

girl scouts
of gulfcoast florida

Welcome!
Service Unit Teams
June 24, 2023



@girlscouts

Back to Troop



Checklist:

✓ Adventure

✓ Creativity

✓ Discovery

✓ Wonder

**Your Year of Fun
Your Year of ...**

Agenda

1. Welcome and Introductions
2. “Your Year of Gratitude”
Appreciation Awards
3. “Your Year of Affirmation”
Icebreaker Activity
4. “Your Year of Wonder” State of
Council
5. Lunch
6. “Your Year of Invention” Sharing
best practices
7. “Your Year of Curiosity”
Department highlights
8. “Your Year of Opportunity” SU
Team Planning time



“Your Year of
Gratitude”
SU
Appreciation
Awards

Manatee 1

Mr. Rodgers Award

Always wanting to lend a helping hand to their neighbors (other troops). Willing to take on more girls, even when full. Always have a sunny disposition.

Manatee

4

Mt. Everest Award

Striving to reach the peak so that the girls to have the best girl-lead Girl Scout experiences. Relying on each other's strengths and abilities while planning and cooperation are their guide.

Manatee

5

The Rubber Meets the Road Award

Working in cooperation to accomplish the goal of revitalizing the Service Unit and building a strong, collaborative team.

Highlands

On the Move Award

Driving the membership numbers up by recruiting more girls and adults into the movement. Persistence is their guide in working on the Service Unit that will bring them to their destination of establishing a strong team.

Hardee

Cookie Entrepreneur Award

Always winning by their hard work during the Cookie Program and Mags and Munchies.

Sarasota

11

Good Samaritan Award

Always there stepping up to help with whatever is needed; especially with recruitment events.

Sarasota 12

Welcome Mat Award

Their door is always open to accept new girls even if troop is full. They want every girl to experience GS.

Sarasota

14

First Responder Award

From volunteering at recruitment events to hosting SU bridging ceremony, they are always there and ready to go when needed.

Sarasota 15

Ear to the Ground Award

If a spectacular event is taking place in North Port, you can be confident this SU knows about it and will share with troop leaders.

Charlotte

11

The Cat in the Hat Award

Sisters who share multiples hats to get things done to fill their girls on a **year of inspiration.**

Charlotte

12

Adventures of Wonderland Award

Planning new events and filling the girls and leaders with a **year of adventure.**

DeSoto

The Paddington Award

For hoping over obstacles and building
a year of friendship.

Lee 11

The Sleeping Beauty Award

For reawaking Leaders to a new day
and new **year of fun.**

Lee 12

The Wonder Woman Award

By opening up a year of opportunity
for their **year of wonder**.

Lee 13

Hats OFF Award

For always being a helping hand to everyone in or outside of Girl Scouts.

Lee 14

The Head in the Game Award

For always being prepared to dive in
and go above and beyond in everything
you do.

Hendry Glades

Purple People Award

The World needs more people like you.
You are a joy to work with because you
bring positive energy wherever you go.

Collier 11

Sisterhood of the Traveling Girl Scout Award

For cultivating a community of fun and care! For welcoming new leaders with open arms!

Collier 12

Elastigirls Award

For staying flexible all year long in the wake of Hurricane Ian! For not being afraid to ask questions and try something new when solutions are needed!

Collier 13

The Real Zeal Award

For always being available when needed! For bringing enthusiasm and positivity wherever you go!



“Your Year of Affirmation”

Connie, Baileigh, & Laura

Icebreaker Activity

Your Year of Affirmation



We're going to watch a short video called, Jessica's Daily Affirmation. Jessica knows how amazing she is. As adults, we sometimes need a little reminder.

- ✓ Each table has positive words in a silver bowl.
- ✓ Take one word from the bowl that reflects how you feel about yourself and stick it on the bottom of the mirror glass.
- ✓ Throughout today, I want you to pass the bowl around and give at least one word to each person at your table. These words get placed on the mirror framing the glass. Make sure to leave room so you can still see your smile.
- ✓ Wake up every morning and shout it loud and proud, you are an amazing person and doing amazing things. Celebrate you!

[Jessica's Daily Affirmations!](#)



“Your Year of Wonder”

Mary Anne Servian, CEO

State of Girl Scouts
State of Membership

Originated by

Girl Scouts of the USA National Board on recommendation of the DEIRJ Board Advisory Committee

Proposal

To amend the Preamble of the Constitution by inserting the words “and anti-racism” after the word “pluralism” in both places where that word occurs. If approved the test would read as follows:

Current Wording	Proposed Amendment	If Adopted, Will Read
DIVERSITY AND PLURALISM Girl Scouts advance diversity and pluralism in our Movement and in the communities in which we live.	DIVERSITY, PLURALISM <u>AND ANTI-RACISM</u> Girl Scouts advance diversity, pluralism, and anti-racism in our Movement and in the communities in which we live.	DIVERSITY, PLURALISM AND ANTI-RACISM Girl Scouts advance diversity, pluralism, and anti-racism in our Movement and in the communities in which we live.

