

2024 Daisy Recruitment Toolkit



@girlscoutsofnassaucounty



Toolkit Overview

Get everyone excited to discover Girl Scouts! Use one of the graphics below with a general discover Girl Scouts message in the caption, or call out a specific information session in the description!

WHERE TO POST:

- *Social Groups: (mom boards, school Facebook groups, neighborhood Facebook groups)*
- *Faith-Based Organizations (Churches, Synagogues, Mosques)*
- *Community bulletins (online) & event calendars*
- *Online school groups, including home school groups*

TIPS FOR USING SOCIAL POSTS AND GRAPHICS:

Where should I post a link?

If you are posting on Facebook, Twitter, or LinkedIn, include the link at the end of each caption. We don't recommend posting about your recruitment events on Instagram, but if you would like to, include the link in your bio and make sure each caption says "Register at the link in my bio." at the end.

What if I don't know which caption to use?

Any of the captions are good to use, but if you are having a hard time picking one, or if you're in a hurry, we went ahead and highlighted a few posts in **purple** so you can get started! Also, any information that needs to be inserted is highlighted in **green**. (Don't forget to remove the brackets!)

How often should I post?

Post once or twice a week on your personal page and once or twice week in a single Facebook group. We want to avoid spamming!

What time of the day should I post?

Since caregivers and parents are busy, posting first thing in the morning, at lunch time, or after dinner are typically the ideal times. (Also note the times you see your audience posting the most.)

Where do I put my event information in the post?

You can include that information in the caption. Do not upload an image of your flyer to social media because the text will be too small to read on mobile devices—touch on the main information in the caption, and the rest they can find on the event page!



Social Media Captions

GENERAL RECRUITMENT CAPTIONS:

A squad that will cheer you on. A chance to try new things. That's what being a Girl Scout is all about. Your Girl Scout community is a place to call your own, test your limits, and have a blast. Learn more about Girl Scouts today: gsnc.org/join

Anyone can tell others what to do. A true leader can make smart decisions, act fairly and responsibly, and let others on the team shine as they work together. gsnc.org/join

What do Girl Scouts do? Anything they set their mind to. They're discovering who they are and what they love to do. No two Girl Scout stories are the same, but every single one will inspire you. Learn more today! gsnc.org/join

Forever friendship is a powerful thing. It's what gives Girl Scouts the confidence to be themselves, unapologetically. Get started today! gsnc.org/join

It's what makes them feel safe enough to try new things and cheer each other on in tough times. It's the support that can get them up on tough mornings, help them raise their hand in class, and even climb to the top of a mountain. Contact Girl Scouts today, to get the support you need! gsnc.org/join

80% of Girl Scouts say they're confident in who they are and what they can do in the world—and you can help her take on the world together. gsnc.org/join

VOLUNTEER RECRUITMENT CAPTIONS:

95% of parents say she's made more friends through Girl Scouts. And volunteers do too! [WINK EMOJI] >> gsnc.org/volunteer

Girl Scouts gives her the tools to make the world a better place, and you can help! With your support, girls will become their best, bravest, and boldest selves. Share your skills today! >>> gsnc.org/volunteer



Social Media Graphics



To download these social media graphics, scan the QR code or visit bit.ly/daisy-recruitment-24.



Social Media for Community-Specific Recruitment Information Sessions

Below you will find social media captions, graphics, and links designed to help promote Girl Scout Information Sessions in your community.

CAPTIONS

Fun, friendship, and new adventures are what Girl Scouts is all about. Girls make new friends, challenge themselves, write their own stories, and take action to change the world for the better. Learn more about Girl Scouts in [insert Community Name] on [insert Date] at [insert Time] at Girl Scouts [insert Event]. Sign up to join us: [insert registration link for your community from the next page].

SAMPLE (specific to Baldwin's information session):

Fun, friendship, and new adventures are what Girl Scouts is all about. Girls make new friends, challenge themselves, write their own stories, and take action to change the world for the better. Discover more about Girl Scouts in Baldwin on Tuesday, April 2, 2024 at 7:00 PM at the Baldwin Library. Sign up: <https://bit.ly/43gh4qQ>

SOCIAL MEDIA GRAPHICS

When sharing on social media, please be sure to share the graphic and add specific community details. (Girl Scout information sessions and community-specific details are available on the OLC Volunteers group.)

INFORMATION SESSION LINKS BY COMMUNITY

When sharing the above caption, please be sure to share the link associated with your community's Girl Scout Information Session.



