



Welcome!

Service Unit Teams

June 22, 2024



# Starting a new Daisy troop has never been easier!



## Lead with confidence!



Complimentary  
Monthly  
Supply Box\*

\*conditions apply

# Agenda

1. Welcome and Introductions
2. “Your Year of Celebrations”  
Appreciation Awards
3. “Your Year of Affirmation”  
Icebreaker Activity
4. “Your Year of Curiosity” State of  
Council
5. Lunch
6. “Your Year of Discovery” NAMI  
presentation
7. “Your Year of Innovation”  
Department highlights
8. “Your Year of Triumph” SU Team  
Planning

# Meet the Member Engagement Team

**Yvonne Bras**, Member Engagement Director

**Connie Martin**, Senior Community Manager

**Helen Higazy, Alexis Tussey, Angie Rosario,  
MiKayla Kunde, Liz Mercado**

Community Managers

**Samary Wilhelm, Theresa Stucchio,**

**Mary Mathews, Ashley Smith**

Member Engagement Specialists

**Tania Harmon**, Volunteer Operations Manager





# “Your Year of Celebrations” SU Appreciation Awards

# Manatee 1

## The Lucille Ball Award

Legacy of Laughter and Friendship.

This group of Volunteers has been together for many years and have come to enjoy, respect, and appreciate each other.

# Manatee 4

## Barbara Walters Award

Award winning team. Always searching out information and making plans to continually create Girl Scout experiences that are memorable for the girls.

# Manatee

# 5

## Michelle Obama Award

Becoming a strong service unit.  
Breaking down barriers to form a  
problem-solving team.



# Highlands

## Katherine G. Johnson (the Human Computer) Award

Broke through barriers in a man's profession to help NASA. Highlands County has figured out how to make Girl Scouting alive and well in their area.

# Hardee

## Wonder Women Award

With one troop, they have worked to make Girl Scouts active and exciting in Hardee County also bringing peace, harmony, and sisterhood. Their Leader, Debbie Morris, surely has a heart for the youth. She just retired after 42 years of teaching!

# Sarasota

# 11

## **Influencer Award**

Being social media savvy and creating  
a supportive & loving online  
community.

# Sarasota 12

## **Volunteerism Award**

Actively finding ways to give back to community and creating strong relationships with organizations like Harvest House and Cat Depot.

# Sarasota

## 14

### Community Cultivators Award

For creating a healthy service unit that fosters an environment where leaders actively share ideas and resources amongst each other.

# Sarasota 15

## Energizer Bunnies Award

Having incredible Service Unit meeting attendance and bringing positive energy and active participation each time.

# Charlotte

# 11

## Amelia Earhart Award

Taking girls and their dreams to new heights.

# Charlotte 12

## Oprah Winfrey Award

Because when girls sign up, you get a troop, you get a troop and you get a troop!



# DeSoto

## **Dian Fossey Award**

For braving the wild and leading with  
a gentle hand and a kind heart

# Lee 11

## Round of Applause Award

For a tremendous growth in girl count  
and service unit team.

# Lee 12

## Empowering Women Award

For empowering each other within the  
service unit and great teamwork.

# Lee 13

## **Power Puff Girls Award**

For showing sisterhood and teamwork  
through thick and thin.

.

# Lee 14

## **Girl Boss Award**

For showing amazing business ethics  
during our Product Programs.

# Hendry Glades

## Sacagawea Award

For guiding girls through the  
wilderness and showing them the path  
to leadership.

# Collier

## 11

### **Teamwork Makes the Dream Work Award**

Collaborating to put together  
meaningful events and memorable girl  
experiences all year long.

# Collier 12

## **Rosie the Riveter Award**

For getting the job done regardless of  
obstacles.



# Collier 13

## Planting Daisies Award

For going the extra mile to welcome  
and nourish new leaders, and for  
setting an example of what being a Girl  
Scout is all about.



# “Your Year of Affirmation”

Connie & Team

Marooned Icebreaker Activity



# “Your Year of Curiosity”

Mary Anne Servian, CEO

State of Girl Scouts

# Drawing

## Product Program Department highlights



**Ashley Gill**  
**Member Experience Director**



**Jodi Miller**  
**Product Program Manager**

# Product Program Highlights

## 2023 Fall Product Program : Mags and Munchies Review

- Sales were down 10% from 2022.
- Added Bark Box and Tervis Tumblers to the lineup.
- Girl Participation was up 7%!
- More emails were sent!



