girl scouts
of gulfcoast florida

Welcome!

Service Unit Teams June 28, 2025



Settle in and join us for a **Menti Poll**! Scan the QR Code or go to Menti.com

Join at menti.com | Use vote code 1370 7394



Where We Grow - Assorted Assets











Agenda

- 1. Welcome and Introductions
- 2. "Where Skills Grow" Icebreaker Activity
- 3. "Where Curiosity Grows"
 - State of Girl Scouts
 - Communications Update
 - Marketing and Communications
- 4. "Where Friendships Grow"
 - Lunch
 - Membership Awards/Early Renewal Drawing
- 5. "Where Confidence Grows" Department highlights
 - Customer Care
 - Property
 - Training
 - Communications
 - Program
 - Product

Meet the Engagement Team!

Yvonne Carrie Felicia Tania MiKayla



Connie Angie Mary Theresa Alexis

Missing in photo

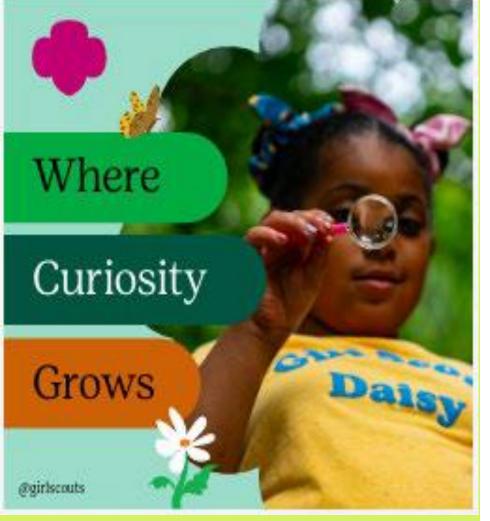
Samary Liz



Where Skills Grow

Ice-breaker Activity

Connie Martin

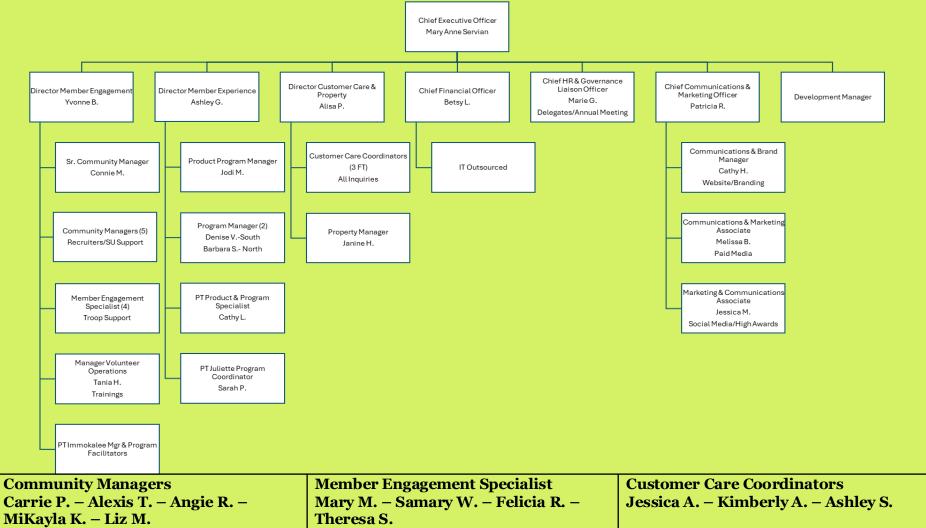




Where Curiosity Grows

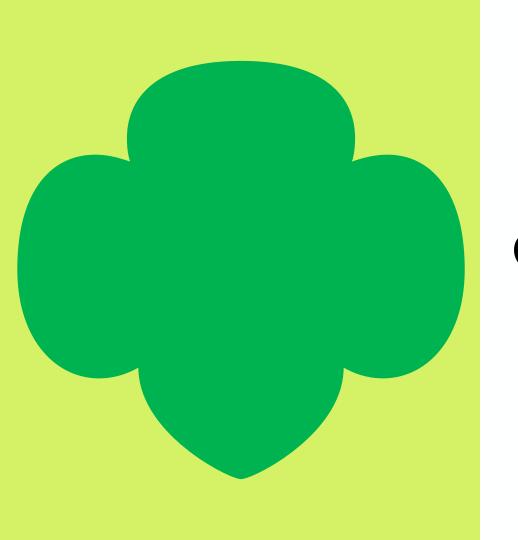
State of Girl Scouts

Mary Anne Servian, CEO



Theresa Stucchio/Mary Mathews/Carrie Price

Drawing



Marketing and Communications Updates

Meet the Marcomm Team!

Patricia Ramthun

Chief Communications and Marketing Officer

Catherine House

Communications and Brand Manager

Jessica Miano

Marketing and Communications Associate

Melissa Boland

Communications and Marketing Associate

Contact us at marketing@gsgcf.org

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.

- Coming in July, GSUSA will be sharing updates that will impact the prerequisites for the Highest Awards. Stay tuned—we'll share more details as soon as they're available.
- To ensure timely recognition, a Girl Award Worksheet must be completed individually for each girl who earns a Bronze or Silver Award. Deadline for submission is March 15th. Incomplete or late submissions may delay certificates, pins, and official recognition.
- **Save the Date:** Please plan to attend the Young Women of Distinction Awards Ceremony on May 17, 2026.

Girl Scout Gold Award

A monthly newsletter goes out to girls and families who are actively working in GoGold. Once a girl starts her proposal, she's automatically added to the list and will receive tips for success at every step of her journey.