Proposal Summary

This proposal amends the Preamble to our Constitution to emphasize our existing commitment to “diversity” and “pluralism,” as Girl Scout values. It underscores our dedication to the work of anti-racism as a fundamental principle of the Girl Scout Movement and its sustainability.

Understanding that racism involves addressing institutional policies and practices of society that shape the cultural beliefs and values that directly and indirectly exclude communities based on race¹, the updated language will create a comprehensive approach to not just attract and *include* people of different backgrounds in our Movement (“diversity” and “pluralism”), but to actively work to dismantle the structures that preclude their full participation (“anti-racism”).

The amendment strengthens and updates the references to “diversity” and “pluralism,” while naming and reflecting the contemporary language, actions, and priorities of Girl Scouts to actively work in opposition of racist structures (“anti-racism”).

Proposal

THAT the Preamble of the Constitution of the Girl Scouts of the United States of America be amended to delete the words “try”, “to”, do my best”, and to insert the work “will”.

Proviso: this change would take effect with the 2024 Membership Year, with printed items to be fully refreshed by the start of the 2025 Membership Year.

Current Wording	Proposed Amendment	If Adopted, Will Read
<p>THE GIRL SCOUT PROMISE: On my honor, I will try: To Serve God* and my country, To Help people at all times, And to live by the Girl Scout Law</p>	<p>THE GIRL SCOUT PROMISE: On my honor, I will try: To Serve God* and my country, To Help people at all times, And to live by the Girl Scout Law</p>	<p>THE GIRL SCOUT PROMISE: On my honor, I will: Serve God* and my country, Help people at all times, And live by the Girl Scout Law</p>
<p>THE GIRL SCOUT LAW: I will do my best to be Honest and fair, Friendly and helpful, Considerate and caring, Courageous and strong, and Responsible for what I say and do, And to Respect myself and others, Respect authority, Use resources wisely, Make the world a better place, and Be a sister to every Girl Scout.</p>	<p>THE GIRL SCOUT LAW: I will do my best to be Honest and fair, Friendly and helpful, Considerate and caring, Courageous and strong, and Responsible for what I say and do, And to will Respect myself and others, Respect authority, Use resources wisely, Make the world a better place, and Be a sister to every Girl Scout</p>	<p>THE GIRL SCOUT LAW: I will be Honest and fair, Friendly and helpful, Considerate and caring, Courageous and strong, and Responsible for what I say and do, And will Respect myself and others, Respect authority, Use resources wisely, Make the world a better place, and Be a sister to every Girl Scout</p>

Drawing

Product Program Department highlights



Kelly McGraw
Director of Member Experience



Ashley Gill
Product Program Manager

Product Program Highlights

OWN YOUR magic



2022 Mags and Munchies:

982 campaigns launched (+140 over 2021)

179 troops participated

\$50,707 earned in troop bonus proceeds

\$3,346 earned in SU proceeds

2023 Cookies

2,245 girls participated (-7 from 2022)

238 troops participated (-25 from 2022)

945,580 packages sold (+6.16% over 2022)

40,528 packages donated (-19% from 2022)

421 Per Girl Average (+26 over 2022)

\$769,409 earned in troop proceeds

\$9,455 earned in SU proceeds

Lunch served 11:30am-12:30pm
(Place your food choice card on place setting)

Service Unit Team photos

**During lunch:
Membership Awards
Program Highlights**

Your Year of

Imagination



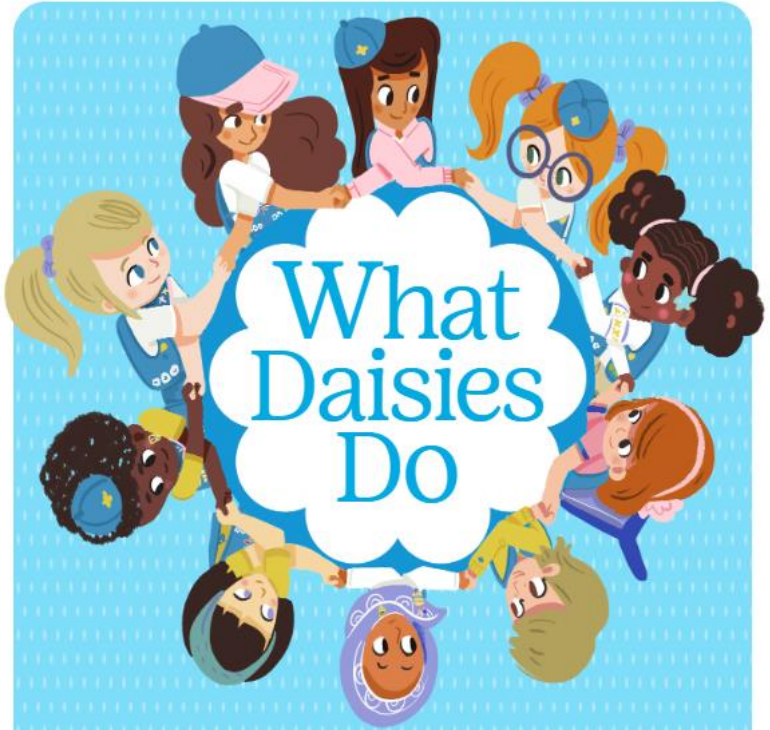


Find your
Superpower
with Girl Scouts

Free Download!