2024 Fall Product Program Dates: September 3 – October 6

# Product Program Highlights

## 2024 Cookie Program Review

- Sales were up 16% from 2023!
- Gift of Caring Packages donated: 50,007
- Girl Participation was up 4%!
- Per Girl Average 473 -- National Average 245



**Lunch served 11:30am-12:30pm**

**Take Service Unit Team photos**

**During lunch:  
Membership Awards  
Program Highlights**



A photograph of a woman and a young girl with dark, curly hair, both smiling and looking at each other. The woman is on the left, wearing a grey sweatshirt and a thin gold necklace. The girl is on the right, wearing a white t-shirt with a light blue collar and a small blue hair tie. They are standing in front of a rough, grey stone wall. The image is framed by a bright green border.

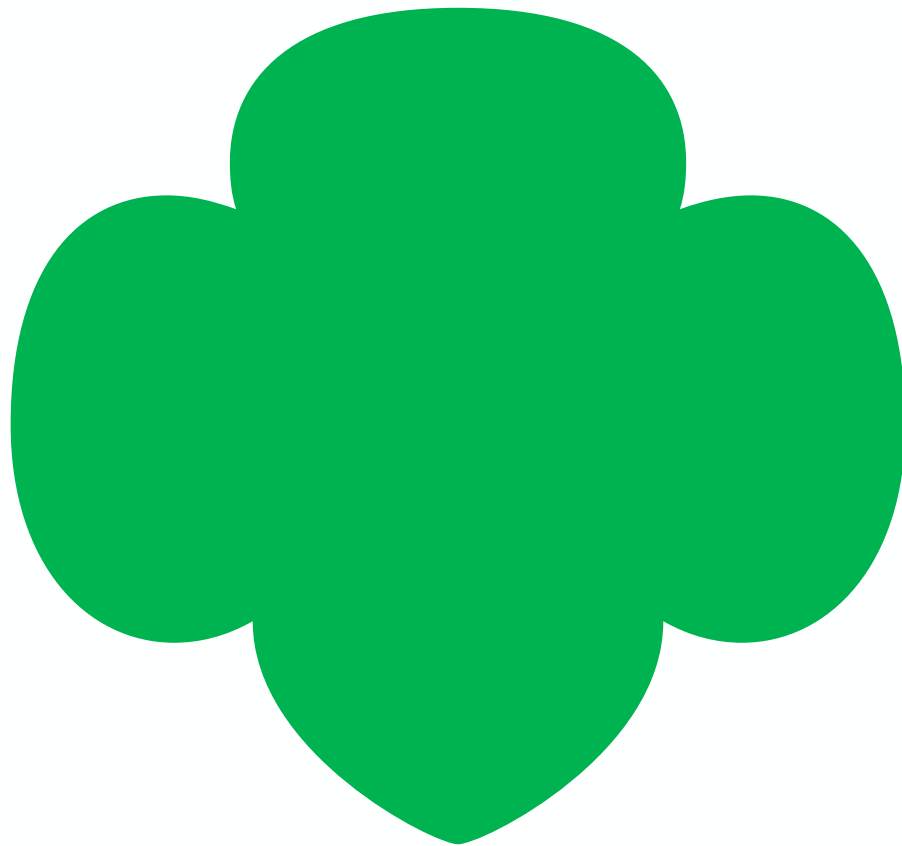
# Your Year of Inspiration

Adult Awards  
Luncheon at Plantation Golf  
& Country Club in Venice

November 3, 2024

Nominations were due June 1<sup>st</sup>.

Approval to be completed in July  
by Board of Directors.





## Membership Awards

### 2023-2024 Council Goals

4,069 girls  
2,666 adults  
6,735 overall

### Actual

3,482 girls  
2,469 adults  
5,951 overall

## Program Department Meet the Team



**Denise Valdez**  
**Program Manager**



**Barbara Szeifert**  
**Program Manager**



# Program Highlights



## 2023-2024 Programs

- 2 Space Programs
- 8 Family Campfire Circles – at both camps!
- Hurricane Heroes – Special help from Erika Rolando!
- Animal Programs
- Ice Skating
- Arts in the Park
- Counselors in Training
- Cadette Leadership
- Mental Health Awareness
- Hamilton
- Troop Cook-Off Challenge

- **Survey completed by girls**

## Upcoming for 2024-2025 Programs areas:

- Interacting with animals
- Painting
- Botanical Gardens
- Drawing
- Cooking and baking
- Watching a live performance
- Roller skating/Ice skating
- First Aid/CPR
- Science experiments
- Swimming
- Mental Health Awareness
- Archery
- Space Center Sleepover



# “Your Year of Discovery”

**NAMI**

National Alliance on Mental Illness  
presentation

Vanessa Miller  
Brooke Turgeon

# Drawing

# **“Your Year of Innovation”**

## **Department Highlights**

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

**Tania Harmon**

**Alisa Peters**

**Alan Dawson**

**Pamela Sennott**

**Patricia Ramthum**





## **Tania Harmon**

### **Volunteer Operations Manager**

Increased frequency – updated Safety Activity  
Checkpoints – updated training curriculum

