

## **Recruitment Research Fact Sheet: What Girls and Volunteers Stand to Gain from Girl Scouts**

In summer 2014, GSUSA conducted a pulse poll\* with parents of Girl Scouts and with Girl Scout volunteers. This poll delivered exciting results, making clear the positive energy around the Girl Scout experience for girls. In short, parents and volunteers believe Girl Scouts is the place for girls to have fun, make friends, learn new things, build confidence, and more. Volunteers experience the fun alongside girls and derive other great benefits from their service as well. Parents and volunteers agree: Girl Scouts provides a cost-effective variety of unique, positive, and fun experiences for girls!

### **What Parents Say About Girl Scouts**

When parents are asked to describe the benefits of Girl Scouting using one word, the top responses are:

1. Friendships
2. Confidence
3. Fun
4. Community
5. Leadership

**Friendships, happiness, and fun.** We want our girls to have fun and to be happy in anything they do. Girl Scouts is rated extremely highly on measures of happiness and fun:

- 97% of parents say Girl Scouts has been a positive activity for their daughter.
- 95% of parents say that because of Girl Scouts, their daughter has made more friends.
- 89% of parents say that because of Girl Scouts, their daughter is happier.

**New experiences.** Girl Scouts offers girls new experiences and opportunities. And parents are well aware of this.

- 96% of girls have tried at least one new thing as a Girl Scout.
- 95% of parents believe that Girl Scouts offers new experiences that are fun and exciting.

**Confidence.** We know that building confidence is a key milestone for children, and Girl Scouts gives girls the opportunity to do this!

- 94% of parents say that Girl Scouts makes their daughter feel special and important.
- 90% of parents say that because of Girl Scouts, their daughter is more confident.
- 79% of parents say that because of Girl Scouts, their daughter is not as shy as she used to be.

**Variety of experiences and value-add of Girl Scouting.** Parents say Girl Scouts offers girls a variety of experiences and opportunities to try new things, develop skills, and become well-rounded. Parents also recognize the unique value of Girl Scouts as compared to other extracurricular activities.

- 95% of Girl Scouts participate in the Girl Scout Cookie program. Seventy-four percent of parents say that because of Girl Scouts, their daughter has gained entrepreneurial business skills.

- 91% of parents say that their daughter has had at least one outdoor experience with Girl Scouts in the last year.
- 92% of parents believe that their daughter has benefited from the all-girl environment of Girl Scouts.
- 89% of parents say that their daughter gets a greater variety of experiences from Girl Scouts than she does from other extracurricular activities.
- The majority of parents (54%) feel that Girl Scouts is a great value for their money, compared to other extracurricular activities.

### **What Volunteers Say About Girl Scouts**

Girl Scout volunteers benefit from the Girl Scout program as well. Not only do these individuals believe they are making a difference in the lives of the girls they serve, they also enjoy the many personal and professional benefits of the Girl Scout experience, such as making new friends, learning new things, getting active and outdoors, and feeling part of a supportive community.

#### **Benefits for Girls**

- 95% of Girl Scout volunteers agree that they make a difference in the lives of girls because they volunteer with Girl Scouts.
- 94% of Girl Scout volunteers believe that Girl Scouts offers new experiences that are fun and exciting.
- 95% of Girl Scout volunteers are happy knowing they are making girls' lives better.

#### **Benefits for Volunteers**

- 94% of Girl Scout volunteers have made new friends in Girl Scouting.
- 92% of Girl Scout volunteers feel that Girl Scouts helps them learn or share something new.
- 88% of Girl Scout volunteers believe their life is better because they volunteer with Girl Scouts.
- 88% of Girl Scout volunteers say that Girl Scouts lets them be active.
- 86% of Girl Scout volunteers say that the volunteer experience has helped them personally.
- 86% of Girl Scout volunteers have had at least one outdoor experience with Girl Scouts in the past year.
- 82% of Girl Scout volunteers feel that Girl Scouts make them feel supported.
- 82% of Girl Scout volunteers believe that Girl Scouts makes them feel special and important.
- Nearly two-thirds of Girl Scout volunteers (62%) believe that their volunteer experience has helped them professionally.

\*This poll was conducted with 3,522 parents of Girl Scouts in the K-5 age range across six Girl Scout councils around the country. Eighty-eight percent were also Girl Scout volunteers.