Bi-weekly online information sessions are available for girls eager to explore the Girl Scout Gold Award. Encourage troop leaders to attend these workshops that are available on the GSGCF Event Calendar.

New! GSUSA added a *Special Factors* section in GoGold to support girls who may need accommodations throughout their project journey. Girls can request additional support and accommodations to make the Gold Award more accessible to all girls.

We're seeking new Highest Awards Committee members!

Committee members mentor girls, review project proposals against national guidelines, and confirm final reports. These dedicated volunteers play a vital role in uplifting Girl Scouts as they pursue the organization's highest honor.

Interested in joining? **Email mianoj@gsgcf.org** to learn more about this rewarding volunteer opportunity.







Media Marvels is a program series offered to Girl Scout Cadettes, Seniors, and Ambassadors who have an interest in broadcast, print, or digital media and want hands-on learning experiences. Girl Scouts participating in Media Marvels gain hands-on experience in media, journalism, public relations, and social media.

- 25 girls have officially signed up to be part of Media Marvels!
- Right now, participants are voting on the podcast name, and we can't wait to reveal the winning title by the last week of July!

Stay tuned—there's so much more to come from this amazing girl-led program.

girl scouts of gulfcoast florida





Your All-In-One Platform for Girl Scout Communication & Collaboration

Now You Can Communicate, Collaborate, Share, Manage & Host Events, and Collect Money – All In One Place.

All On Rallyhood!

Volunteers are critical to the day-to-day work of the Girl Scouts. They interact in a variety of groups and wear <u>lots of different hats</u>.



What We Know: Volunteers organize Local Events that are critical to the mission.







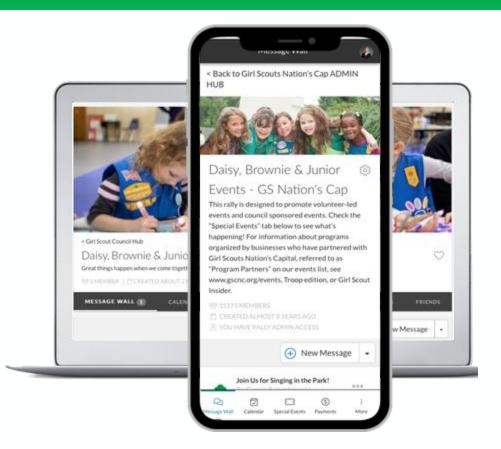
A CONSISTENT GIRL SCOUTS EXPERIENCE

All The Tools You Need + All The GS Groups You Love.
All In One Place.



