



# SERVICE UNIT

# Planning Packet



## INCLUDED IN THIS PACKET:

Service Unit Plan for Success

Service Unit Mid-Year Assessment

Service Unit End of Year Assessment

Service Unit Budget

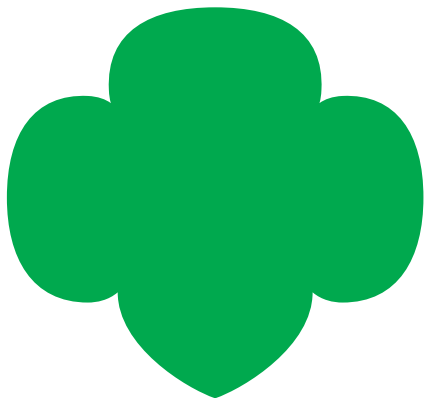
Service Unit Treasurer's Report

Service Unit Stretch Challenge Award

Service Unit Activities By Focus Area



## Girl Scout Mission:



**Girl Scouting builds girls of courage, confidence, and character who will make the world a better place.**



## Essential responsibilities of the service unit

Recruit volunteers and girls reflective of the diversity of the community:

- ◆ Service unit team members
- ◆ Troop leaders and program volunteers
- ◆ Girls

Assist leaders and other troop volunteers in promoting the delivery of the Girl Scout Leadership Experience:

- ◆ Provide essential enrichment training and service unit networking and discussion
- ◆ Support all volunteers throughout the service unit meetings and other communication and support initiatives
- ◆ Coordinate girl-planned service unit events
- ◆ Participate in council and community events
- ◆ Volunteer recognition: Work collaboratively with council staff



# SERVICE UNIT PLAN FOR SUCCESS

Service Unit

## IMPORTANT DATES

**Service Unit Delegate Nominations** | Aug 1-Aug 31  
**Mags & Munchies Coordinator Training** | August 3  
**Service Unit Delegate Elections** | Sept 1-Sept 30  
**Denim & Pearls Lifetime Leadership Luncheon** | Sept 12  
**On-Time Registration** | September 30  
**Mags & Munchies Fall Program** | Sept 3-Oct 6  
**Founder's Day/JGL Birthday** | October 31  
**Adult Recognition Luncheon** | November 3  
**SU Cookie Coordinator Training** | November 9

**Annual Council Meeting** | January 23  
**World Thinking Day** | February 22  
**Girl Scout Birthday** | March 12  
**Early Renewal Opens** | April 1  
**Volunteer Appreciation Day** | April 22  
**Young Women of Distinction** | May 18

### Service Teams Plan for Success—Membership Goals


## Recruitment/Engagement goal: Increase girl membership | Increase adult membership

**Task:** Hold a recruitment opportunity at least three times before December (open house, parent meeting, event, parade, etc.).

**Who:** \_\_\_\_\_ **When:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Notes:** \_\_\_\_\_

**Task:** Hold a recruitment at least two times between January and March (cookie booth).

**Who:** \_\_\_\_\_ **When:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Notes:** \_\_\_\_\_

**Task:**

**Who:** \_\_\_\_\_ **When:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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**Notes:** \_\_\_\_\_

**Task:**

**Who:** \_\_\_\_\_ **When:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Notes:** \_\_\_\_\_

## Retention: Increase retention, both girls and adults

**Task:** Recognize and support volunteers.

**Who:** \_\_\_\_\_ **When:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Notes:** \_\_\_\_\_

**Task:** Promote early renewal

**Who:** \_\_\_\_\_ **When:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Notes:** \_\_\_\_\_

**Task:**

**Who:** \_\_\_\_\_ **When:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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**Task:**

**Who:** \_\_\_\_\_ **When:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Notes:** \_\_\_\_\_

## Product Program(s) Goal: Increase girl participation | Increase adult support

**Task:** Hold a cookie rally, using resources provided by Little Brownie Bakers.

**Who:** \_\_\_\_\_ **When:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Notes:** \_\_\_\_\_

**Task:**

**Who:** \_\_\_\_\_ **When:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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**Task:**

**Who:** \_\_\_\_\_ **When:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Notes:** \_\_\_\_\_

## Events and Activities: Increase retention and outcomes, both girls and adults

**Task:**

**Who:** \_\_\_\_\_ **When:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Notes:** \_\_\_\_\_

**Task:**

**Who:** \_\_\_\_\_ **When:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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**Task:**

**Who:** \_\_\_\_\_ **When:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Notes:** \_\_\_\_\_

# ♣ MID-YEAR ASSESSMENT

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Date

\_\_\_\_\_

Service Unit

## GOALS

Review each goal in the Plan for Success

Identify what helped you meet any of the goals.

