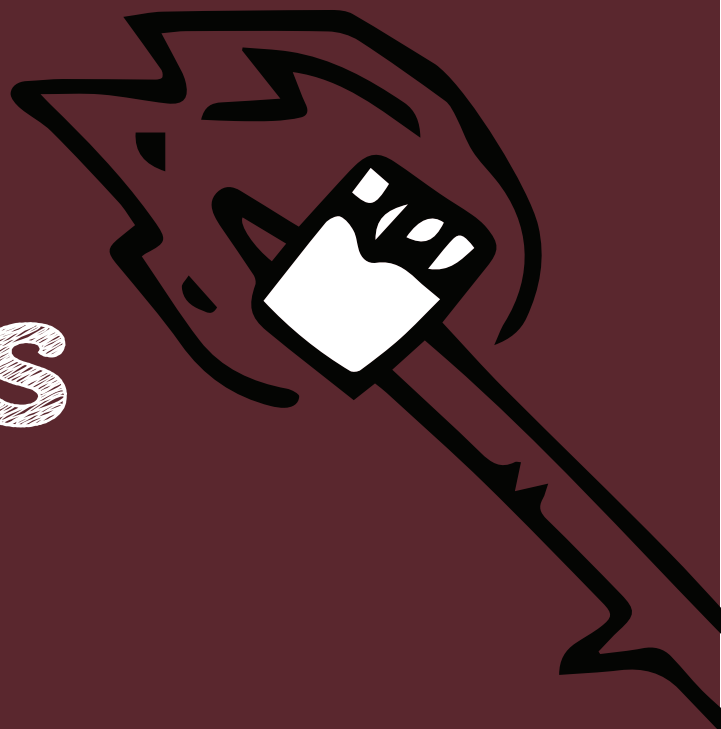


S'MORES COOKOUT & RECRUITMENT EVENT



AUG 9-12

CONTENTS



- 3. Introduction**
- 4. Incentive and Agreement**
- 5. Ingredients for Success**
- 6-7. Recipe Ideas**
- 8. Marketing Your Event**
- 9. Fire Safety**
- 10. Sample Agenda**
- 11. Parent Talk**
- 12. Girl-Led Activities**
- 13. New Troop Formation**
- 14. Post Event Summary**

**Questions?
call Customer Care at:
509-747-8091**





NATIONAL S'MORES NIGHT

National S'mores Day is August 10th. Are you ready to take part in what will become an annual GSEWNI tradition? Joining in is a great way to start the Fall Recruitment season celebrated by thousands of girls and adult volunteers across the country.

Service Unit level recruitment events have a big impact. If you've never hosted an event like this, or if you're a seasoned pro, this guide provides you with everything you need.

Join us this year to show how girls in the outdoors make great leaders, are problem solvers, and stewards of the environment. Let's celebrate our S'mores tradition and open the door for girls to experience Girl Scouting. Service Unit recruitment events are one of the most proven ways to gain membership.

Have fun and make this event your own! You might just want to do it S'more!

If you choose to host the event and fill out both the registration and post-event summary, Council will provide your Service Unit with **\$25.00** to help offset some of the up-front costs of hosting this event.

Please turn in the following information to confirm your participation in this Recruitment effort. Council will also use this information to assist in promoting your event to targeted communities.

Please return this information no later than 8/1.

Go to bit.ly/2Nke45m to Register!



Printable Agreement:

Mail to: GSEWNI, 1404 N. Ash St, Spokane, WA 99201

Service Unit # _____ will be hosting a National S'mores Night event.

Our Service Unit volunteers will be inviting our local community and will provide council staff with leads gathered at the event and a post-event summary no later than **8/1/2018**.

Service Unit # _____ Serving the _____ area (s)

Date chosen for event: 8/9 8/10 8/11 8/12 or _____

Time of Event (suggested 1.5 hours): _____

Location and Address of Event: _____

Invitations or Advertisement will take place in the following manners:

Facebook Event Flyers Ads on Community publications

Posts to Online Community Pages Other: _____



INGREDIENTS FOR SUCCESS

1. A group of Girl Scouts who are skilled at cooking outdoors and excited to lead the S'mores-making
2. Several adult volunteers to help coordinate and lead the event
3. Advertise your event
4. Cooking supplies, hand-washing station/wipes/napkins
5. Fire-making supplies or grill, in case of fire ban
6. Family Guides and Girl Scout memorabilia, troop pics/swaps
7. First Aid kit
8. Water supply, if cooking on open fire
9. Signs for the day of the event directing families to your location
10. **Marshmallows, Chocolate, and Graham Crackers!**





RECIPE IDEAS

Skillet S'mores, for groups without campfires

- 3 tablespoons unsalted butter
- 1 cup walnuts, roughly chopped
- One 12-ounce bag mini chocolate chips
- 3 cups mini marshmallows
- Graham crackers, broken into squares, for dipping

Preheat the broiler on high.

