas to guide you.
- Select Platform & Registration**
Select the platform you will use, set up the meeting, get to know the safety features, and create a way that families can register. Do not make the link or code public.
- Get the Word Out**
Market your event to the wider community with the help of volunteers.
- Build Your Team** Schedule volunteers to assist you. These volunteers will help you monitor the event for safety, assist with tech issues, and answer questions in the chat log.
- Assess Troop Openings** With your Registrar identify open troops.

2 - 5 Days in Advance

- Plan What You are Going to Say**
Create an outline all communication points or activity steps.
- Reminders** Reconfirm with volunteers and make sure they are prepared. Send reminder emails to families who registered with the code, link, and any other day of information (like simple craft supplies to have on hand).
- System Test** Run a test of the system with your team to make sure you are confident in all features. Make sure you test the participant view as well both on a desktop and on a mobile device.
- Appreciate the People on your Team**
Prepare thank you cards or messages for your team members

Marketing Tips

- Use images and templates from USAGSO on OCMT Drive.
- Add a “Call to Action” to attend a live event, virtual event, or fill out a digital interest form.
- Post to online communities and networks that are used by families.
- Answer questions in comments without disclosing identifiable info.
- Use video testimonials of local girls and volunteers (with media release).
- Have volunteer share information about joining and encourage them to use Girl Scout photo frames.

Materials

- Computer
- Graphics & Brand Center
- Access to OCMT Social Media Accounts
- Virtual Meeting Platform

Agenda

1. Confirm safety settings.

Before your event you will want to check the following: everyone should be muted on entry, activate the waiting room, do not allow participants to share their screen, disable private chats, prevent removed participants from returning, disable event recording. You will also want to Arrive 30 minutes early and greet prospective members in the lobby as they wait.

2. Monitor for comments, tech issues, safety. Welcome, introductions, meeting agenda.

As your event begins, you and your moderators will support the participants and monitor for any concerns or anything inappropriate. First, thank everyone for attending! Then introduce yourself and your team. Clarify the purpose of this meeting, which is to learn more about Girl Scouts. Then have everyone change their names (starting with staff) to First Name and Last Initial. Advise the attendees to avoid discussing personally identifiable information. Lock the meeting after it has begun, and all attendees are present

3. Main Presentation.

You can build your main presentation based on the **Open House** and **Activity** agendas, starting at Step 3.

4. Closing and thank you.

Thank everyone for attending. Share that someone will be following up about troop placement. Parents who are interested in volunteering will receive an email with information about volunteer onboarding.



Hosting an information booth is a great way to get information directly to families. The goal of the booth is to invite families to fill out a short interest form and attend your upcoming recruitment events.

Community Booth Events

Before 1 - 4 Weeks in Advance

- Research & Book Booths**
Research events and back to school nights. Contact the location, reserve a space, designate times for set up and tear down, and develop an approval process on flyers, if applicable.
- Find out What is Provided**
Chairs, tables, internet access, outlets?
- Gather Supplies**
Displays, activity materials, girl guides, and any relevant recruitment materials that your community has requested from USAGSO.
- Prepare Your Handouts, Interest Cards & Giveaways**
Print any takeaway materials, information sheets, or contact cards. Prepare a sheet or interest cards for families to add their name, contact info, girl's name, grade and any other info that would be helpful to place her when you follow up. Use USAGSO recruitment supply giveaways at your booth.
- Build Your Team**
You won't need many people at the booth, but make sure booths are always staffed. It could be a troop leader, Girl Scout parent from the school, and/or an older girl who join you. For longer events, you might have people sign-up for different time slots.
- Assess Troop Openings**
With your Registrar identify open spaces in troops.
- Appreciate the People on your Team!**
Prepare thank you cards for your team members, school staff, and anyone else who helped!

Materials

- Nametag
- Tablecloth
- Girl Scout event flyers
- Short interest forms
- Become a troop leader and/or community info
- Girl guides, uniforms, signs, or other Girl Scout visual aids
- Family guide
- USAGSO giveaways
- Candy or other giveaways

These events take less time, planning, and supplies.

These are good for marketing, but you need to provide more follow-up with those attendees leave their contact info and request to learn more.

Agenda

1. Arrive early and set up your booth.

Make sure you're in a great location with heavy traffic—don't be afraid to ask if you can move your table. Ideally, we don't want to share a table with other organizations. Wear your name tag and set up the display.