@girlscouts

Get to Know Girl Scouts



Kindergarten and First Grade



Introducing Troop Leader Plans- Daisy Year 1



DAISY Year Plan 1 Fun and Friendship

Your Awesome Year as a Girl Scout Volunteer

Daisies are excited to embark on new adventures, make friends, and spread fun wherever they go. As their leader, you get a front-row seat! You will guide your Girl Scouts through activities focused on giving them the social and practical skills that will serve them as they start school and discover all they can do and be. When you use this plan to map out your meetings and activities, you'll see just how simple it can be to make a huge difference in your Girl Scouts' lives. Get ready for a year of giggles and wonder as you help them grow.

SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
<ul style="list-style-type: none"> Family welcome party and Promise Center 	<p>Two meetings:</p> <ul style="list-style-type: none"> Honest and Fair Friendly and Helpful 	<p>Two meetings:</p> <ul style="list-style-type: none"> Considerate and Caring Money Explorer (part one) 	<ul style="list-style-type: none"> Money Explorer (part two)
JANUARY	FEBRUARY	MARCH	APRIL
<p>Two meetings:</p> <ul style="list-style-type: none"> Cookie Entrepreneur Family Pin My First Cookie Business (part one) 	<p>Two meetings plus council event:</p> <ul style="list-style-type: none"> Courageous and Strong My First Cookie Business (part two) World Thinking Day event 	<p>Two meetings:</p> <ul style="list-style-type: none"> Responsible for What I Say and Do Respect Myself and Others 	<p>Two meetings plus outing:</p> <ul style="list-style-type: none"> Use Resources Wisely Field trip

COOKIE TIME

The cookie program helps troops pay for things like field trips, badges, supplies, and celebrations. Reach out to your council to learn more about how to participate and when your local cookie season starts. You may need to adjust the recommended order of earning the cookie badges in your year plan.

My council cookie sale dates:

Insert your sale dates!

MAY	SUMMER
<p>Two meetings plus celebration:</p> <ul style="list-style-type: none"> Make the World a Better Place Be a Sister to Every Girl Scout Family awards celebration 	<ul style="list-style-type: none"> Girl Scouts Love the Outdoors Challenge

Choose a way to get started...

- Option 1:** Access free online instructions to lead each of these meetings through the free Volunteer Toolkit (myGS.girlscouts.org). Simply log in, choose "Explore," then "Pre-Selected Tracks." Once you're there, you'll find "Fun and Friendship." Select that you're set!
- Option 2:** Shop our Daisy Handbook and printed activities at girlscoutshop.com/troop-year-plans.

Tips and Resources

- When you have the opportunity to get outside, go for a small trip, or simply meet in a new space, do it! Shaking things up once in a while keeps things exciting.
- Check with your council to see if they're offering events or activities that your troop could attend. Those events make life easier for you and allow your troop to connect with other Girl Scouts from their area. Many councils and service units host annual World Thinking Day events in February.
- Access Daisy petal volunteer training in gsLearn. Simply log in via myGS.girlscouts.org, search for "GSUSA Daisy petal badges." Each course will walk you through how to bring the petal badge content to life for your Daisy troop.
- Shop year plan printed resources at girlscoutshop.com/troop-year-plans.

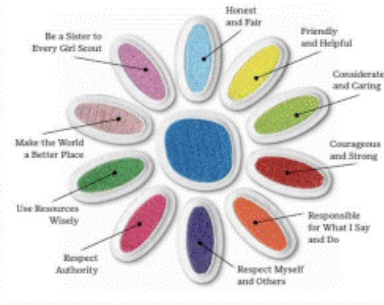


Daisy Handbook and Petals

It's an exciting time to be a Girl Scout Daisy! The recently updated Daisy Handbook offers everything a Daisy needs to know about being a Girl Scout. Get ready for fun activities, friendship, and making the world a better place along the way. Learn the Girl Scout Law, discover how to earn the Daisy Promise Center and petal badges, and find out about all the special awards and badges a Daisy can earn. Find it at girlscoutshop.com/daisy-girl-scout-handbook.



A 16-page removable Volunteer Guide helps you introduce Girl Scout values as girls earn petal badges based on lines of the Girl Scout Law. Each engaging, hands-on activity includes one or more of the Girl Scout pillars: STEM, Life Skills, Outdoors, and Entrepreneurship.



Introducing Troop Leader Plans- Brownie Year 1













BROWNIE Year Plan

1

Try and
Explore

Your Awesome Year as a Girl Scout Volunteer

Brownies are excited to discover all they can do and be. Whether they're learning to make their favorite snack or exploring a neighborhood vegetable garden, Brownies are figuring out who they are and how being their authentic selves makes them an important part of their community. As their leader, you get a front-row seat to all this action! You will guide your Girl Scouts through activities focused on exploration, confidence, and practical skills that will help them become their best selves. When you use this plan to map out your 90-minute meetings and activities, you'll see just how simple it can be to make a huge difference in your Girl Scouts' lives. Get ready for a year of adventure and excitement as you help them grow.

SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
 <ul style="list-style-type: none"> Family welcome party 	 <ul style="list-style-type: none"> Two meetings plus field trip: <ul style="list-style-type: none"> Outdoor Art Creator (parts one and two) Field trip 	 <ul style="list-style-type: none"> Two meetings plus service project: <ul style="list-style-type: none"> Mechanical Engineering: Race Car (parts one and two) Service Project 	 <ul style="list-style-type: none"> Cookie Entrepreneur Family Pin
JANUARY	FEBRUARY	MARCH	APRIL
 <ul style="list-style-type: none"> Two meetings: <ul style="list-style-type: none"> My Cookie Customers (parts one and two) 	 <ul style="list-style-type: none"> Two meetings plus outing: <ul style="list-style-type: none"> Snacks (parts one and two) World Thinking Day event 	 <ul style="list-style-type: none"> Two meetings plus field trip: <ul style="list-style-type: none"> Girl Scout Way (parts one and two) Field trip 	 <ul style="list-style-type: none"> Two meetings: <ul style="list-style-type: none"> Bugs (parts one and two)
<p>COOKIE TIME</p> <p>The cookie program helps troops pay for things like field trips, badges, supplies, and celebrations. Reach out to your council to learn more about how to participate and when your local cookie season starts. You may need to adjust the recommended order of earning the cookie badges in your year plan.</p> <p>My council cookie sale dates:</p>			
MAY	SUMMER	<p>Choose a way to get started...</p> <ul style="list-style-type: none"> Option 1: Access online instructions to plan your activities through the free Volunteer Toolkit (myGS.girlscouts.org). Simply log in, choose "Explore," then "Pre-Selected Tracks." Once you're there, you'll find "TRY AND EXPLORE." Select that you're set! Option 2: Shop our printed activities at girlscoutshop.com/troop-year-plans. 	
 <ul style="list-style-type: none"> One meeting plus field trip: <ul style="list-style-type: none"> End-of-year celebration Field trip 	 <ul style="list-style-type: none"> Girl Scouts Love the Outdoors Challenge 		

Tips and Resources

- When you have the opportunity to get outside, go for a small trip, or simply meet in a new space, do it! Shaking things up once in a while keeps things exciting.
- Check with your council to see if they're offering events or activities that your troop could attend. Those events make life easier for you and allow your troop to connect with other Girl Scouts from their area.
- Discover more possibilities for your troop at Girl Scout Badge Explorer (girlscouts.org/badgeexplorer).
- Stay up to date with the latest in Girl Scout activities (girlscouts.org/newactivities).
- Find fun videos, how-to's, and more at Girl Scout Activity Zone (girlscouts.org/activityzone).
- Shop year plan printed resources at girlscoutshop.com/troop-year-plans.



Girl Scouts Choose

If one of the recommended badges is not the right fit, or if you want to give your Girl Scouts the chance to shape their own experience, have them vote to choose a different badge within the same focus area.

<p>STEM</p>  <p>or</p> <ul style="list-style-type: none"> Fling Flyer Design Brownie Inventor Brownie Letterbox Digital Leadership 	<p>Outdoors</p>  <p>or</p> <ul style="list-style-type: none"> Hiker Senses Cabin Camper Brownie Trail Adventure 	<p>Life Skills</p>  <p>or</p> <ul style="list-style-type: none"> Resilient, Ready, Strong. (patch) First Aid Painting Pets 	<p>Entrepreneurship</p>  <p>or</p> <ul style="list-style-type: none"> Cookie Decision Maker Budget Builder My Own Budget Budding Entrepreneur
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Troop Leader Plans- Girl Scout Shop Page

Year 1 - Daisies: Fun & Friendship

Welcome to Daisies! Girl Scouts in Kindergarten and Grade 1 should focus on having fun and making friends!





Follow this plan for a fun and easy experience during your first year of Daisies. Look for council or service unit events (or helpful parents) to help you complete these activities.

This plan is built around a 60-minute meeting, twice per month (plus a few additional field trips to places you'd like to visit). Meeting agendas for these badges can be found here in the Resource Toolkit at <https://gscoutsmagazine.org>



Check out the latest [Daisy Resource Guide](#) for more Official Apparel, uniforms, and badges.

September October November December January February March April May




Throughout the year your troop will earn the Daisy Petal Set. You can purchase the entire Daisy Petal Set and Daisy Handbook at one time. You can also earn the Daisy Petal Set throughout the year.