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What will you do differently to achieve the remaining goals?

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## TEAM

I'm proud of our team because:

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I would like us to change:

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# ACTION STEPS

Steps we are taking to reach our goals:

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Who is responsible for coordinating these steps and when?

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# IDEAS

Great ideas for the remainder of this year:

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Have you picked delegates? If yes, have their names been submitted to the council?

1. \_\_\_\_\_
2. \_\_\_\_\_

# RECOGNITION

What is your plan for recognizing those who help the service unit meet goals?

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# ♣ YEAR END ASSESSMENT

\_\_\_\_\_

Date

\_\_\_\_\_

Service Unit

## GOALS

Review each goal in the Plan for Success.

Identify what helped you meet any of the goals.



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What will you do differently to achieve remaining goals?

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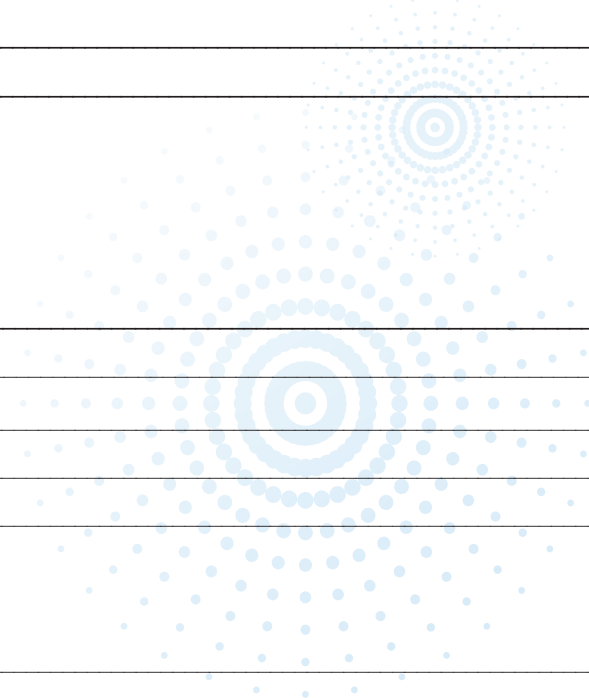
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## TEAM

I'm proud of our team because:



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\_\_\_\_\_

I would like us to change:

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\_\_\_\_\_

\_\_\_\_\_



## COUNCIL SUPPORT

# IDEAS

List of good to great ideas for the upcoming year:

# RECOGNITION

Who will serve on the service unit recognition committee? How will you thank service unit volunteers?

Who is responsible for nominating service unit volunteers for awards next June?

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**Council Staff member approval**\_\_\_\_\_

Date completed \_\_\_\_\_

## ☘ SERVICE UNIT BUDGET

[illegible]

# SERVICE UNIT

## Stretch Challenge

### Membership growth/Retention

- Renew 65% of the girl members in the service unit, for the new membership year, by June 30.
- Have two volunteers participate in a recruitment planning meeting with their community manager.
- Meet adult membership goals (both new and renewed).
- Meet girl membership goals (both new and renewed).
- Do five things to extend membership and increase visibility in your unit - march in a parade, host an open house, host an event for new girls, lead a starter troop, or represent Girl Scouts at a community event.

### Programming

- Hold an event to promote the five skills of the Girl Scout Cookie Program.
- Hold an outdoor skills day at camp.
- 80% of troops use the VTK and/or establish a year plan in the VTK.
- Invite Juliette members to service unit events (list available in Looker).
- Hold an event for K-5 girls using GSLE.
- Hold an event for CSA girls using GSLE.
- Have a minimum of one girl (Cadette-Ambassador) join the Media Marvel team.

### Team building

- Fill five service unit positions.
- Host a minimum of four in-person service unit leader meetings.
- Host an informal leadership meeting, inviting new volunteers to grow the service team.
- Celebrate all volunteers by hosting a fun activity or appreciation event.
- Have at least two team member attend the service unit kick-off.

### Volunteer training and support

- At a minimum have 80% of leaders present at four service unit leader meetings.
- Incorporate four adult learning enrichment opportunities during a leader meeting.
- Provide and follow an agenda for the leader meetings.
- Develop incentives for leaders to attend leader meetings.
- Have the service unit teams members view and complete at least two trainings found in gsLearn (provide list of trainings completed).
- Submit a minimum of two nominations for eligible volunteers to receive council awards.
- Ensure 90% of troops submit the Troop Financial Report in the VTK by June 15.
- Invite a council representative to attend a leader meeting or event.