Community-Specific Recruitment Information Sessions

Community	Date	Time	Location	Bit.ly links
Baldwin Service Unit	Tuesday, April 2, 2024	7:00 PM	Baldwin Library	https://bit.ly/43gh4qQ
Bay	Monday, May 20, 2024	7:00 PM	Oyster Bay/E. Norwich Library	https://bit.ly/3TC7NX1
Bellmore	Thursday, April 11, 2024	6:45 PM	North Bellmore Library	https://bit.ly/3IWMn0F
CPW	Wednesday, May 1, 2024	6:00 PM	Charles J Fuschillo Park	https://bit.ly/3PieJG0
Central Park	Tuesday, April 9, 2024	7:00 PM	Haypath Community Park	https://bit.ly/48UBVRu
East Meadow	Wednesday, May 8, 2024	7:00 PM	McVey Elementary School	https://bit.ly/3Pokpyq
ELLM	Monday, April 8, 2024	7:00 PM	Lynbrook Library	https://bit.ly/3PhZsFh
Elmont	Thursday, April 4, 2024	6:00 PM	Elmont Library	https://bit.ly/43meUG3
FPB	Sunday, May 7, 2023	7:00 PM	Floral Park Rec. Center	https://bit.ly/4ado0Hn
Freeport	Thursday, May 30, 2024	6:00 PM	Freeport Library	https://bit.ly/3Tkrq4e
Garden City	Tuesday, May 7, 2024	7:00 PM	Garden City Middle School	https://bit.ly/48PbL2R
Glen Cove	Wednesday, May 8, 2024	6:00 PM	YMCA of Long Island	https://bit.ly/3vaSGtZ
Great Neck	Wednesday, May 1, 2024	7:00 PM	Great Neck House	https://bit.ly/3Vjipv0
Hardscrabble	Monday, April 15, 2024	7:00 PM	Farmingdale Public Library	https://bit.ly/4cfcmxs
Hempstead	Thursday, May 2, 2024	6:00 PM	Hempstead Library	https://bit.ly/3PkXXWQ
Herricks	Wednesday, May 22, 2024	6:00 PM	Clinton J. Martin Park	https://bit.ly/4c7Vn02
Hicksville	Tuesday, May 21, 2024	6:00 PM	Hicksville Public Library	https://bit.ly/3v2G34n
Island Beach	Tuesday, April 16, 2024	7:00 PM	Long Beach Library	https://bit.ly/3wXix9p
The Plains	Thursday, May 2, 2024	7:00 PM	Island Trees Middle School	https://bit.ly/43h7PGM
Jericho/Syosset	Tuesday, May 21, 2024	7:00 PM	Syosset Library	https://bit.ly/3Vhxa1e
Manhasset	Wednesday, April 3, 2024	7:00 PM	St. Mary's Church	https://bit.ly/4avO4On
Massapequa	Monday, April 8, 2024	7:00 PM	McKenna Senior Center	https://bit.ly/3Vl5ZCO
Merrick	Tuesday, April 4, 2024	7:00 PM	Merrick Avenue MS	https://bit.ly/43ff5mH
Oceanside	Tuesday, May 7, 2024	7:00 PM	Oceanside School 6	https://bit.ly/3ICKrKh
PARK	Wednesday, May 22, 2024	6:00 PM	Clinton J Martin Park	https://bit.ly/3Tk3Lks
Plainedge	Wednesday, May 15, 2024	7:00 PM	Plainedge Middle School	https://bit.ly/3Pi1TF



Community-Specific Recruitment Information Sessions *continued*

Community	Date	Time	Location	Bit.ly links
Port Washington	Tuesday, April 9, 2024	6:30 PM	Landmark on Main	https://bit.ly/3PkuKv4
Rockville Centre	Wednesday, April 3, 2024	7:00 PM	Rockville Centre Rec. Center	https://bit.ly/3Pm77Cr
Roosevelt	Thursday, May 2, 2024	6:00 PM	Hempstead Library	https://bit.ly/3v7WIDz
Seaford/Wantagh	Wednesday, April 17, 2024	7:15 PM	Seaford Library	https://bit.ly/4ag0dH1
Shore	Thursday, April 11, 2024	7:00 PM	Gold Coast Library	https://bit.ly/3wNqWMS
Uniondale	Thursday, May 2, 2024	6:00 PM	Hempstead Library	https://bit.ly/3PhoYdS
Valley Stream	Wednesday, April 17, 2024	6:00 PM	Valley Stream Community Ctr.	https://bit.ly/3vaE1z0
WH/FS	Tuesday, April 16, 2024	7:00 PM	Franklin Square Library	https://bit.ly/3wWkb6w
WARM	Wednesday, May 22, 2024	6:00 PM	Clinton J. Martin Mark	https://bit.ly/3TfDtjy
The Plains	Thursday, May 2, 2024	7:00 PM	Island Trees Middle School	https://bit.ly/43h7PGM
Jericho/Syosset	Tuesday, May 21, 2024	7:00 PM	Syosset Library	https://bit.ly/3Vhxa1e
Manhasset	Wednesday, April 3, 2024	7:00 PM	St. Mary's Church	https://bit.ly/4av04On
Massapequa	Monday, April 8, 2024	7:00 PM	McKenna Senior Center	https://bit.ly/3Vl5ZCO
Merrick	Tuesday, April 4, 2024	7:00 PM	Merrick Avenue MS	https://bit.ly/43ff5mH
Oceanside	Tuesday, May 7, 2024	7:00 PM	Oceanside School 6	https://bit.ly/3ICKrKh
PARK	Wednesday, May 22, 2024	6:00 PM	Clinton J Martin Park	https://bit.ly/3Tk3Lks
Plainedge	Wednesday, May 15, 2024	7:00 PM	Plainedge Middle School	https://bit.ly/3Pi1TF
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WARM	Wednesday, May 22, 2024	6:00 PM	Clinton J. Martin Mark	https://bit.ly/3TfDtjy