Every Group Has A MicroSite With A Complete Suite of Collaboration Tools

- **®** MESSAGE WALL
- CALENDARS & RSVPS
- **EVENT REGISTRATION**
- (\$) COLLECT MONEY
- **COORDINATE SIGNUPS**
- VOTING AND FEEDBACK
- FILE SHARING
- PHOTOS & VIDEOS
- CREATE PINBOARDS
- DIRECT MESSAGES
- REMINDERS, AND MORE.



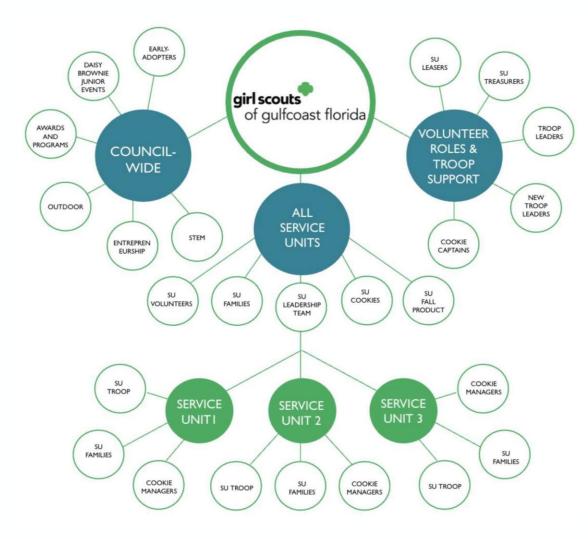
RALLYHOOD AUDITED ALL THE TOOLS AND FUNCTIONALITY VOLUNTEERS WERE LOOKING FOR TO DO THEIR JOB...

GROUP SITE OR GROUP EMAIL	CALENDAR	EVENTS	PAYMENTS	FILES	PHOTOS	LINKS/ PINBOARDS	SIGNUPS & VOTING	REMINDERS
Google	31	Eventbrite Ovite. SignUp Genius	\$ CHEDDAR UP PayPal	Google Drive	S Shutterfly flickr	₽	SignUp Genius SurveyMonkey Google Forms	remind

ONE COUNCIL = 1000's of GROUPS

Rallyhood Enables The Whole EcoSystem

Empowering A More Connected & More Productive Community





Lunch served 11:30am-12:30pm

Membership Awards

Early Renewal Drawings

Service Unit Packets



Membership Awards

2024-2025 Council Goals4,069 girls
2,666 adults
6,735 overall

Actual
3,792 girls
2,592 adults
6,384 overall



Girl Scout Experience Boxes for new **Girl Scout Daisy** and **Girl Scout Brownie troops**



Department Highlights

- ✓ Customer Care
- ✓ Property
- ✓ Training
- ✓ Communications
- ✓ Program
- ✓ Product

Where Confidence Grows

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Grightly





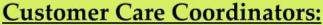




Director, Customer Care & Property:

Alisa Peters petersa@gsgcf.org, Ext. 314

Property Manager: Janine Howell



Kimberly Antonioli Jessica Atamanchuk Ashley Smith



Customer Care business hours:

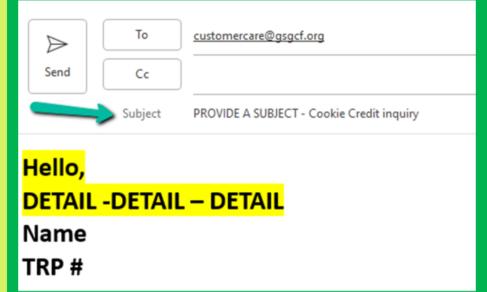
Tuesday – Friday, 7:30 am – 5:30 pm 941.921.5358 or 800.232.4475, Press 8 Email: Customercare@gsgcf.org

Email all inquires to: Customercare@gsgcf.org

Please Include the following information:

- *FULL NAME
 - 1. Who
 - 2. What
 - 3. When
 - 4. Where
 - 5. Why

Provide as much detail in the description, this will help expedite your case to be resolved timely.