## **Trainings:**

- Outdoor Skills Training (ODS)
- Kitchen Safety Training
- Small Craft Safety Training: Canoe and Kayak (SCST)
- USA Archery Level 1 Certification
- Red Cross First Aid CPR and AED Certification
- Red Cross Lifeguard Certification
- Low Ropes – Coming Soon

## **Trainers:**

- Charlotte Bethany – ODS
- Lillie Hirsch – ODS
- Jodi Bain – ODS
- Michelle Cramer – SCST: Canoe and Kayak
- Stephanie Klostermann – Archery
- Barbara Borderieux – FA CPR AED
- Rob Lieberman – FA CPR AED

## **Outsourced Training:**

- Evelyn Magann – Lifeguarding

**girl scouts**  
of gulfcoast florida



Customer Care  
Mutual of Omaha  
Property – New System



**Brightly**



## Customer Care Coordinators:

Kimberly Antonioli

Bonita Horne

Jessica Atamanchuk

Customer Care business hours:

Tuesday – Friday, 7:30 am – 5:30 pm  
800.232.4475, Press 8

Email: [Customercare@gsgcf.org](mailto:Customercare@gsgcf.org)



Director, Customer Care/oversees Property  
Alisa – [petersa@gsgcf.org](mailto:petersa@gsgcf.org), Ext. 314



Property Manager  
Alan Dawson

Customer Care Coordinator  
Suzanne Wirth



Email all inquiries to:  
**Customercare@gsgcf.org**

Please Include the following information:

**\*\*NAME**

**Who**

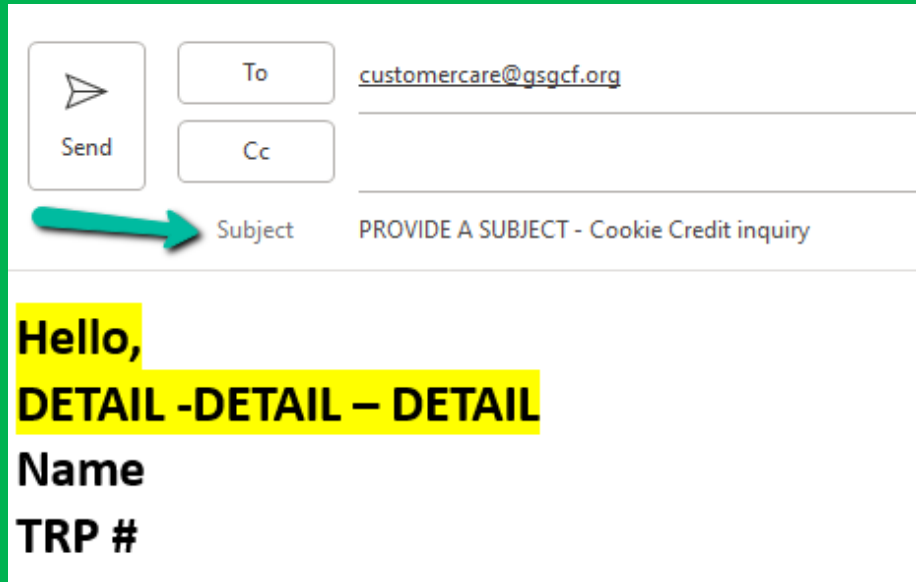
**What**

**When**

**Where**

**Why**

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



The screenshot shows an email composition interface. On the left is a 'Send' button with a paper plane icon. To its right are 'To' and 'Cc' input fields. The 'To' field contains the email address 'customercare@gsgcf.org'. Below these fields is a 'Subject' field with a teal arrow pointing to it from the left. The 'Subject' field contains the text 'PROVIDE A SUBJECT - Cookie Credit inquiry'. Below the 'Subject' field, the text 'Hello,' is highlighted in yellow, followed by 'DETAIL -DETAIL – DETAIL' also highlighted in yellow. Below that, the text 'Name' and 'TRP #' are visible.

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
- REFUNDS – provide name of event with the full name of participant to be Cancelled from the event.

## **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 – Event Registration
- Troop Camp Reservations
- SU Camp Reservations
- Girl Scout House Reservations

# 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 9/30/24 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 12<sup>th</sup> 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 (12<sup>th</sup> 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. Link in Cookie Redemption Form.**
- **Processing funds could take up to four weeks.**



## NEW UPDATES

- **Member coverage**
- **Nonmembers – Day only**
- **Nonmember Participation Roster Form**





GSUSA sponsors Activity Accident Insurance with Mutual of Omaha for all Girl Scout members. This insurance is extended to be a supplemental accident injury coverage to cover out-of-pocket medical expenses for those injured during a Girl Scouts supervised event, activity, troop meeting, or trip. There are four categories of coverage.