 <p>Add to Cart</p>	 <p>Add to Cart</p>	 <p>Add to Cart</p>	 <p>Add to Cart</p>
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September
1 meeting - Back to School Family Meeting - Daisy Petal Promise Card

	<p>Promise Card</p>  <p>Included in Petal Set</p>
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October
2 meetings

	<p>Honest and Fair Petal</p>  <p>Included in Petal Set</p>	<p>Friendly and Helpful Petal</p>  <p>Included in Petal Set</p>
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November
2 meetings

	<p>Compassion and Caring Petal</p>  <p>Included in Petal Set</p>	<p>Money Explorer Badge</p>  <p>Add to Cart</p>	<p>Money Explorer Badge Requirements</p>  <p>Add to Cart</p>
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January
2 meetings - Cookie Season

	<p>Cookie Entrepreneur Family Pin</p>  <p>Add to Cart</p>	<p>My First Cookie Business Badge</p>  <p>Add to Cart</p>	<p>My First Cookie Business Badge Requirements</p>  <p>Add to Cart</p>
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February
2 meetings - Cookie Season - Camp or Service Unit Visit

	<p>My First Cookie Business Badge</p>  <p>Contribution from January</p>	<p>Courageous and Strong Petal</p>  <p>Included in Petal Set</p>	<p>World Thinking Day 2023 Award</p>  <p>Add to Cart</p>
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March
2 meetings - Cookie Month

	<p>Responsible for What I Say and Do Petal</p>  <p>Included in Petal Set</p>	<p>Respect Myself and Others Petal</p>  <p>Included in Petal Set</p>
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April
2 meetings and a Field Trip

	<p>Respect Authority Petal</p>  <p>Included in Petal Set</p>	<p>Use Resources Wisely Petal</p>  <p>Included in Petal Set</p>
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May
1 meeting and Family Celebration

	<p>Make the World a Better Place Petal</p>  <p>Included in Petal Set</p>	<p>Be a Sister to Every Girl Scout Petal</p>  <p>Included in Petal Set</p>
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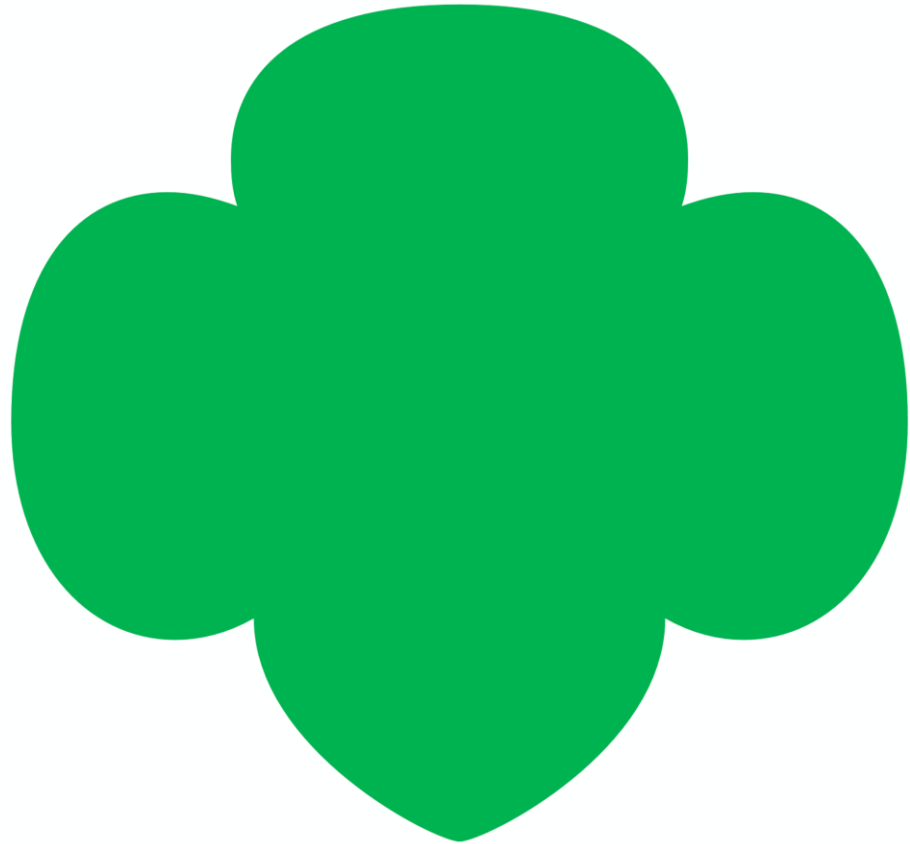
Daisy Service Pin (see p. 2)

Adult Awards
Luncheon at Plantation Golf
& Country Club in Venice

November 5, 2023

Nominations were due June 1st.

Approval to be completed in July
by Board of Directors.





Membership Awards

2022-2023 Council Goal 's

3,884 girls
3,231 adults
7,115 overall

Actual

3,389 girls
2,231 adults
5,620 overall

Program Department Meet the Team



Denise Valdez
Program Manager



Laura Swift
Program Manager

Program Highlights



2022-2023 Programs

- 2 Red Cross Babysitting Courses
- 4 Family Campfire Circles
- Rocks to Roads
- NY-Council on the Status of Women
- CIT
- Cadette Leadership
- GS Day at the Capital
- **Program Consultant Hired**
- **Survey completed by girls**

Upcoming for 2023-2024 Programs areas:

- Interacting with animals
- Painting
- Drawing
- Sculpture
- Cooking and baking
- Watching a live performance
- Roller skating/Ice skating
- First Aid/CPR
- Science experiments
- Swimming
- Archery