Heat a cast-iron skillet over medium heat. Melt the butter in the skillet, add the nuts and toast until fragrant. Remove from the heat and sprinkle the chocolate chips evenly over the nuts. Spread the marshmallows over the chocolate chips. Place the skillet under the broiler until browned on top. Serve in the skillet and use graham cracker squares for dipping.

SALTY CARAMEL BACON

Bacon
Chocolate with Salted Caramel
Graham Crackers
Marshmallows

FLUFFERNUTTER

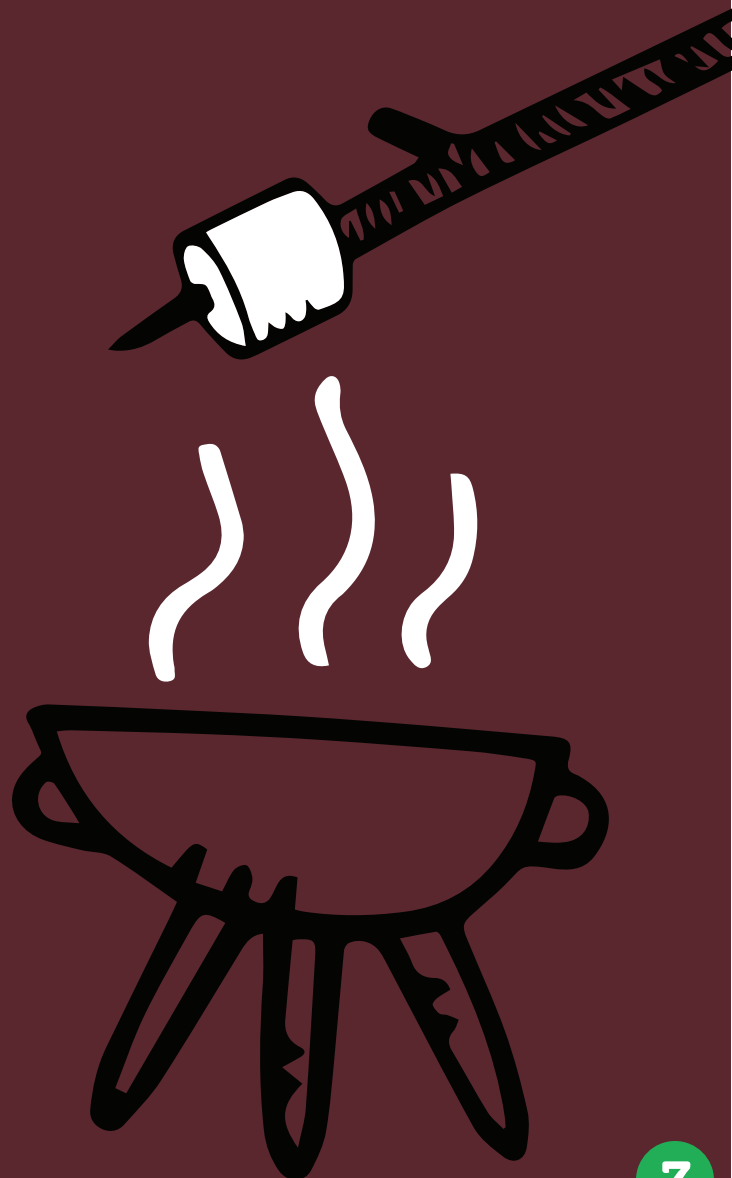
Peanut Butter
Chocolate Graham Crackers
Marshmallows

THE ELVIS

Bacon
Sliced Banana
Peanut Butter Cup Candy
Graham Crackers
Marshmallows

STRAWBERRY NUTELLA

Nutella
Fresh, Sliced Strawberries
Chocolate Graham Crackers
Marshmallows



MARKETING YOUR EVENT



Reaching enough people is key for a successful event. Here are some ideas:

Pick a location that is easy to find and/or already familiar in your community.