**Basic Plan 1:**

The Basic Plan 1 automatically covers Girl Scout members and only covers nonmembers, when they are invited to participate in the supervised Girl Scout activity

**Plan 3P: Accident plus Sickness:**

Plan 3P covers the same as Basic Plan 1 *plus sickness coverage*. Sickness coverage must be purchased separately and is intended as an option for extended, long-distance trips.

**\*GSGCF policy, trips of 5 or more days,**

**Plan 3P must be purchased.**

**Coverage is from start date to end date of travel.**

\*All girls and adults attending the trip **MUST** be registered members, adults must have an approved background check.





### **Plan 3PI: Accident plus Sickness for International Trips:**

Plan 3PI coverage is needed for international trips. It provided accident plus sickness coverage for trips outside of the USA. The Basic Plan 1 will not cover international trips, so it is necessary to purchase the Plan 3PI when taking Girl Scouts on international trips.

\*All girls and adults attending the trip **MUST** be registered members, adults must have an approved background check.

### **International Inbound Accident plus Sickness:**

Accident plus Sickness coverage for Council who are hosting Girl Guides/Girl Scouts visiting the United States from out of the country.

**If you have any questions, email**  
**[customercare@gsgcf.org](mailto:customercare@gsgcf.org),**  
**with the subject title: Insurance Questions.**



# Nonmember Participant Roster



EVENT TITLE:

EVENT DATE:

EVENT LOCATION  
(Full address: location, street, city, state & zip):

EVENT COORDINATOR NAME:

EVENT HOST (TROOP OR SERVICE UNIT NAME):

Nbr.	Non-Member Name (Full First, Full Last Name)	Phone Number	Adult	Youth
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				

- Submit Troop Travel request form for event
- Nonmembers attending your event? An email will be sent from a customer care coordinator with the processes to collect nonmember information
- After event, mail form to **customercare@gsgcf.org**



# **Council Properties**



## **New Property Reservation System:**

- Camp Property Site Reservations
  - Camp Equipment Reservations
  - Girl Scout House Reservations
  - Login Accounts – council will provide Approval – recommend using your MY GS email login
  - Submit requests for council approval (property & equipment)
  - Approvals, will be invoiced, pay online via submission link (PayPal, no account needed)
  - Denials, current reservation, inform submission date(s) not available
  - Equipment included in reservations, no fee, must provide certified facilitators
  - Equipment includes - Archery, Canoes, Kayaks, Low Ropes, and Pool
  - Cleaning Supplies – toilet paper, paper towels, cleaning items supplied by council in each site
  - Cleaning Invoice – if sent information and pictures of site not left clean, charged a fee, if not paid future reservations will not be approved
  - Alan demo of Brightly 😊
- 
- Virtual trainings will be schedules for walk through tutorials on how to make reservations for property and equipment.

## PROPERTY RESERVATIONS



## EQUIPMENT RESERVATIONS

**This is a RESERVATION Request; It is Not guaranteed Until Approved by Council**

- Organization – Troop or SU
- Event Details – e.g., TROOP XXX SU XX
- Summary of reservation request
- Contact Information
- Billing Information
- Date(s)/Times
- Additional Information - # of G/AF/AM
- Will nonmembers be attending? Day only
- FA/CPR/AED certified person
- Outdoor Skills certified person
- Provide Safety Kitchen trained facilitator
- Agree to the Terms & Conditions

- Organization – Troop or SU
- Event Details – e.g., TROOP XXX SU XX
- Summary of reservation request
- Contact Information
- Billing Information
- Date(s)/Times
- Additional Information - # of G/AF/AM
- Will nonmembers be attending? Day only
- Provide Archery facilitator
- Provide Canoe facilitator
- Provide Kayak facilitator
- Provide Lifeguard facilitator
- Provide Low Ropes facilitator
- Agree to the Terms & Conditions

\* **NEW** - Online property reservation system changing from Doubleknot to Brightly (mid-Aug.)

\*\* **NEW** A/C units at both camps!!

### Options: Day, Overnight, Equipment

- \* Submit Property Request  
(180 days rolling calendar)
- \* Submit Equipment Request
- \* **Must** receive APPROVAL from council
- \* Invoice payment link

### \* Verification of certifications:

Outdoor Skills

Archery

Canoe/Kayak – now separate request

Low Ropes

FA/CPR/AED

Lifeguard

- Property receives requests, reviews, approves and sends reminder for Troop Travel submission back to the submitter
- Access codes for camps, are sent on the Thursday prior to camp date(s) – sent to the person whose name reservation is under – codes should not be shared
- Camp Checkout Lists, title change to now be emailed electronically, after you camp, titled Camp Completion Survey. The form will be emailed to the person whose name reservation is under
- Information on the survey will assist council to repair items timely for safety for everyone using our camps
- LNT – Leave No Trace – ensure to leave all properties cleaner than you found it



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

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



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.



