

Troop Start-Up/Parent Meeting

Description

A Troop Start-Up/Parent Meeting is a meeting in which a council staff member -- typically a Recruiter or Regional Manager -- conducts a meeting with a group of interested parents/caregivers for the purpose of starting a Girl Scout troop at a school, community center, or other public location in a particular area of the council.

Process

- Create a recruitment box of materials for attendees. Materials may include the girl/adult registration form or membership themed Jotform, QR code link to registration form, Parent Guide to GSNMT, How to Volunteer handout, girl activities or coloring sheets, etc.
Share the Girl Scout Interest Sheet either via hard copy or weblink with attending families in order
- to capture their contact information for follow-up. Information may also be used for 'lead' information in the Salesforce database.
If you have another adult volunteer or partner with you, provide them with the girl activity or
- coloring sheet. Your partner will oversee the girl activity during the duration of the Troop Start-Up meeting in order to give you the time you need to spend with the parents/caregivers.
Utilize the Parent Guide to GSNMT as talking points. Share information about girl program
- levels/grades, expectations as a parent volunteer, volunteer roles, troop finances related to troop fundraising, how troop funds are spent, troop communication tools, uniform information, and Opportunity Fund for financial assistance.
- Provide an opportunity for parents/caregivers to ask questions, provide feedback, and share concerns.
Make a direct ask about the need for parents to step into leadership roles, including Troop Leader,
- Assistant Leader, and Troop Treasurer. Other roles such as Fall Product or Cookie Manager can be shared but recruitment for these roles aren't immediate.
Following the Troop Start-Up/Parent Meeting, enter names and contact information from the
- Interest Sheet as a Lead in Salesforce. This will give you the opportunity to follow-up with the families after the meeting, provide additional information, and track your conversion from lead to member.

Please ensure timely communication with the school, community center, or public location's point of contact when scheduling the Troop Start-Up/Parent Meeting.

Partner with the location for timely promotion of the meeting day/time so that attendance is successful. Promotion can be via Peach Jar, Class Dojo (or similar tool), email, One Call at the site, etc.