**Complete a total of 25 take action items!**  
**What level can your service unit achieve?**

- **Gold Service Unit:** Attains 23-25 items.  
Recognition includes: A custom pin, a visit from the CEO at a future leader meeting, opportunity to visit a board meeting to receive kudos and a certificate, mention in S'more News, recognition in the Annual Report, shout out on the council Facebook page, \$400 to supplement future service unit events.
- **Silver Service Unit:** Attains 19-22 items.  
Recognition includes: A custom pin, mention in the S'more News, shout out on the council Facebook page, \$200 to supplement future service unit events.
- **Bronze Service Unit:** Attains 15-18 items.  
Recognition includes: A custom pin, shout out on the council Facebook page, \$100 to supplement future service unit events.

The volunteers on the service unit team who help achieve these levels, will receive the listed recognitions

- **Honor Service Unit**  
Recognition includes: An Honor Service Unit patch (for service unit team members and Honor Troop troops).  
\* 55% of troops achieve Honor Troop status.

Share how the service unit has completed the Stretch Challenge, by submitting a Word document to [yvonneb@gsgcf.org](mailto:yvonneb@gsgcf.org) by July 15 of the membership year completing the challenge.

## EXPENSES

The treasurer, service team, and volunteer support staff work together to develop an annual budget to support the team's Plan for Success. Typically, expenses are distributed according to these percentages:

1. **Program services—40%** This includes all expenses for providing programming for girls such as service unit events and other activities.
2. **Volunteer development and recognition—20%** This includes informal and formal recognitions such as years of service pins, numeral guards, and other expenses associated with the support of leaders.
3. **Assistance to individuals—15%** This may include support to volunteers who are available to gain training for the benefit of the service unit. For example: covering the training cost for a volunteer to gain a canoe certification
4. **Resources—10%** Appropriate uses for the money could include maintaining a service unit resource library or camp supplies.
5. **Support of troops—10%** Appropriate use of these funds would be when mentoring a new troop and lending programmatic support at a parent meeting.
6. **Administration of the service unit—5%** This includes expenses for administrative costs including photocopies, paper, postage, and meeting place rental fees.

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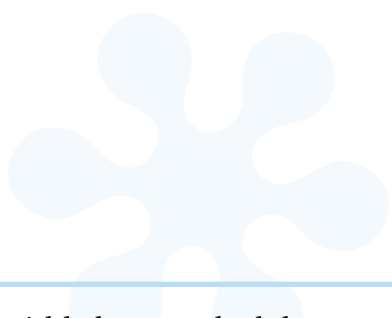
✚ SERVICE UNIT  
REFERENCE INFORMATION






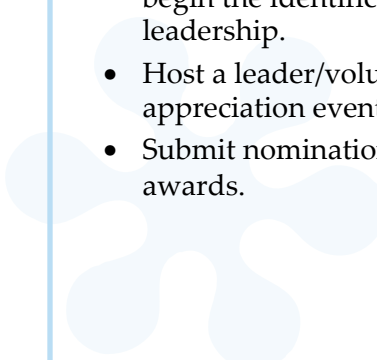

# SERVICE UNIT ACTIVITIES BY FOCUS AREA, QUARTER

Focus Area	July-September Who's Responsible?	Activities
Recruitment and registration 	<b>Volunteers</b> Recruiters and other volunteers  <b>Council staff</b> Community Manager, Member Engagement Specialist, Member Engagement Director	<ul style="list-style-type: none"> <li>• Work with council staff to coordinate to include presence at elementary schools.</li> <li>• Identify and train volunteers to assist with each recruitment activity.</li> <li>• Communicate regularly with the council about girl and adult placement.</li> </ul>
Retention and troop Support	<b>Volunteers</b> SU Manager, Mentor  <b>Council staff</b> Community Manager, Member Engagement Specialist, Member Enrichment Manager	<ul style="list-style-type: none"> <li>• Promote and follow up with existing members during on-time renewal campaign.</li> <li>• Work with council staff on Troops in Transition (disbanding retention process).</li> <li>• Mentor new leaders through onboarding process and encourage them to participate in council training.</li> <li>• Schedule any dedicated events for new leaders.</li> </ul>
Fall Product Program	<b>Volunteers</b> SU Mags and Munchies Coordinator  <b>Council staff</b> Product Program Manager	<ul style="list-style-type: none"> <li>• Attend council training for the Fall Product Program.</li> <li>• Plan and communicate appropriate dates for training and distribution of materials to troops.</li> <li>• Encourage and support troop participation in the program.</li> <li>• Arrange for delivery of products.</li> </ul>
Other specific to your Service Unit	<b>Volunteers</b> (Insert role names here)  <b>Council staff</b> (Insert role names here)	1.