# Camp Concerns:

- ❖ Sites not left clean – not meeting the standards of LTN (Leave No trace)

**Girl Scouts leave places cleaner than they found it.**

- ❖ LOOK 

For **ALL** items left behind – check over, under and everywhere!

- ❖ Graffiti on bunk beds and walls – please check under beds and frames before leaving camp
- ❖ Camp Rules not being followed – e.g., too many cars being parked at units, breaking rules and important for emergencies
- ❖ Wear closed-toe shoes when at camp



## Amphitheater at Camp Honi Hanta





**girl scouts**   
of gulfcoast florida

Thank You

[Customercare@gsgcf.org](mailto:Customercare@gsgcf.org)

941.921.5358 or

800.232.4475, Press 8



Pamela Sennott

# Fund Development

"The greatness of a community is most accurately measured by the compassionate actions of its members."

Coretta Scott King

Thank you for all that you do!

[pamelas@gsgcf.org](mailto:pamelas@gsgcf.org)  
941-921-5358 ext. 308



**Patricia Ramthun**

Chief Communications and Marketing Officer



## Meet the Marcomm Team!

**Patricia Ramthun**

Chief Communications and Marketing Officer

**Catherine House**

Communications and Brand Manager

**Jessica Miano**

Marketing & Communications Associate

**Melissa Boland**

Communications & Marketing Associate

**Contact us at**  
**[marketing@gsgcf.org](mailto:marketing@gsgcf.org)**



# Marketing and Communications



- ✓ 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](mailto:marketing@gsgcf.org)

# School Business Partnerships



- **Sarasota County Schools:**

- Wilkenson Elementary
- Lamarque Elementary
- Atwater Elementary

- **Manatee County Schools**

- Daughtrey Elementary

**We are registered Partners in Education with the School District of Manatee County. We are currently working on submitting applications with new business partners in Manatee County for the 2024 – 2025 school year.**

**We partnered with Programs for a successful Gift of Caring drop at our School Partners in May. This included the delivery of over 2135 boxes of Girl Scout Cookies to teachers, transportation, nutrition, and maintenance staff, and principals.**

# S'more News Family Newsletter



## 2023-2024 Statistics July 2023 – June 2024

**Sends: 63,324**  
**Open Rate - 57%**  
**Click Rate - 3%**

## May 2024 ~ Growth

**Sent – 2917**  
**Open Rate – 67%**  
**Click Rate – 6%**

*Industry average  
open rate is 34%*

We are currently in the process of integrating Salesforce Marketing Cloud into our council. Stay tuned as we move forward with sending S'more News from this platform in the next co months.



# Girl Scout Highest Awards



## The Girl Scout Bronze, Silver, and Gold Awards

The Girl Scout Gold, Silver, and Bronze Awards demonstrate our girls' commitment to improving today and tomorrow.

To inspire and educate eligible Girl Scouts and their families about these prestigious awards, the GSGCF Marcomm Team has launched a focused email campaign.

Additionally, bi-weekly online information sessions are available for girls eager to explore the Girl Scout Gold Award. Encourage troop leaders to attend these workshops and empower their girls to aim high for these top honors.

Upcoming Info Session Dates:

- June 26 @ 5:00 p.m.
- July 11 @ 5:00 p.m.
- July 23 @ 5:00 p.m.
- August 8 @ 5:00 p.m.

# Marcomm Highlights



## Social Media:

- We have a total of 6,509 Facebook Page followers
- 1,619 Instagram followers
- In a typical month:
  - We publish 45 pieces of content on Facebook and 30 pieces on Instagram
  - 1,300+ content interactions on Facebook
  - 100+ content interactions on Instagram

## Press:

- In the last 12 months, GSGCF was featured in news and print media **over 200 times**
- Total TV Audience of **497,000**
- Total online and print audience of **323 million**
- Estimated publicity value: **\$3.6 million**
- 2024 YWOD Ceremony:
  - 19 critical mentions in print/TV news
  - Est. Audience of **273 million**
  - **\$2.71M** Total Online Publicity generated

# 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



X (Twitter)