Please **<u>DO NOT</u>** 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 each for person in the same household
- COL Certificate of Liability (additional insured) fill-in form on website
- Mutual of Omaha insurance (Trip travel and Nonmember events)

- 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 9/30/25 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 council to initiate the disbursement of funds. Cookie Credits may only be used by the girl who earned them.
- **Cookie Credits are NOT TRANSFERABLE
- Approved uses are:
- Girl Scout Membership Renewal (\$45.00) Girl Scout Lifetime Membership (12th GR SR, \$200.00))
- GSUSA Destinations
- Girl Scout Camp(s)
- Council Sponsored Programs
- 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 of funds are done only through ACH process and could take up to four weeks.

Email <u>customercare@gsgcf.org</u> for balances.



Council Property Reservation System



Grightly

Property Reservation System:

- Camp Property Site Reservations
- Camp Equipment Reservations
- · Girl Scout House Reservations
- Login Account Create your online account login (Registered Girl Scout Adults only)
- Council is notified and will provide approval permission level (recommend using your MY GS email login)
- Submit requests for council approval
- Process: Approved, will be notified by system, invoiced to submitter, pay online via submission link via
 PayPal link in email, no PayPal account required to pay invoice use Pay as a GUEST
- Deny requests, informed via email from council in system, such as, submission date(s) not available
- Equipment included in reservations, **NO FEE** ②, BUT must provide certified facilitators
- Equipment includes Archery, Canoes, Kayaks, Low Ropes, and the Pool
- Cleaning Supplies toilet paper, paper towels, cleaning solutions are supplied by council in each site
- Cleaning Invoice if council is sent pictures of site not left clean from our caretakers, you will be charged a
 cleaning fee, if not paid, future reservations will not be approved for your group

**Virtual Walkthrough tutorial sessions are available, for a 45-minute session, register online through the council's Activity Calendar on website.

Customers: Please complete the following:

- 1. Create your login account: We highly recommend and request that when creating your login account, use your email address that is currently on file with GSGCF. Phone section, enter a cell phone number as you might encounter to provide a multi-authentication code when invoiced, we will be using PayPal for payments. You will receive an invoice only if your request has been approved by the council for your event.
- 2. Email Address Verification: You will receive an email to VERIFY your email address. This must be confirmed for the council to provide you with permissions into the Brightly system.
- 3. Request an organization: Login, scroll over the left side blue task bar. Click the icon that (looks like a person), My Profile, it will change the screen to see tabs across the top. Click on the My Organizations tab. Base on your role, if you are a Troop leader, Co-leader, or Troop Support Volunteer you will use the drop-down to request that organization. If you are a Service Unit Manager, you will select the drop-down in the Service Unit box. If you happen to hold both roles, select both to be requested. * Council admins will receive notice of the request; they will provide you with permissions and send you an email with how to submit requests for reservations. All submissions are now referred to as events.

GSGCF COMMUNITY RESERVATION SITE





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CREATE ACCOUNT

PROPERTY RESERVATIONS

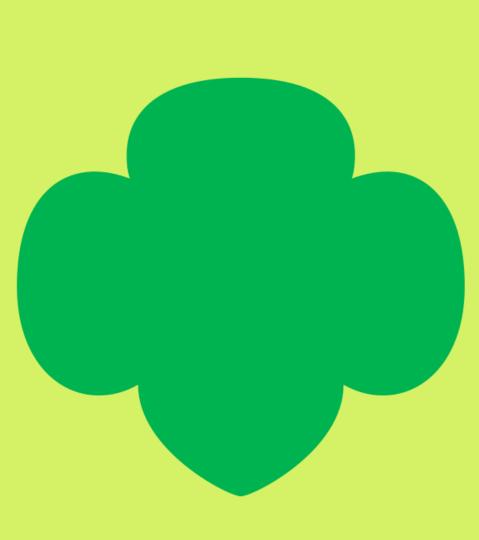


EQUIPMENT RESERVATIONS

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 Camp Skills certified person
- Provide Safety Kitchen trained facilitator
- ➤ Agree to the Terms & Conditions
- ➤ Open window to request 120 days

