

Thank you for volunteering to host a Girl Scout table at Back to School Night. By sharing the impact Girl Scouts has had on you, your girls, and the local community, you will inspire new girls and their families to join the fun. The information outlined below will help you prepare for a successful event introducing families to Girl Scouts.

### Preparation Prior to Back to School Night (BTSN)

- Confirm with your school that you have permission to attend their Back to School Night.
- Brush up on your BTSN skills by watching some quick videos at [girlscoutsoc.org/btsn](http://girlscoutsoc.org/btsn).
- Pick up your Back to School Night tote bag from your Service Unit BTSN Coordinator (all the resources you'll need are in the bag).
- If the school is not providing a table for you, make arrangements with other volunteers in your Service Unit to bring a table.
- Set aside your Girl Scout uniform or troop t-shirt to wear at the event.
- Pack paperweights to hold down flyers and bring water to stay hydrated!

### Arrival and Set-up

(Check out the Table Set up video on [girlscoutsoc.org/btsn](http://girlscoutsoc.org/btsn))

- Arrive 30 minutes prior to the start time to give yourself plenty of time to set up.
- If you're borrowing a table from the school, ask staff or PTA for the Girl Scout table.
- Select a spot that will have a lot of foot traffic (ask PTA or staff for suggestions).
- Make sure the **SIGN-IN SHEET** is placed front and center in an easily accessible area so caregivers can sign-in quickly.
- Place the Girl Scout Launch Party invitation in an area that is easy for families to grab and go. Have additional Girl Scout resources easily accessible.
- Don't be afraid to decorate!

### During the Event

- Typically, the busiest times will be in the beginning, in-between sessions, and as people are leaving
- Get as many caregivers to fill out the **SIGN-IN SHEET** interest form and give them their Girl Scout Launch Party invitation.
- **Tip:** Tell caregivers by filling out the **SIGN-IN SHEET**, they will receive more information about Girl Scouts and a reminder email about the upcoming Girl Scout Launch Party. For example, say, "print your name and email on this sheet and we'll follow-up with more info about the upcoming Launch Party in your area!"
- **Tip:** Before they leave make sure you can easily read the contact information they have provided. Ask if something needs clarification.

### After the Event

- Turn in your sign-in sheet to your Recruitment Specialist or email a legible scan to [membership@girlscoutsoc.org](mailto:membership@girlscoutsoc.org) within 24 hours to receive a thank you gift.\*
- Check the indicated box on the sign-in sheet to let us know if you will be following up with families to invite them to an upcoming Girl Scout Launch Party. Use the [Back to School Night Volunteer Follow-Up Templates](#) we've provided.
- Write a personal note in the card included in your BTSN resource bag to thank the school administrators for having Girl Scouts at their event and email

[membership@girlscoutsoc.org](mailto:membership@girlscoutsoc.org) to provide GSOC with their contact information so that we can share our thanks, too.

\*Your thank you gift will be mailed within two weeks of receiving the sign-in sheet.

### Important Reminders for Volunteers:

- **Turn in the Back to School Night sign-in sheet within 24 hours!** We want to reach out and invite as many families to Girl Scout Launch Parties as possible.
- **Even if you don't get names, turn in the sign-in sheet.** If we don't have a sign-in sheet, we cannot confirm that the BTSN was attended!
- You can turn in legible scan of the sign-in sheet to [membership@girlscoutsoc.org](mailto:membership@girlscoutsoc.org) or turn in the physical sheets to your Recruitment Specialist.

### Frequently Asked Questions You Can Anticipate at a Back to School Night

- What is Girl Scouts?
  - “At Girl Scouts, girls discover who they are, what they're passionate about, and what they want to achieve in the future. They form lasting friendships, connect with people in their communities, and turn ideas into action. There has never been a better time to join a local Girl Scout troop.”
  - *Share your personal experience with Girl Scouts.*
- Do you have a troop available?
  - “Please fill out our **SIGN-IN SHEET** and we will follow-up with available troops in your area.”
- Where do troops meet?
  - “Every troop is different and they meet at different locations, like school, church, the troop leader's house, community center, or the park.”
- How often do troops meet?
  - “Every troop is different. Typically, troops meet once or twice a month.”
- What do Girl Scouts Do?
  - “Girl Scouts do lots of fun things! What grade is your girl in?” (Give the level flyer)
- No one contacted me from last year.
  - “I am so sorry to hear that. Please complete our **SIGN-IN SHEET** and we will have a Recruitment Specialist can personally follow-up.”

Find more resources at [girlscoutsoc.org/btsn](http://girlscoutsoc.org/btsn)