2. Invite families in!

Greet everyone who visits your booth and use your elevator speech or other talking points. Present a positive attitude and remember to smile. Use visual displays and age-appropriate guidebooks as visual aids. You may have to ask one or two team members to greet and bring visitors to your booth.

3. Answer questions & collect interest forms.

Some families will have some short questions, be sure to answer them and take their contact info if you need to follow up with more details. Ask parents to leave contact info or complete an interest survey about being a prospective member. Add any notes to remind you about this interaction, i.e. if the mom is a Girl Scout alum or wanting to volunteer. Most families will be busy—so a quick exchange while handing them a flyer and short interest form to fill out is perfect. Remember, being busy doesn't mean they aren't interested.

4. Register interested girls & adults.

If there are troop openings and they are excited to get started, provide parents with information to register online using the online registration portal, Use Looker to reference troops with openings.

5. Leave it better than you found it.

Tear down your booth and hand out thank you cards to be distributed to your team and event organizers.



OCMT Events

Through OCMT events, communities can welcome girls who are not members to join the fun that is already being planned. Current Girl Scouts may bring a friend and the event may be advertised to nonmembers in the community.

Before 4 or More Weeks in Advance

- Plan with your OCMT**
As your OCMT plans an event, suggest the idea to invite new members. If troop/community dues are being used to pay for the event, it is fine to set a cost for nonmembers. The event coordinators on your OCMT should do most of the planning, but make sure attention is paid to welcome girls who are not in a troop.
 - Event Sign-up & Supplemental Insurance**
Create a way for families to register via email or online. Supplemental Insurance should be purchased for events with nonmembers.
 - Get the Word Out**
Advertise the event so girls know that it is open all girls in the community. Current girls can also bring a friend to these kinds of events. Be sure to specify if parents are required to stay or if girls can be dropped off.
 - Build your Team**
Find extroverted girls and program volunteers to be buddies to welcome new girls!
- 1 Week in Advance**
- Prepare your Handouts**
Make sure to have a sign-in sheet or any flyers that you will be preparing ready for families. Also prepare things like signs, name tags, or other helpful resources.
 - Remind your Team & Registered Families**
Send a reminder to girls and adults who are acting as buddies or ambassadors, set expectations with your team members for the day of and tell them to arrive at least 20 minutes early. Also send a reminder to new families who have signed up. You should tell them where to meet, what to expect, and if a parent is required to attend.
 - Appreciate the People on your Team!**
Prepare thank you cards for your team members and anyone else who helped!

Materials

- Direction signs
- Sign-in sheet
- 'Meet Here' welcome sign
- Interest forms
- Permission slip or health forms
- Family guide
- Name tags
- Buddies!

Adult volunteers and girls are very important as buddies or ambassadors to make sure new girls feel welcomed.

Make sure your team members are prepared to be a fast friend to new girls and parents.

Agenda

- 1. Onboard your team.**
For OCMT events, you will need to prepare girls and volunteers to act as the welcome committee and to make sure they do not feel isolated at the event. Have a huddle before the event starts to make sure they know what to say and do to make girls feel welcome and like they are already a Girl Scout. Tell them it is okay new girls are shy.
- 2. Greet prospective members at the door and have prospective members sign in as they enter.**
Have your team or yourself, stand at the door to greet families as they fill in. Make sure they sign in. You should also collect a health form with emergency contact info if the girl is being dropped off.
- 3. Introduce prospective members to their buddies or groups.**
Make sure buddy pairs and volunteers know each other's names. Gather everyone in a group before you send them out to the main activity. Let them know where to meet when the event is over to explain any next steps for joining.
- 4. Transition to main OCMT-led activity.** Instruct girls to join in the main event and have a ton of fun!
- 5. Float during the event and check in.**
Roam the event, check in with girls, parents, answer questions, and assist. Check in with buddies who are helping.
- 6. Next steps, thank you, send off.**
As the event closes, meet with these families, and give them any follow up information or next steps for joining.