10/1/23: New GSUSA Silver Award Portal opens



“Your Year of Invention”

Service Unit team members sharing
of best practices

- Participation at leader meetings
- Appreciation & Recognition



Erika Rolando
Manatee 4

Service Unit Troop Leader Meeting Engagement

- Consistent attendance
- Participatory audience
- Incentive program
- Interactive enrichments
- Yearly planning



Stephanie Klosterman
Manatee 1

Service Unit Volunteer Appreciation Engagement

- **Increased recognitions**
- **Improved moral**
- **Fun gatherings**

Drawing

“Your Year of Curiosity”

Department Highlights

- ✓ Customer Care
- ✓ Property
- ✓ Fund Development
- ✓ Communications

Alisa Peters
Pamela Sennott
Patricia Ramthum

girl scouts 
of gulfcoast florida



Customer Care
Mutual of Omaha
Property & Processes





Alisa Peters
Director, Customer Care

Customer Care

Customer Care Coordinators:

Bonita Horne
Jessica Atamanchuk
Kimberly Antonioli
Suzanne Wirth

Customer Care business hours:
Tuesday – Friday, 7:30 am – 5:30 pm
800.232.4475, Press 8

Contact us at customercare@gsgcf.org

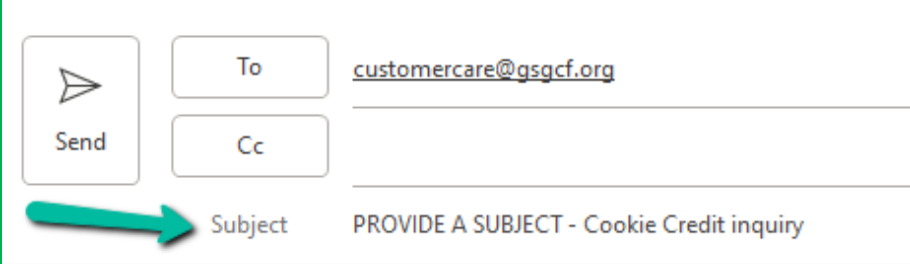
Alisa – petersa@gsgcf.org, Ext. 314.

Email all inquires to:
Customercare@gsgcf.org

Please Include the following information:

Who
What
When
Where
Why

Provide as much detail as possible this will help expedite your case to be resolved timely.



Hello,
DETAIL -DETAIL – DETAIL
Name
TRP #

Please **DO NOT** include other staff email addresses in the To box: use only the customer care email address.

- Multiple emails, creates DUPLICATE cases
- Include a Subject title
- Encourage caregiver to contact council, we can assist with less confusion or back and forth information

Customer Care Team can assist with:

- Membership Registration processes
- Renewals for troops
- Financial Assistance for Membership
- Financial Assistance for Uniform Essentials
- Changes/updates in account records
 - * Mailing addresses – must change all in the same household
- COL – Certificate of Liability (additional insured) fill-in form
- Mutual of Omaha insurance

- Navigating our website
- Forms & Documents section
- Registering for programs/trainings
- Events Calendar
- Troop Camp Reservations
- SU Camp Reservations
- Girl Scout House Reservations

Customer Care Team will be working on

PROJECT CLEAN UP on # of Girl Years

The Customer Care team will begin working on a huge data cleanup project reflecting # of girl years in girl account records.

- Girls must be age 5 to join in Girl Scouts.
- First time registrations, should begin as a 0 entry.
- Certain sections cannot be changed by parent/caregiver.
- **Only staff can make changes on the following:**
- ✓ Number of Girl/Adult/Volunteer Years
- ✓ Date of Birth
- ✓ Age
- ✓ Gender
- ✓ Race/Ethnicity
- ✓ Language
- Run reports for ALL girl members for number of years
- GSUSA will roll over number of years on 9/30 each yr.
- The physical membership year runs 10/1 – 9/30.
- Recommend leaders review troop roster and girl years in their MY GS account Troops tab.

Account Record Type Youth	Status Member	Membership 	Age 12	Grade 6
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Details Interactions Notes & Files System Information

Account Name

Nickname

Primary Council
 Girl Scouts of Gulfcoast Florida, Inc.

Council Code
314

Membership Status
Active

Individual

Preferred Language
English

Primary Caregiver

Status
Member

Active Member Since Date
9/30/2016

Contact Information

Email

Phone

Home Email

Work Email

Other Email

GS History

of Girl Years

18

Cookie Credits

- ❖ Troop list of cookie credit balances by girl
- ❖ Highest award reimbursement, must submit all receipts at time of form submission.
- ❖ GR SR have until 9/30/23 to use cookie credits.
- ❖ LTM split tender transactions – Cookie Credit Redemption form must be submitted.
Do not select LTM \$200.00 in your MY GS for the 12th grade girl if requesting to apply cookie credits.