YouTube



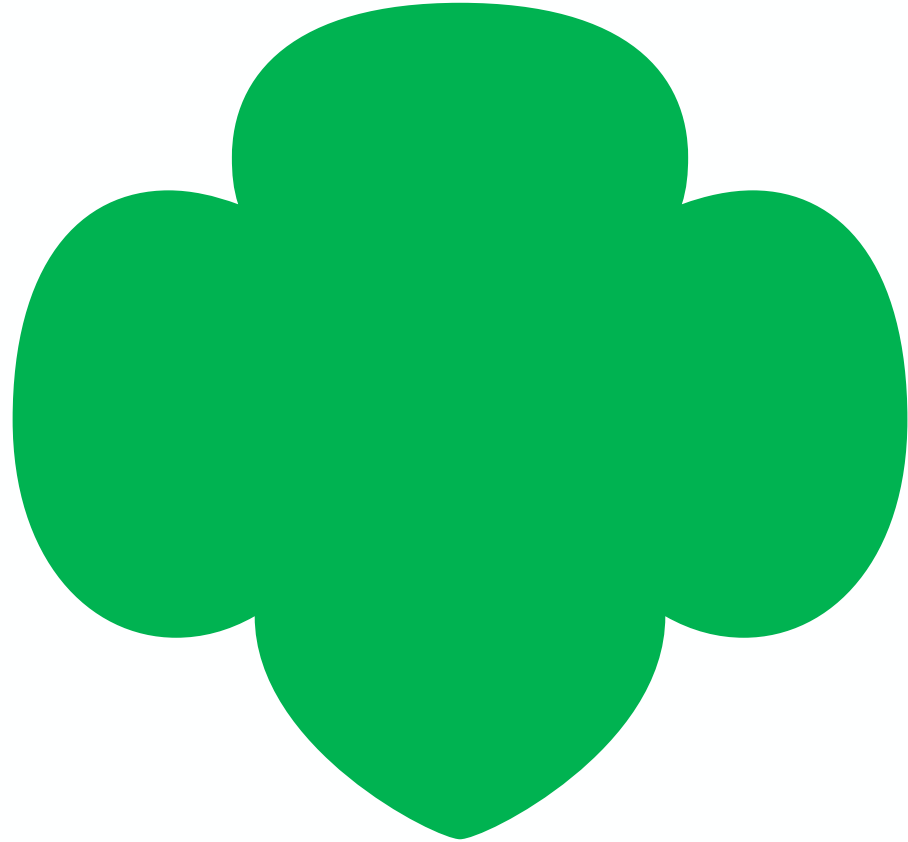
Instagram



LinkedIn

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

[www.gsgcf.org](http://www.gsgcf.org)