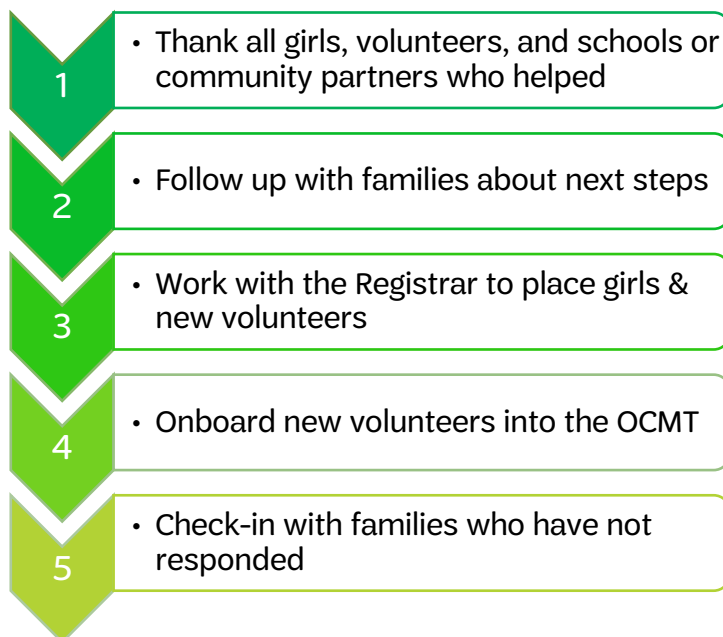


Follow-up

Make it easy for families to get started!

Success! Once you have invited girls to join in one of these pathways, many families will have already made their decision about Girl Scouts and if it is a good fit for them and their daughter.

You and the Registrar on your OCMT will work together to help connect families to troops. Because you and your Registrar will share the same OCMT Gmail address, families should be using the Registrar email address as their main point of contact, so you and your Registrar can work as a team to get back to families. Please make sure you take these follow-up actions:



The families who attended your event will be looking for **guidance on next steps**. Be sure to email all families about what to expect next and any other important information for your community.

You may be able to tell them a specific troop number to register into or you may tell them that a troop leader will be reaching out about registering and attending their next meeting. Try to reach out to families 24 – 48 hours after each event so that they get the information they need while they are still excited about starting Girl Scouts.

Here are some tips to help you and the Registrar on follow-up:

- Use template emails in the OCMT Drive.
- Use Looker to check the status of troops & current registrations.
- Communicate with troop leaders to know how many spaces are available and let them how new members will be placed.
- If families have technical issues with registration, for additional support email: overseascustomer@girlscouts.org
- Check Looker for new members listed as unsure or IRM to make sure they are placed correctly.
- Remember, Looker has a 48-hour delay.
- Check that troops have the right girl to adult ratios. Add new registered adults in a troop to avoid waitlists so more girls can join.
- Provide waitlist families with information about the Juliette Gazette and Virtual Troop.
- Make sure your OCMT has a local onboarding plan for new troop leaders for: training, ongoing communication, etc.
- Check back with families you don't hear from and invite them to join again for an upcoming event later in the year.



Talking Points & Tips

What Topics Should You Cover? Families will have a lot of questions. You may also be very excited to tell them about all the wonderful things girls can do as a Girl Scout. Because many families will not be familiar with how the program works, try to define Girl Scout terminology and practices throughout the presentation. One example of what this looks like is:

“Girls usually meet in a group called a troop with other girls in their same grade level or who go to the same school. Troops are facilitated by a parent volunteer who helps the girls plan meetings and activities. Each grade level has its own set of goals to work towards and many there are many subjects for girls to choose. As they go through each age level, the activities become more challenging and they build upon previous skills from the younger age levels.”

Use these building blocks in your testimonial or introduction, and make sure to cover pressing concerns like logistics and next steps.

Program Pillars

Parents will want to know about the types of activities girls will do in Girl Scouts. Ask the audience, both girls and adults, about what kind of activities interest them. In your reply, you might mention a specific badge in one of these categories that fits the activity or talk about a similar activity that local Girl Scouts have experienced.

Girl Scout Leadership Experience

Mention how girls develop new skills. This can be abstract, so you need to explain how girls develop these leadership skills in action:

“My 3rd grade daughter practiced **learning by doing** and **taking action** when she sewed toys for animals in need while working on the Brownie Pets Badge.”

“One local troop of girls in the 1st graders **connected** to a nursing home and showed **cooperative learning** when they made a small mural to cheer up the residents.”

Outcomes

It might also be tempting to show how Girl Scouting can impact girls for many years to come. However, general outcomes for girls is more relatable because it addresses the more immediate concerns of families.

Logistics

Parents need to know costs, dues, meeting locations, meeting day/times, troop leader contact information, uniform information, how to register, and how to become a volunteer—some of which will be specific to your community or to each troop. Explain generally how troops operate locally and any specifics you can confirm. If you don’t know an answer, explain that you will follow-up after the event via phone, text, or email.