- 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



Brightly walkthrough training tutorial dates:

<u>JULY</u>:

Wednesday, July 9th 11am – 12pm

Wednesday, July 9th 6pm – 7pm

Tuesday, July 11th 10:30am – 11:30am

Friday, July 15th 6:30pm – 7:30pm

Visit our website at <u>www.gsgcf.org</u> Under Activities – Event Calendar



Council Properties



New Security Cameras

Council Headquarters:
Six cameras:
Each entrance door around the building, with audio

Camp Honi Hanta:

Three cameras:

Entrance gate and two located At the Manatee House side boat ramp, with audio



Camp Caloosa Projects

CAMP CALOOSA – PELICAN PERCH – Integrity Builders of SWFL



BATHHOUSE NIGHT VIEW – Motion Sensor Light



CAMP CALOOSA - SAMOA ISLAND





${\bf CAMP\ CALOOSA-SAMOA\ ISLAND\ REBUILT\ -Integrity\ Builders\ of\ SWFL}$







PROPERTY CELEBRATIONS:

Camp Honi Hanta:

- 1. Manatee House new ramp railing installed
- 2. Manatee House new kitchen cabinets
- 3. New trash cans in all troop houses with lid locks
- 4. New Refrigerator donated by Lowes in Armadillo Alley
- 5. NEW ICE MACHINE INSTALLED ©
- 6. New weatherproof lockboxes installed all sites

Camp Caloosa:

- 1. Concrete pathway from Pelican Perch troop house to bathhouse, motion sensor light at night
- 2. Samoa Island bridge rebuilt
- 3. New trash cans in all troop houses with lid locks
- 4. Fire Bell restored
- 5. New Archery stands coming soon in August
- New weatherproof lockboxes on Archery shed and Kayak shed



PROPERTY CELEBRATIONS:

Arcadia Girl Scout House:

- 1. Mounted Flagpole on outside wall
- 2. New flooring in kitchen and restroom
- 3. Smart TV 65" on wall and DVD player
- 4. New weatherproof lockbox

Collier Girl Scout House:

- 1. New water hose locking tool (outside)
- 2. Mounted Flagpole on outside wall
- 3. Smart TV 65" on wall and DVD player
- 4. New weatherproof lockbox

Friendly reminders:

All items you bring to camp, MUST go home with you (do not leave behind)

Please do not leave any extra cleaning supplies (by the time next group comes it can be outdated)

Items left will be thrown away, use your resources wisely

Each troop house has standard equipment left in it, it should be left the same way when your group departs

Items left – becomes our caretakers' issue when storms/hurricane and debris all over camp that someone must clean up or we pay a vendor for cleanup

One car per site – many are breaking this policy, this is for safety reasons

REPORT – all broken or damaged items/equipment when completing Checkout List Form



Camp Concerns:

- CLEAN: Camps and Girl Scout Houses are STILL not being left clean
- Wildlife animals do not feed, do not approach, walk away slowly, educate girls if encounter any type of animal while at camps
- Camp Checklists not being completed thoughts on form submission?
- Equipment not being reported broken
- Hard time reading handwriting.

Girl Scouts leave places cleaner than they found it!