# Drawing



# “Your Year of Triumph”

Sharing of data

Service Unit Team planning  
deployment



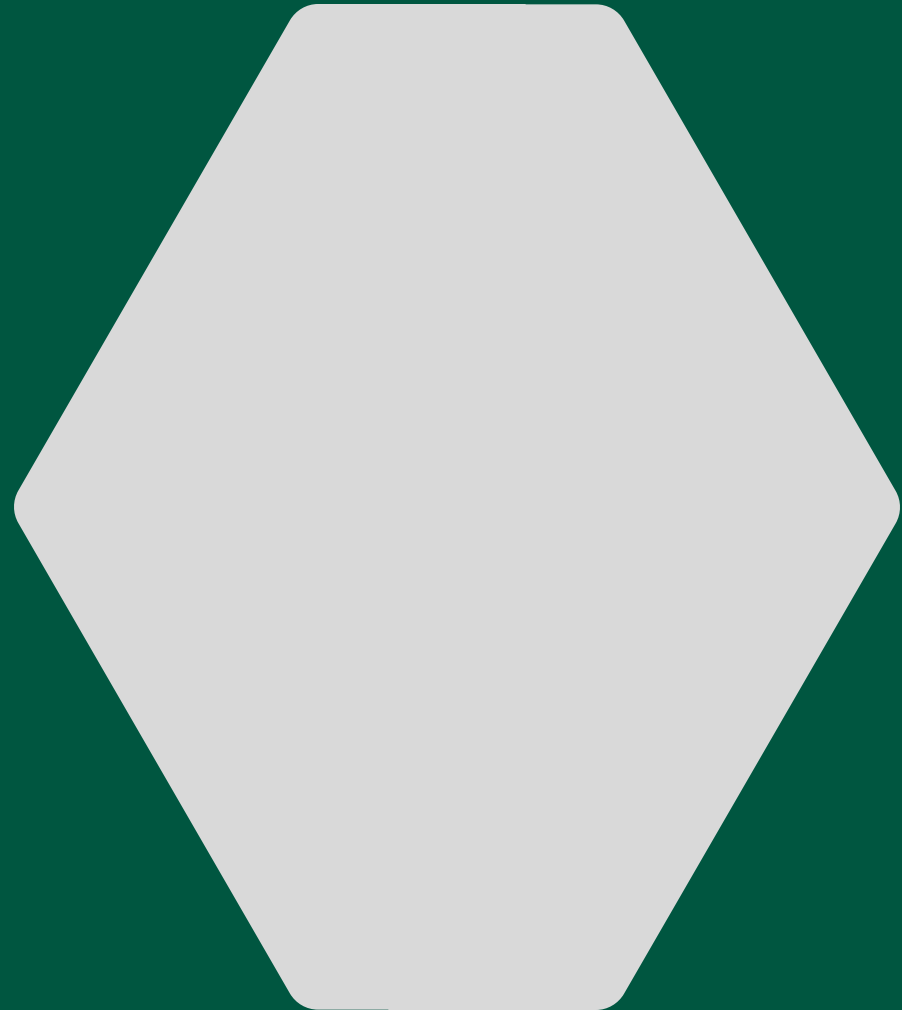
Thank You



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Type here to enter a multi-line transition subtitle.