STEM

Computer science, engineering, robotics, outdoor STEM, and more



LIFE SKILLS

Civic engagement, healthy living, global citizenship, communication skills



OUTDOORS

Adventure and skill building, including through camping experiences for all age levels, from the backyard to the backcountry



ENTREPRENEURSHIP

The Girl Scout Cookie Program—the largest girl-led business in the world—teaches goal setting, decision making, money management, business ethics, and people skills.



STRONG SENSE OF SELF

Girls have confidence in themselves and their abilities, and form positive identities.



POSITIVE VALUES

Girls act ethically, honestly, and responsibly, and show concern for others.



CHALLENGE SEEKING

Girls take appropriate risks, try things even if they might fail, and learn from mistakes.



HEALTHY RELATIONSHIPS

Girls develop and maintain healthy relationships by communicating their feelings directly and resolving conflicts constructively.



COMMUNITY PROBLEM SOLVING

Girls desire to contribute to the world in purposeful and meaningful ways, learn how to identify problems in the community, and create “action plans” to solve them.



Talking Points & Tips

When talking to a group of new families, it helps to make a connection and remember people **don't care how much you know, until they know you care!** Remind yourself what makes you care about Girl Scouts and that you want to make sure all girls have the chance to join.

Here are some additional tips:

Build Rapport	Build rapport with girls and families. You can talk directly to the girl on her level, have small talk with a parent as they arrive, and greet everyone with a smile as you introduce yourself to each family.
Set Expectations	<p>Setting expectations early in your conversation or presentation. Thank everyone for attending, identify goals to set clear expectations, and define next steps after the event. Always give attendees the chance to ask questions. They are new to Girl Scouts and may not know much about the program and organization.</p> <p>An example of is:</p> <ul style="list-style-type: none"> • Welcome, and thank you for joining us tonight! My name is Daisy and I'm a local Girl Scout volunteer. • We're going to take about 30 minutes to discuss who the Girl Scouts are, what we do, and how you and your girl can become involved. • You'll probably have some questions along the way, and that's okay. Please ask! • At the end of our time together, hopefully we will form brand new troops – with two volunteers each – to begin your Girl Scout adventures.
Needs	<p>There is a gap between where your attendees are, and where they want to be (what is a fit for their family). It's your job to figure out what your attendees want to know. What is their main reason for attending the recruitment event?</p> <p>Ask a few questions to get to the heart of their needs and then highlight outcomes you feel strongly about that reflect their concerns and how Girl Scouts can fill this gap.</p>
Cost	<p>What will it cost for the family, and if the investment in time, dues, and volunteer hours fit their goals? Uncover if the potential members are willing and able to invest the time and money for the Girl Scout experience. Ask questions like,</p> <p><i>“What sort of time will you be able to contribute to the troop?”, “Are you able to make time for the troop?”, or “Do you plan to be part of your daughter’s experience in Girl Scouting?”</i></p> <p>Share that the most successful troops have all parents involved in some capacity. Be truthful and sincere when asked about money and time commitments. Remind them of the goals of the event: to ensure all girls can join and there are enough parent volunteers for each troop. Communicate the volunteer opportunities to the participants and stress that new troops will not start until there are volunteers who sign-up. You might say:</p> <p><i>“We just discussed the ways to become involved, why it’s important, and the time and money commitments. After signing up tonight, you will hear from someone within the next few days. Now, let’s walk through the registration process together. Please let me know if you have any outstanding questions.”</i></p>

Hopefully, they will be ready to make the decision that same day, but if not, set up a time personally to follow-up with them. Don't be afraid to accept “no” as an answer, but have attendees understand the significance of being involved in their daughter's Girl Scout experience.



Recruiting Adults

The largest, single reason people volunteer is because they are ASKED. For over 100 years, Girl Scouting has been successful in attracting thousands of volunteers to help provide program for girls and young women. And the # 1 reason adults do not volunteer in Girl Scouts is because they are not asked.

Asking one-on-one directly has probably recruited more volunteers than any other method. Because a committed and satisfied volunteer (you) can give a first-hand description of the fun, rewards, and benefits of volunteering.

When you ask a new group of parents, questions like these, you can begin to tell how willing they are to become a troop leader, volunteer on a troop committee, or be a family & friends volunteer that helps out at meetings and outings.