Service unit events—Fall	<p><b>Volunteers</b> Event Coordinators</p> <p><b>Council staff</b> Product Manager, Member Experience Director, Community Managers</p>	<ul style="list-style-type: none"> <li>Plan a girl-led event schedule to support the Girl Scout program (investiture/rededication, camporee/encampment, thinking day; SU bridging, badge workshops, cookie rally, community service).</li> <li>Align events with council recruitment efforts.</li> <li>Include Juliette members in service unit events.</li> <li>Identify subject matter experts for troops</li> </ul>
Service unit management	<p><b>Volunteers:</b> Service Unit Manager</p> <p><b>Council staff</b> Member Engagement Director, Engagement Team</p>	<ul style="list-style-type: none"> <li>Schedule leaders' meetings, and communicate dates/times/places to volunteers.</li> <li>Recruit to fill vacant positions.</li> <li>Encourage new team members to complete training for their positions.</li> <li>Develop communication plans and processes for the year (newsletters, Facebook pages).</li> <li>Keep volunteers informed on goal progress.</li> <li>Submit the names of service unit delegates and alternates to the council by the deadline.</li> </ul>
<b>October-December</b>		
<b>Focus Area</b>	<b>Who's Responsible?</b>	<b>Activities</b>
Recruitment and registration	<p><b>Volunteers</b> Recruiters and other volunteers</p> <p><b>Council staff</b> Community Manager, Member Engagement Specialist, Member Engagement Director</p>	<ul style="list-style-type: none"> <li>Continue to encourage active troops to complete their membership registration.</li> <li>Work with community managers to ensure leads have placement options by maintaining and accurate catalog.</li> <li>Work with community manager to plan additional open houses and recruitment events where participation is low.</li> </ul>
Retention and troop support	<p><b>Volunteers</b> SU Manager, Mentor</p> <p><b>Council staff</b> Community Manager, Member Engagement Specialist, Member Enrichment Manager</p>	<ul style="list-style-type: none"> <li>Ensure that girls and adults have renewed their memberships to participate in the cookie program using service unit roster reports via LOOKER or from the council.</li> <li>Ensure active troops have completed onboarding of the leadership team.</li> <li>Connect with and support Juliettes in the service unit.</li> <li>Promote the Volunteer Toolkit as a resource for troop leaders.</li> <li>Reach out to new leaders with additional product program support.</li> </ul>

<p>Product program (cookies)</p> 	<p><b>Volunteers</b> Service unit Cookie Coordinator</p> <p><b>Council staff</b> Product Program Manager, Member Experience Director</p>	<ul style="list-style-type: none"> <li>• Attend council training for service unit cookie program leads.</li> <li>• Hold troop cookie manager training(s).</li> <li>• Plan and communicate appropriate dates for training and distribution of program/sale materials.</li> <li>• Encourage and support participation in the product program.</li> <li>• Secure cookie delivery location.</li> </ul>
<p>Other, specific to your service unit</p>	<p><b>Volunteers</b> (Insert role names here)</p> <p><b>Council staff</b> (Insert role names here)</p> 	
<p>Service unit events—Fall</p>	<p><b>Volunteers</b> Service Unit Event Coordinator</p> <p><b>Council staff</b> Program Manager, Member Experience Director</p>	<ul style="list-style-type: none"> <li>• Plan a girl-led event schedule to support the Girl Scout program.</li> <li>• Promote current events at service unit meetings and through service unit communications.</li> <li>• Identify subject matter experts for troops.</li> <li>•</li> </ul>
<p>Service unit management</p>	<p><b>Volunteers</b> Service Unit Manager</p> <p><b>Council staff</b> Member Engagement Director, Engagement Team</p>	<ul style="list-style-type: none"> <li>• In partnership with council staff, recruit service unit team members to fill vacant positions.</li> <li>• Keep volunteers informed on progress goals.</li> <li>• Encourage troops to celebrate Juliette Gordon Low's birthday (October 31st).</li> <li>• Submit names for delegates and alternates to council by deadline.</li> <li>• Encourage service unit delegates and alternates to register and prepare to attend the Council Annual Meeting.</li> </ul>