Looker Service Units:

- *SU Manager Role
- *Looker-SU Roster Users Role

gsLearn New Modules:

GSUSA Looker Onboarding For Service Unit Volunteers

Modules:

- 1. Introduction to Looker
- 2. Accessing Looker
- 3. Basic Navigation
- 4. Interacting with Dashboards
- 5. Service Unit Volunteer Dashboards





Follow the Leave No Trace
Processes and please leave our
Girl Scout properties
cleaner than you found them.

girl scouts of gulfcoast florida

Thank You

Customercare@gsgcf.org

941.921.5358 or

800.232.4475, Press 8

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Training







Outdoor Training Recap

- Now Expired: retired trainings completed before 2023 expired on 12/31/24
 - o GSGCF 'Archery Facilitation'
 - GSGCF 'Canoe/Kayak Facilitation'
 - GSGCF 'Event Cooking'
 - GSGCF 'Low Ropes Facilitation'
 - o GSGCF 'Outdoor Skills Training'





Training Improvements

Outdoor Camp Skills Training

- Now blended
- 3 hours gsLearn + 21 hour overnight = < 24 hours
- Valid for 3 years

Outdoor Camp Skills Training Recertification

- Blended
- 1 hour gsLearn + 4 hour in-person = 5 hours
- Valid for 3 years

Low Ropes Challenge Course Training

- Outsourced allowing immediate implementation
- Subsidized by council with scholarship fund
- Eliminated ongoing facilitation requirement
- Valid for 1 year
- 3 council facilitators

What's Included?

Cooking equipment

- Dutch oven
- Cast iron griddle
- Cast iron fry pans
- Aluminum stock pans
- Propane stove



In a sealed 40-gallon Rubbermaid container labeled with the name of each camp site

All equipment should be thoroughly cleaned, sanitized, and prepped for the next users.

- Dutch ovens, cast iron fry pans, and griddles should be cleaned and oiled after use.
- All equipment must be put back into the campsite container and returned to the Equipment Shed.
- Troops are responsible for all repairs, and the replacement costs of any damaged equipment.

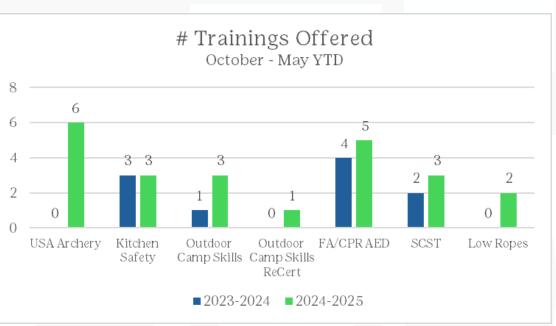


Increased Training Opportunities

More than Double # of Training Courses offered YTD vs LYTD

(excluding 7 cancelled due to Hurricane Milton & Helene)



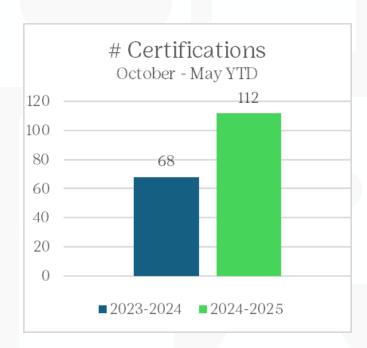


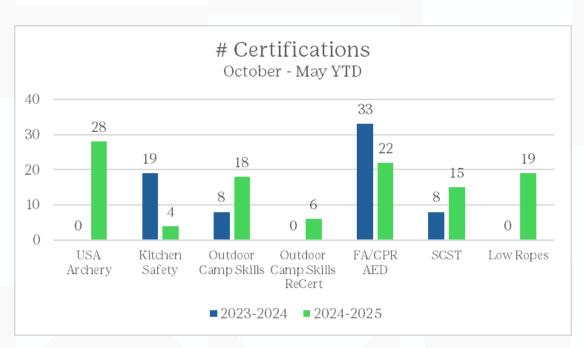
Cancelled courses: Archery (3) - Outdoor Camping Skills (1) - First Aid CPR & AED (1) - Small Craft Safety Training (1) - Low Ropes (1)

234 registration opportunities (334 without hurricane cancellations)

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112 Certifications Completed in MY 2025 YTD