- **“What sort of time will you be able to contribute to the troop?”**
- **“Are you able to make time for the troop?”**
- **“Do you plan to be part of your daughter’s experience in Girl Scouting?”**

1 Try to talk with these parents further to see what if you can answer questions, they have about a volunteer role and what kind of volunteer experience they would be most comfortable with. Many parents are unsure because they do not know what the commitment really looks like. Ask if 15 minutes, 30 minutes, or 1-2 hours of volunteering each week is doable.

2 Keep the conversation light and don’t pressure them make a commitment in that moment. They may want to see some troop meetings in action with their girl, work with a mentor troop leader, or need help forming a troop committee of parents. Think of ways your OCMT can support these volunteer pathways.

3 Have a list of roles that local troop leaders would like help with (see our sample list for ideas). If they are able to have more parent helpers, they can add more girls to the troop. This will let new parent volunteers test the waters, and coach them to one day lead a troop, help with troop transitions, or divide the troop if it grows larger.

You can tell families, “Want to play a meaningful role in her Girl Scout experience, but not sure where to start? There are ways you can help—no matter how busy you may be! And remember when you help with her troop, you’re not only doing her troop leader a favor but also modeling leadership for your girl. She’ll be prouder than ever to call you hers.”

Examples of Troop Volunteer Roles: Meeting Helper, Troop Communications Coordinator, Guest Speaker Organizer, Field Trip Organizer, Camping Coordinator, Badge and Activity Planners, Snack, etc.

What Are You Looking for in a Good Troop Leader?

- Troop leaders should be good role models and able to partner with the girls.
- They must be able to work with adults and oversee troop volunteers.
- Have a positive attitude and sense of values as reflected by the Girl Scout Promise & Law.
- Are willing to work with 12-15 girls (Five is the required minimum, 12-15 is the ideal).
- Gets satisfaction out of seeing girls grow, learn new skills, and accomplish their goals.
- Has good judgment and is calm in a crisis.
- Ability to plan and organize activities, events, and manage money.



Recruiting Adults

Answering hard questions about parent participation: Here are some examples of things you can say to further encourage parents and guardians to volunteer.

Parent	You
I don't know anything about Girl Scouts. I was never a Girl Scout.	<ul style="list-style-type: none"> • We have resources and training to teach you the Girl Scout basics. We also have amazing volunteers who support each other. • There is no right or wrong way. All troops are different, you will learn with the girls. • If you are new to your community, Girl Scouts will give you and your daughter a place to make friends, as well as sisterhood to be part of for your next move.
I don't have time.	<ul style="list-style-type: none"> • The good thing about being a leader is that you get to set the time, location, and frequency of meetings to fit YOUR family's schedule! Lots of troops meet in the evening, or on weekends, weekly, bi-weekly, or monthly. It's up to you. • The program is girl-led. Gradually girls take over planning, presenting, etc. You will be there to mentor, but they will do much of the work. • You can lean on the parents in the troop by forming a troop committee, so that you will have a whole team of parents to work with.
I work full-time.	<ul style="list-style-type: none"> • Meetings are set by you. You determine the frequency and length of time. • Think of it as investing time in your daughter and sharing fun times with her. • Volunteering with Girl Scouts is a fun way to get to be with your daughter.
I will think about joining as a volunteer.	<ul style="list-style-type: none"> • Please register, we'll work on just how a troop can use your extra set of hands. • No matter how you contribute to your girl's troop, seeing you play an active role in her experience will give her a sense of pride—don't be surprised if her Girl Scout friends start to admire and appreciate you, she sees you in a whole different light! Plus, getting involved gives you something special that you experience together, which in our busy lives, is worth its weight in gold. • I understand. Keep in mind that it's a small investment to make for your daughter and we don't want girls to wait too long. They are excited, and we want the troop to get started as soon as possible. • There are many ways you can help out, it's easier when all parents help plan.
But I'm a guy! How can I be a Girl Scout leader?	<ul style="list-style-type: none"> • Oh, we so need dads to step up! We have lots of dads who have discovered how amazing it is to be a Girl Scout leader. It gives them a wonderful way to connect with their daughter and make sure girls have another excellent male role model. • Beyond being a troop leader, I am sure you have other skills that can help with the other parents on the troop committee.
I can help, but I can't be the leader	<ul style="list-style-type: none"> • I'm sure there are many ways the troop could use your help: planning meetings, helping with crafts, driving, maybe writing a troop newsletter. • Would you consider being a co-leader? Maybe you and one or two other parents could divide up the jobs so it's not so much for one person. One could handle the paperwork, one could plan the meetings, and one could plan fieldtrips and campouts. What do you think of that?
I don't know if I could do it.	<ul style="list-style-type: none"> • Girl Scouts is all about leadership development, girls/adults learn & grow together! • This is actually a great way to build your own resume. We have great trainings, and resources. We make sure you have the tools and support you'll need every step along the way. • Our curriculum is really easy to use. You can pull it off the shelf and run meetings straight out of the book or online Volunteer Toolkit.