- Local and nearby public parks, outdoor gazebos, and neighborhood greenspaces are great places to host such an event.

Be clear about the purpose and who is invited (families and girls).

Spread the word! Post online, talk to your friends, neighbors, coworkers, and maybe even make a flyer.

- Send in your incentive paperwork so council can share your event details with the greater region.
- Add your event information to local community bulletin boards.
- Post a yard sign promoting the event in your yard or in an allowable public space or private business.
- Add your event to community newsletters and calendars
- Girl Scouts can invite their friends and they might have some awesome promotional ideas, too.

Create a Facebook Event.

- Use Facebook Messenger to share the event directly to families you know.
- Have your leaders post it to their page.
- Post it to public Facebook groups that are geared toward your local community, families, or moms.
- Send it to your PTA/PTO/PTG members.
- Send reminders a day or two before the event.
- You can use hashtags to enhance your viewership too! #SmoeresDay is most closely associated with National S'mores Day, but #girlscouts and #gsewni are popular tags.

Have signs placed on the day of the event directing attention to your location.

->This way to Girl Scouts S'mores Cookout!

FIRE SAFETY

- Observe all local area fire bans/regulations
- Choose your fire area wisely. Make sure there are no overhanging branches and clear an area at least 10 feet in diameter.
- Maintain a 3-foot buffer between the fire ring and where campers will stand or sit around the fire.
- Check to ensure that no one near the fire is wearing loose or dangling clothing or accessories.
- Avoid wearing nylon or polyester clothing near the fire.
- Tie back long hair.
- Refrain from running near a fire. If cooking around the fire, only the cooks may be near the cooking fire.
- Never bend over the fire.
- Do not use liquid fuel to start a fire.
- Teach girls stop, drop, and roll and how to smother a fire with a blanket.





SAMPLE AGENDA

6:00pm: Welcome to our S'mores Cookout!

- Sign in and get settled

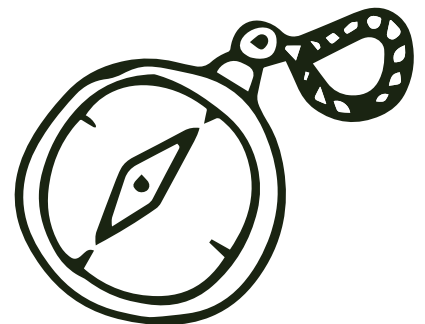
6:15: Meet the Girls and Meet the Leaders

- Girls will gather with Girl Scouts to review Campfire Safety
- Girl Scouts will lead the S'mores cooking activity
- Parents will gather in age groups and talk with Leaders

6:45 Gather together at campfire or circle

- Girls share favorite badges, how they earned them, leadership opportunities, etc.
- Sing Taps, Silver/Gold, camp songs
- End with Friendship Circle

7:00–7:30 Parent Talk and new troop sign-up



PARENT TALK

Introduce yourself and co-leaders. Let parents know they'll only be talking for about twenty minutes while the girls have time to be girls. Ask questions and be prepared with anecdotes or information to keep the parents engaged. We want parents to be a part of the conversation, just as they will be an integral part of any troop. The comments and questions parents give you will guide your conversation. They will have specific concerns about their girls and want to make sure joining Girl Scouts is going to be the right choice for their girl and their family.

Questions and Conversation Starters:



- How many of you were Girl Scouts?
- How did you hear about this event?
- Why are you interested in finding out about Girl Scouts?
- Do you have any concerns about joining? A lot of parents wonder how much it costs or don't know about our Council's financial aid program.
- Some parents are concerned about their girl being shy.
- Is anyone concerned about seeing so many girls attached to their phones or online all the time?
- Who's worried about the kind of friends their daughter will be making or the group they'll be hanging out with?

Let parents know you are looking for volunteers who are willing to join their girls on their Girl Scout journey. Let them know when parents are involved in Girl Scouting their girls will get more out of the program.