Focus Area	January-March Who's Responsible?	Activities
Recruitment and registration	<p>Volunteers Recruiters and other volunteers</p> <p>Council staff Community Manager, Member Engagement Specialist, Member Engagement Director</p>	<ul style="list-style-type: none"> <li>• Plan and participate in spring kindergarten events.</li> <li>• Support winter/spring council recruitment activities.</li> <li>• Review SU goals and assist with summer recruitment planning.</li> </ul>
Retention and troop support 	<p>Volunteers SU Manager, Mentor</p> <p>Council staff Community Manager, Member Engagement Specialist, Member Enrichment Manager</p>	<ul style="list-style-type: none"> <li>• Promote spring renewal and incentives, adding a service unit incentive if possible.</li> <li>• Support new leaders through the cookie program.</li> <li>• Encourage the submission of council adult awards by June 1st.</li> <li>• Promote training for adult volunteers.</li> <li>• Identify bridging troops and encourage collaboration for bridging awards.</li> <li>• Provide travel planning refresher.</li> </ul>
Product program (cookies)	<p>Service unit Cookie Coordinator</p> <p>Council staff Product Program Manager, Member Experience Director</p>	<ul style="list-style-type: none"> <li>• Support recruitment of booth booth sites.</li> <li>• Communicate date for product delivery and arrange for troops to pick up.</li> </ul>
Other, specific to your service unit	<p>Volunteers (Insert role names here)</p> <p>Council staff (Insert role names here)</p>	

 <p>Service unit events</p>	<p>Volunteers Service Unit Event Coordinator</p> <p>Council staff Program Manager, Member Experience Director</p>	<ul style="list-style-type: none"> <li>• Plan the spring event schedule to support the Girl Scout program.</li> <li>• Promote current events at service unit meetings and through service unit communications.</li> <li>• Reserve a site for the encampment/camporee next year (if appropriate).</li> <li>• Identify subject matter experts for troops.</li> </ul>
<p>Service unit management</p>	<p>Volunteers Service Unit Manager</p> <p>Council staff Member Engagement Director, Engagement Team</p>	<ul style="list-style-type: none"> <li>• Review Volunteer Essentials with all leaders, focusing on money management and trip processes in preparation for spring travel.</li> <li>• Encourage troops to celebrate Girl Scout Week (March 12th).</li> <li>• Ensure service unit delegates and alternates are registered and prepared to attend the Council Annual Meeting.</li> <li>• Encourage all service unit members to register and attend the Council Annual Meeting.</li> <li>• Review VTK usage.</li> </ul>
Focus Area	April-June Who's Responsible?	Activities
<p>Recruitment and registration</p>	<p>Volunteers Recruiters and other volunteers</p> <p>Council staff Community Manager, Member Engagement Specialist, Member Engagement Director</p>	<ul style="list-style-type: none"> <li>• Meet with the council staff to plan and coordinate fall recruitment activities.</li> <li>• Promote extended membership option.</li> <li>• Participate in spring kindergarten registration events.</li> <li>• Attend annual service unit trainings/conferences/events.</li> <li>• Recruit and train school liaisons or recruiters for each school in the service unit.</li> </ul>
<p>Retention and troop support</p>	<p>Volunteers SU Manager, Mentor</p> <p>Council staff Community Manager, Member Engagement Specialist, Member Enrichment Manager</p>	 <ul style="list-style-type: none"> <li>• Encourage participation in spring renewal, providing service unit incentives if possible.</li> <li>• Identify troops in transition and begin the identification of new leadership.</li> <li>• Host a leader/volunteer appreciation event.</li> <li>• Submit nominations for volunteer awards.</li> </ul>



Product program (cookies)	<p>Service unit Cookie Coordinator</p> <p>Council staff Product Program Manager, Member Experience Director</p>	<ul style="list-style-type: none"> <li>Distribute girl rewards.</li> </ul>
Other, specific to your service unit	<p>Volunteers (Insert role names here)</p> <p>Council staff (insert role names here)</p>	
Service unit events	<p>Volunteers Service Unit Event Coordinator</p> <p>Council staff Program Manager, Member Experience Director</p>	<ul style="list-style-type: none"> <li>Plan an event schedule to support the Girl Scout program.</li> <li>Reserve a site for the next camporee/ encampment (if applicable).</li> <li>Identify subject matter experts for troops.</li> </ul>
Service unit management	<p>Volunteers Service Unit Manager</p> <p>Council staff Member Engagement Director, Engagement Team</p> 	<ul style="list-style-type: none"> <li>Attend the council's SU kickoff.</li> <li>Review SU goals and propose goals for the new membership year.</li> </ul>