Girl Activities

Getting Girls Excited with their first taste of Girl Scouting

When you are hosting events for new girls, you will want to think about the kinds of activities that you plan. Activities should be age appropriate, highlight badges or program pillars like STEM or the outdoors, and show a small sample of what it's like to be a Girl Scout.

You can use existing badges as an outline for your activity or use one of the examples we have in the OCMT Drive.

Here is a list of sample programs that are on the OCMT Google Drive:



The Girl Scout Way Badge: This badge for Brownies and up is a great resource for finding activities that introduce new girls to Girl Scouts. We also have some easy event ideas and activities that introduce new families to the Daisy program.



Animal Dance Party: Animals communicate through movements, like dancing! Ballet, tap and hip-hop dancing are all ways that humans share their emotions and tell stories! This event lets new girls express themselves.



Robot Building Party: Robots are very helpful in understanding information and helping humans do things. Who builds robots? How do robots know what to do? Think about what you would like your robot to do? This event lets girls learn about robots and build one of their own!



Flower Garden: Welcome girls by talking about the Daisy Flower garden. Girls will make a craft. This event guide is ideal for Daisy girls but can also be used for new, by talking about how each flower represents part of the Promise & Law.



Shooting Star: Girls are introduced to the Girl Scout program while thinking about what makes them special through games and crafts.



Princess & Superhero Party: Are you a princess or a superhero or both? Girls complete themed activities with their fellow new Girl Scouts.

Girl Event Tips:

Smile! Welcome each girl and ask her age and favorite animal, color, or other fact. Share yours and have a small conversation about it.

Don't be afraid to be silly!

Add steps to make it girl-led.

Help girls buddy up. Break them into teams or small groups. Help them break out of their shells with fun questions to ask each other.

Songs & Games to get girls moving will help them feel more comfortable to join in.

Send off girls personally by saying their names. You can say, "Bye Ami, thank you for coming. Hope to see you again soon!"



Helpful Documents & Forms

There are many resources that Recruiters have at their disposal, so you may not know where to start, especially if you are new to the Recruiter role and to the OCMT.

1. [OCMT Google Drive](#): All USASGO recruitment files, templates, program activities, etc.
2. OCMT Gmail: You will share the Registrar OCMT Gmail account for your OCMT.
3. [USASGO Recruitment Website](#): Basic recruitment resources with easy access.
4. [Looker](#): A helpful tool for you and your OCMT to track registrations & accurate rosters.
5. Forms & Registration Support:
 - Registration Support: new families [here](#) and returning families [here](#) & [here](#).
 - [Moving](#): links for families moving into or out of your community
 - Parent information volunteer forms on the OCMT Drive
 - Digital New Family Guide on the OCMT Drive
 - Handouts and sign-in sheets on the OCMT Drive

Recruiter Kits

Physical Recruitment Supplies

Each year, USASGO provides a limited number of recruitment supplies to recruit new members. These supplies can only be requested by volunteers who complete online Recruiter Training in gsLearn. After the training, a link to request supplies will be sent to you.

Recruitment supplies should be used for things like recruitment booths or open houses, rather than something all new girls receive when they register for the first time. They are also good to give as a raffle prize at a virtual or in-person recruitment event. Use resources wisely to ensure you will have plenty for the entire recruitment season – communities will receive a set amount based on their size. And be sure to order in advance, so they arrive in the mail on time.

A digital flyer can be found on the on the website and the Google Drive. We also have a word version as well as a blank Word template that can be used to customize the flyers that we send you. That way, you will be able to print out specific event information when getting the word out about Girl Scouts in your community.



(sample recruiter kit items)

Digital Marketing Supplies

There are many templates, guides, flyers, photos, and marketing text for email and social media to use as you work to recruit girls and adults in your community. There are many stock photos available for social media or traditional outreach. Please check the Recruitment Folder in the OCMT Drive to save time as you reach out to new families in your community.

