



# Girl Scouts Partnerships with the Military

Session 3:

Starter Troops & Child Youth Programs

USA GIRL SCOUTS OVERSEAS

# Girl Scouts Partnerships with the Military

## Session 3: Starter Troops & Child Youth Programs

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# Agenda

1. Welcome and Introductions
2. USAGSO History & Highlights
3. Child Youth Programs
4. Starter Troops in Military Communities
4. Breakout Groups
5. Problem of Practice
6. Q & A and Closing

# USAGSO & US Military Community in Europe & Asia



**Last year, USAGSO served 2,225 daughters of active-duty military and DOD-sponsored families stationed around the globe with the support of over 1000 local volunteers.**

- **38** military communities, making up **36%** of membership
- **Over 50** girls earned a Girl Scout Bronze or Silver Award
- **8** girls earned their Gold Award
- **Countless** community service and take-action projects completed!



# Partner Organizations

- **AAFES** – Army and Air Force Exchange Service
- **MWR** – Morale, Welfare and Recreation
- **ACS** – Army Community Service
- **Private Org (Office)** – Self sustaining private organizations set up by individuals.
- **DODEA** – Department of Defense Education Association
- **Community Youth Programs** –
  - SAC – School Aged Care
  - CDC – Childhood Development Center
  - Youth Center – Middle and High School Afterschool program

# Child Youth Programs

# Types of Child Youth Programs

Child Development Centers

School Age Care

Youth Centers

DODEA/Local School

# Best Practices with CYP Partnerships

## Child Youth Programs

1. Choose priority communities
2. Meet with CYP leaders within that community
3. Use current programs and incentives that align with the partners program goals
4. Capture lessons learned and iterate and expand for spring MY24



# Utilize Existing Programming

Daisy Brownie Launch

Re-branded Robot Building and Animal

Dance Party

Free Memberships for Leaders

Virtual Programs

Micro grants

Starter Troops

# Starter Troops

# 3 Types of Starter Troop Models

Led by:

Distinct Volunteer Roles

Council Staff

Community Partner

# Volunteer Led

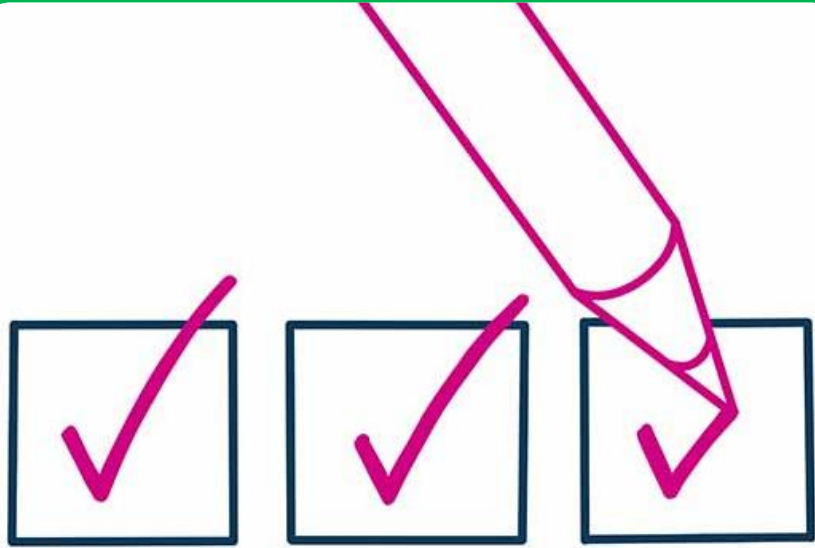
- Distinct Volunteer Roles
- Typically 1<sup>st</sup> Year Coach or seasoned volunteer
- Can receive a stipend depending on budget
  - Starter kits
- 4-6 meeting commitment

# Staff Led

- Focus on parent engagement
- Identifying potential leader and co-leader positions
  - 4-6+ week commitment
- Coaching provided once transitioned to permanent leader
  - If budget permits provide supplies for # meetings

# Program Partner Led

- Hybrid of volunteer and staff led
  - Child Youth Program Partner
- Build relationship -> Identify staff to lead -> Recruit girls
  - Program staff leads troop
  - Council staff supports



What steps  
did we take?

# Starter Troop Recruitment

1. Identify potential partner organizations (CDC, school, after school program)
2. Cold E-mails
3. Follow up Recruitment Folder and Materials
  - Letter
  - ST Flyers
  - Recruitment Materials
4. Lead forms



# Starter Troop Support

1. Discounted adult membership
2. Virtual Starter Troop Leader Training
3. E-mail Journey
4. Starter Troop Kit
  - Program Guide
  - Uniform Essentials and Shop Discount Code
  - Family connections
  - Promise & Law Poster and first patch
  - Recruitment Kit
5. Volunteer Mentor for Leaders and/or Staff Support with Meetings (if requested)
6. Starter Troop Grant of \$200

It's Time to Breakout!

# Three Questions

1. What next steps will you take to partner with Child and Youth Programs at a base in your council?

2. What programs/incentives are already in market in your council that you could use to recruit in military communities?

3. How could starter troops be an effective strategy for military troops in your council?

What challenges do you anticipate?

What next steps can you take?

Problem of Practice  
Help out a sister council...

## Stated Problem

My team and I have been reaching out to locations on our local base to be able to put up flyers. The response we often get is, "*You would need to work with Marketing, or we don't allow outside organizations post flyers.*" I am working on trying to contact the marketing department on our local base.

# Questions Posed

1. Is this something that you run into?
2. Is there anything that I should do when working with different locations on base for future events, posting flyers or things of that nature?

Any advice here would be very helpful.

# Future Council Collaboration Calls

Date	Topic	Suggested Staff
January 17, 2023 5:00 – 6:00 pm EST	<a href="#">Celebrating Month of the Military Child</a>	Membership and Program
March 13, 2023 5:00 – 6:00 pm EST	<a href="#">Preparing for Spring Campaigns</a>	Membership, Customer Care, Program



# Question and Answer

Unmute or put your questions in the chat box for Kelly and Abigail to answer.



Thank you!

Let's stay in touch!

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