Cookie Credits Redemption Form

- For Parent/Caregiver
- Girl Scouts can request Cookie Credits for approved Girl Scout activities. Each girl must submit this form to the council headquarters to initiate the disbursement of funds. Cookie Credits may only be used by the girl who earned them.
- Approved uses are:
 - Girl Scout Membership Renewal
 - Girl Scout Lifetime Membership (12th GR SR)
 - GSUSA Destinations
 - Girl Scout Camp
 - Council Sponsored Program
 - Highest award Expenses
- **Cookie Credit requests for troop travel or service unit events must be submitted by the troop leadership via [this form](#).**



Activity Accident Insurance. Activity accident insurance is a supplemental health insurance that protects registered Girl Scout members. Registered members are automatically covered under activity accident insurance when participating in all Girl Scout events and activities including trips that involve two (or less) overnight stays. The Basic Plan does not cover trips of more than two overnight stays.

Important! Trips that are three overnights or more are not covered under automatic activity accident insurance. Also, non-members are not automatically covered and international trips are not automatically covered. Activity accident insurance must be individually purchased for coverage under these scenarios.

So, you will *need to purchase extra activity accident insurance* for outings and events that:

- Involve three or more overnight stays
- Take place outside U.S. territory
- Include non-members, such as siblings and friends

When planning trips, always consult your council to see if extra activity accident insurance is needed.





- Travel up to 2 consecutive nights (Fri. – Sun.) covers registered members
- Travel longer than 2 consecutive nights (e.g., Fri. – Mon. or longer)
 - * insurance required
- Events having nonmembers attending
 - * Any person not currently registered as a Girl Scouts or is a vendor attending, insurance is required.
- A minimum of **\$5.00** required by Mutual, council processes all requests for 45 participants to maximize coverage.
 - * Additional nonmembers last minute
- Out of country travel insurance requires full name of all attendees & age

Service Unit Event Forms – Mutual of Omaha insurance (with Yvonne)

➤ Service Unit/Troop Hosted Event Notification

Will non-members be attending? If yes, you will be contacted by customer care with instructions on purchasing non-member insurance. (Non-members can include vendors and siblings. Non-member insurance can only be purchased for one day events.) *

- Yes
 No

➤ Service Unit Event Calendar Request Form

Non-members may be attending the event *

- Yes, we will purchase additional insurance
 No, additional insurance will not be needed
 Unsure

Inquires for insurance: Email customercare@gsgcf.org. Please submit form as far in advance if you have nonmembers attending.



Council Properties

Important Update Information

- ❖ Both camps have Emergency signage procedures that provide camp address and steps on how to proceed if 911 is called and how to direct emergency vehicles to site location
- ❖ AED machines installed: Camp Honi Hanta – Lodge & Mantatee House, Camp Caloosa – Lodge & Chalet
- ❖ Both camps have updated Kaper charts detailing what is to be completed upon leaving, signs are in every unit/site – Lodges/sleeping sites/restrooms/screen houses and fire circles (located in each screen house for that site)
- ❖ Revised our Camping and Reservation Information and Forms packet
- ❖ Property forms will be turned into Jotforms (fill-in format).
- ❖ Updated Camp Check-Out List added – Upon Arrival at camp: improve communication
Upon Arrival at camp: Provide information below if your group encountered any problems or housekeeping issues in any site(s) that your group had to take care of prior to your camp stay. The council will contact the previous group.

Yes ___ No ___ Describe below:





* Online property reservation system is Doubleknot

Options: Day, Overnight, Equipment

- * Troops 3 months, pay at reservation checkout (90 days rolling calendar)
- * SU 6 months, processed by a form submission \$100.00 deposit (back office)

* Verification of certifications:

Outdoor Skills

Archery

Canoe/Kayak

Low Ropes




FA/CPR/AED

Lifeguard

- Property receives confirmation, reviews and sends reminder for Troop Travel submission back to the submitter
- Access codes for camps, sent on the Thursday prior to camp date – only sent to the person whose name reservation is under – codes should not be shared
- LNT – Leave No Trace – ensure to leave all properties cleaner than you found it
- Camp Checkout List – information sent in email to reservation submitter, forms are located at gate of both camps to leave completed form in mailbox. For Girl Scout house, form is completed and emailed to property.
- Check-Out Lists ensure Kapers were followed and completed, and camp / property was left clean before departing
- Information on the Checkout List assists council to repair items timely for safety for everyone at camp



Camp sites and More.... Pictures and unit/site information, amenities of that specific unit/site.

Armadillo Alley - Cabin 4 - Ovnt Use 6PM-11AM HH (6:00 PM - 11:00 AM) Costs \$12.00 per night Capacity: 6 More...	 NOT AVAILABLE
Armadillo Alley - Cabin 5 - Ovnt Use 6PM-11AM HH (6:00 PM - 11:00 AM) Costs \$12.00 per night Capacity: 6 More...	NOT AVAILABLE
Armadillo Alley - Cabin 6 - Ovnt Use 6PM-11AM HH (6:00 PM - 11:00 AM) Costs \$12.00 per night Capacity: 6 More...	NOT AVAILABLE
Eagles Perch - All Cabins - Ovnt Use 6PM-11AM HH (6:00 PM - 11:00 AM) Costs \$56.00 per night Capacity: 28 More...	 RESERVE
Eagles Perch - Cabin 1 - Ovnt Use 6PM-11AM HH (6:00 PM - 11:00 AM) Costs \$8.00 per night Capacity: 4 More...	 RESERVE
Eagles Perch - Cabin 2 - Ovnt Use 6PM-11AM HH (6:00 PM - 11:00 AM) Costs \$8.00 per night Capacity: 4 More...	RESERVE