Some examples of ways parents/caregivers can be involved:

- becoming a troop leader
- helping with the cookie sale program
- helping with projects in the community
- providing transportation
- lending their expertise to the troop to support girls in earning specific badges

Be up front with parents about the idea of starting a new troop tonight. Be honest about available spots open for girls in existing troops. Ask who would be interested in volunteering and what questions they have. Knowing where parents stand before you wrap up will allow you to either place their girl in an existing troop/waitlist or support the new volunteers in taking the next steps.



Do your very best to stick to the timeframe you set at the beginning of your talk.



GIRL-LED ACTIVITIES

Girls Scouts can work together to create a plan before the day of the event. Choose the recipes and plan how to assist the girls attending the event to make s'mores and have fun. This is the perfect chance to show what it's like to be a Girl Scout. Topics of conversation or activities to engage the girls might be best determined by the Girl Scouts themselves.

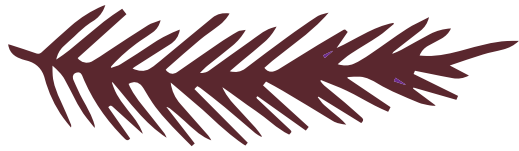
Have one or two volunteers able to support this girl-led portion of the event. Depending on how many people attend the event, the amount of girls and adults who can use their experience and training to ensure safety can vary.

Here are some ideas:

- Teach the Girl Scout Promise
- Teach and sing a camp song or favorite Girl Scout song
- Share your favorite memory in Girl Scouts
- Talk about the friends you've made, opportunities and adventures you've had in Girl Scouting.
- Share the history of S'mores tied to Girl Scouts



FORMING A NEW TROOP



You will have the most success in forming a troop if you gain a commitment from families during the event. This commitment can come in several forms, but completing registration is the goal.

Be on hand to provide information about different troop options.

It's important your SU troop leaders have updated meeting details and have opened up their troop for additional members in the Opportunity Catalog.

Make sure each family has signed in on the contact sheet.

You can let them know you and/or council staff may be reaching out to them to assist them in the future.

Toward the end of the parent talk, have parents raise their hand if they are interested in volunteering with the new troop that will be forming tonight.

- This ask is important, volunteering takes bravery—so this first step for them is helpful. Often, parents will raise their hand and say they'd like to volunteer, but don't want to be the main leader. This is a great time to let them know they are not alone in this journey. They might like to know our troops operate with co-leadership and that some of the other parents are also interested in helping out with the troop.
- Ask parents to gather together where you can start writing down the names of the volunteers and girls who will be in the new troop. This is a great opportunity to get the parents to talk to you and each other about their availability and girls' grade levels, etc. Suggest that you and the volunteers meet together again or get in contact with a council representative to take the next steps.
- Your other volunteer(s) can help any remaining parents resolve further concerns, sign up for a waitlist online, or even register into other troop openings in your Service Unit.
- The New Troop is off to a great start if one or two parents commit to volunteering and two to three of their own girls are getting registered for this troop.
- Once you have submitted the contact information to your area's Recruiter, they will receive assistance completing the formation of their troop.

The online, fillable New Troop Request Form is found here:

bit.ly/2LqUKlw



Oh, no! No one raised their hand, no one can lead a troop...

Hey that's okay. It happens sometimes and things usually work out just fine for newly recruited members. Plus, those families learned about Girl Scouts, and how they are making an impact in their hometown. Most importantly, their girls got to have the best time making S'mores, made some new friends, and they probably won't forget it!

Make sure to turn in your sign-up sheet to council after your event.

It's likely these girls will be the first to be called if there are openings after school starts.

Online Post Event Summary: bit.ly/2KJqZzr

Printable Summary (Return by 8/20):

Mail to: GSEWNI c/o Customer Care, 1404 N. Ash St, Spokane, WA 99201

Service Unit # _____ serving the _____ area(s) hosted the National S'mores Night event on the date of _____.

Overall Success of Event Rated: _____ (1-5, with 5 meaning Excellent)

Approximate Number of Attendees: _____

Contact Information for Girl and Volunteer Leads Collected and attached: Y or N

Rating of how likely are we to do this event again: _____ (1-5, with 5 meaning Excellent)

We plan to host a different kind of Service Unit Recruitment event in the future: Y or N
What, if anything, would you do differently to make this event more successful?

What can council do or provide to make this Service Unit event more successful?

Was a new troop formed from this event? Yes or No

Any additional comments?