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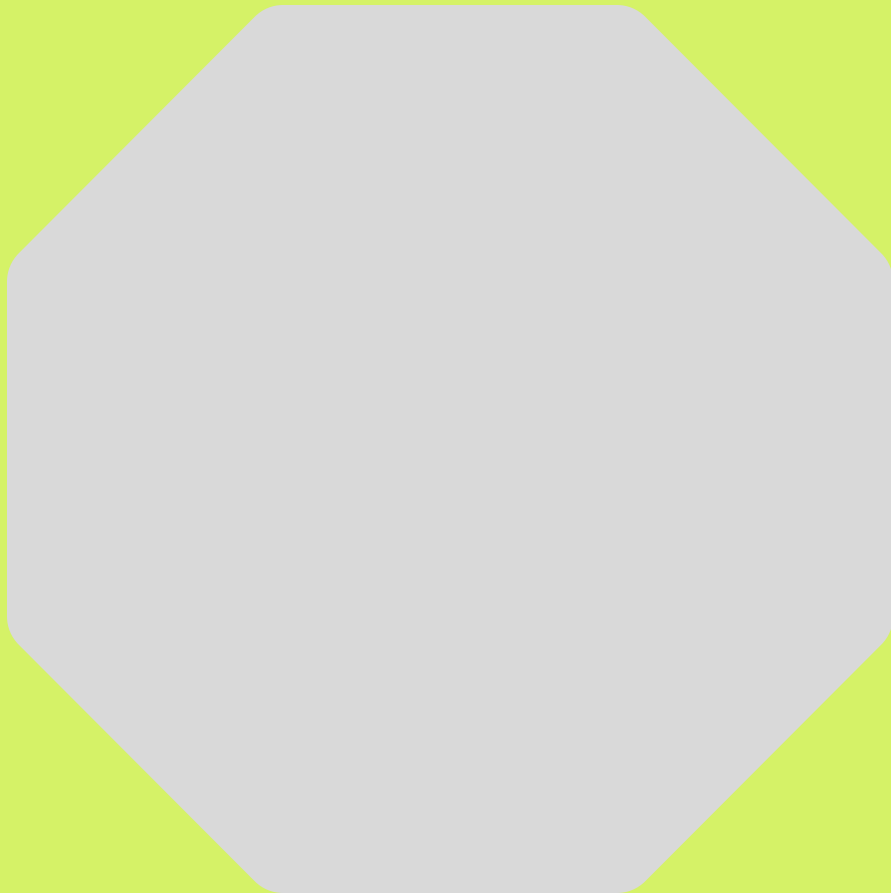
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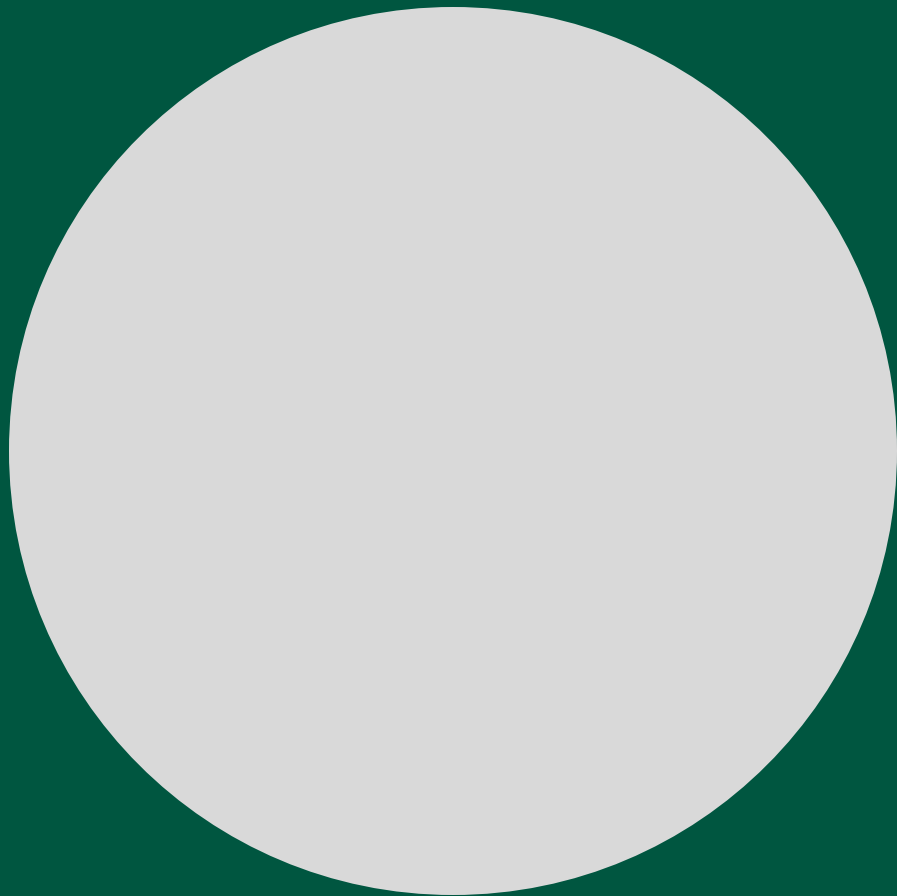
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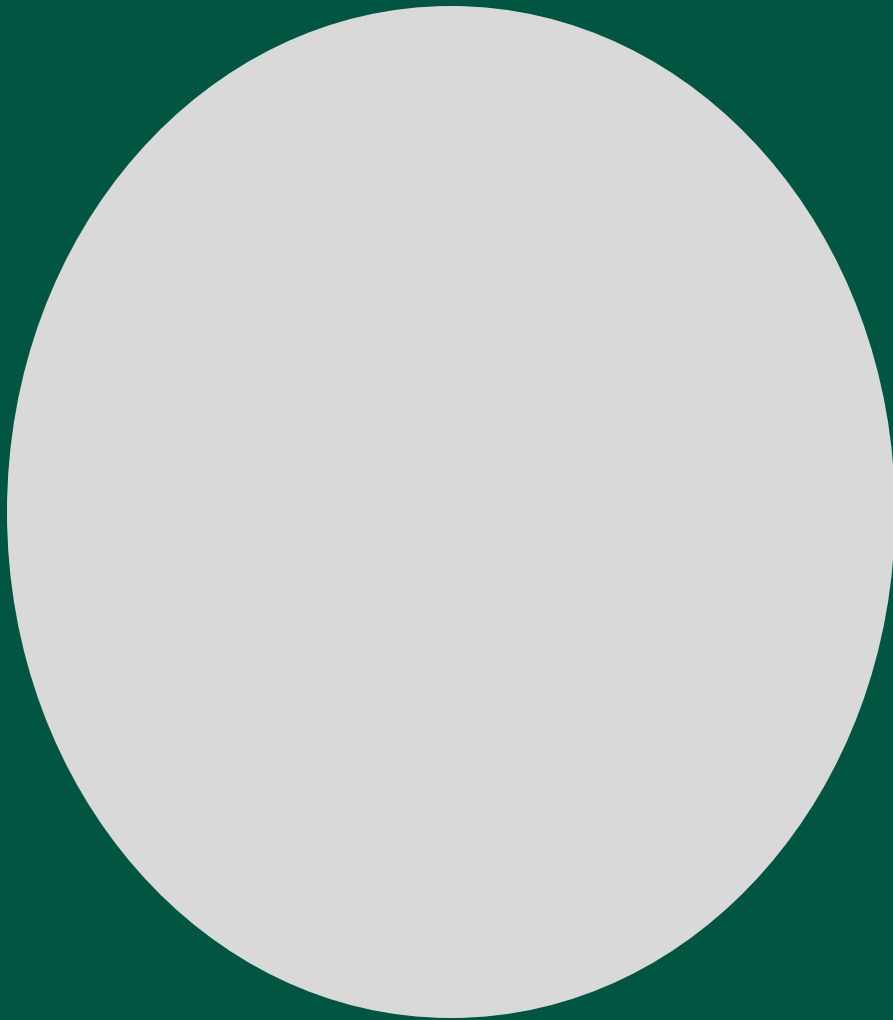


# Thank You

Presenter Name:

Presenter Title:

Contact Info:



**girl scouts**   
of gulfcoast florida

# Thank You

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Presenter Title:

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