Eagles Perch - All Cabins - Ovnt Use 6PM-11AM HH



Capacity: 28 (7 cabins, each sleeps 4)

Amenities:

- No A/C
- Fans in each cabin
- Lights
- Shared bathhouse with fan
- Shared screened troop house with refrigerator
- Picnic tables
- Cookware
- Cooking Method Options:
 - Shared fire circle (provide own wood)
 - Grill (provide own charcoal)
 - Propane stove (provide own canister 16.4 oz.)



About Camp

- ❖ Sites not left clean
- ❖ Items left behind
- ❖ Camp Rules not being followed
- ❖ Graffiti on bunk beds and walls
- ❖ Camp Check-Out Lists not completed
Ensure an adult is walking and checking each site used. Forms are being signed and sites are not thoroughly walked through for checkout responsibilities to ensure truly checking before departing.

Samples of camp



Samples of camp



Samples of camp





An environmental responsibility,
and remember our principle of “How to
Leave No Trace Outdoors.”

Girl Scouts have a long tradition of leaving
an area better than we found it.

Doing so will teach girls responsibility
and also safeguard your troop and
council from complications or issues
involving the use of public property.

The logo for Girl Scouts of Gulfcoast Florida, featuring a green four-petaled flower icon above the text "girl scouts" in a bold, black, sans-serif font, with "of gulfcoast florida" in a smaller, black, sans-serif font below it.

girl scouts
of gulfcoast florida

Thank You

Customercare@gsgcf.org

941.921.5358 or

800.232.4475, Press 8



Pamela Sennott

Fund Development

- ✓ “Success is best when it’s shared.” ~ Howard Schultz
- ✓ Please share your stories with me!
- ✓ Connect with me @ pamelas@gsgcf.org or 941-921-5358 ext.308
- ✓ Thank you for all that you do!



Patricia Ramthun

Chief Communications and Marketing Officer



Meet the Marcomm Team!

Patricia Ramthun

Chief Communications and Marketing Officer

Catherine House

Communications & Marketing Associate

Jessica Miano

Marketing & Communications Associate

Rachel Staigerwald

Communications & Marketing Associate

**Contact us at
marketing@gsgcf.org**

Marketing and Communications



- ✓ New website launched mid January 2023
- ✓ Branding – all new materials feature new consistent GSUSA Branding
 - ✓ Training is available on gsLearn
- ✓ Each Service Unit should have a PR & Communication position who works closely with the council communication team
- ✓ Don't forget the membership newsletter, the S'more News is a great resource for updates
- ✓ Stay on the lookout for more info regarding Media Marvels and Alum
- ✓ School partnerships in collaboration with membership

Do you have photos to share or questions regarding brand usage or communications?
Contact us at marketing@gsgcf.org

S'more News Family Newsletter

girl scouts 
of gulfcoast florida

June 2023

S'more
News

Girl Scouts of Gulfcoast Florida, Inc.
Family Newsletter



2022-2023 Statistics
July 2022 – June 2023

Sent – 1998 average
Open Rate - 56%
Click Rate - 4%

May 2023 ~ Growth

Sent – 2445
Open Rate – 65%
Click Rate – 5%

Industry average
open rate is 23%

Marcomm Highlights



Social Media:

- We have a total of 6106 Facebook Page followers (higher than the industry average of 1.9k for similar organizations)
- 1519 Instagram followers (higher than the industry average of 558 for other similar organizations)
- In a typical month we have
 - 600 content interactions on Facebook
 - 200+ content interactions on Instagram

Press:

- Our total online, print and tv audience since mid-April has surpassed 426,000 viewers/readers, and reached over 120,000 social media followers.
 - The estimated combined publicity value for earned media since mid-April is over \$83,000.
- YWOD Ceremony on May 21
 - As of 6/21, we have had 17 critical media placements regarding this major event. We have reached a total national TV audience of 25,550 with an earned media value of USD \$4,635, an online and print news audience of 79,890 and generated \$3,373.

Troops in Action

Do you have an impactful Girl Scout story or memory you want to share?

Make sure to post them on our

Troops in Action Facebook page!

Post pictures or videos with a short description from your event, we love to feature our troops on our council's social media pages and printed materials.



Social Media

Stay connected and contribute to GSGCF's communication efforts. Please **"like"** or **"follow"** Girl Scouts of Gulfcoast Florida on all social media channels you use regularly.



Facebook



Blog



Twitter



YouTube



Instagram



LinkedIn

You can get access to all of our social media channels on our website at

www.gsgcf.org



Drawing



“Your Year of Opportunity”

Sharing of data
Service Unit Planning Guide
Service Unit Team planning time



girl scouts 
of gulfcoast florida

Thank You