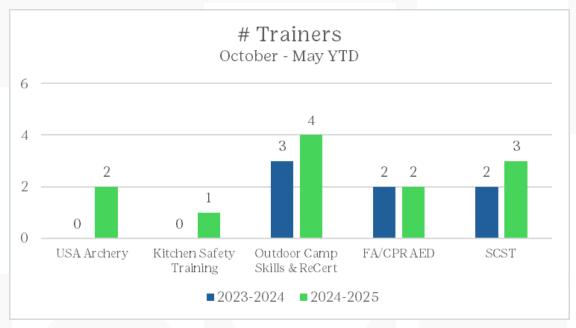


65% Increase vs LY

Council Volunteer Trainers

(excluding Council Facilitators)



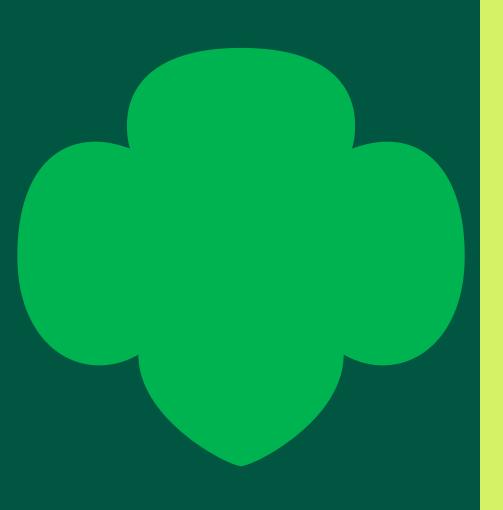


71% Increase vs LY



Thank You Training Team

- Stephanie Klostermann Archery (CHH)
- James McDonald Archery (CC)
- Barbara Borderieux First Aid CPR & AED (CHH)
- Erika Rolando Kitchen Safety (CHH)
- Charlotte Bethany Outdoor Camp Skills & Low Ropes Facilitator (CHH)
- Lillie Hirsch Outdoor Camp Skills (CHH)
- Candace Strattford Outdoor Camp Skills (CC)
- Jodi Bain Outdoor Camp Skills Training (CC)



Thank You Training Team

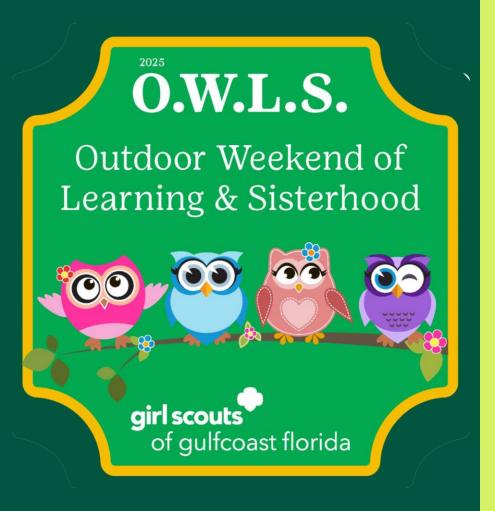
- Alex Moore SCST: Canoe and Kayak, Low Ropes Facilitator
 & Climbing Wall/ Zipline (CHH)
- Amber Nobbe SCST: Canoe and Kayak (CC)
 & Low Ropes Facilitator (CHH)
- Michelle Cramer SCST: Canoe and Kayak & Climbing Wall/ Zipline Facilitator
 (CHH)
- Tajuanda May Climbing Wall & Zipline Facilitator (CHH)
- Betsy Laughlin Climbing Wall & Zipline Facilitator (CHH)





O.W.L.S.

- 32 Members registered
- 5 Certification Classes Offered:
 - 34 Certifications Earned
- 34 Workshops Offered:
 - Mental Health: 4
 - Outdoor Activities: 16
 - Indoor Activities: 2
 - Cooking: 3
 - Team Building Challenges: 2
 - Finances: 2
 - Travel: 4
- Participation:
 - Average # workshops attended = 7
 - 75% of participants attended 6+ workshops
 - 42% of participants attended 8+ workshops





O.W.L.S. 2.0

October 3-5, 2025 Friday - Sunday

Upcoming Trainings

August – December 2025



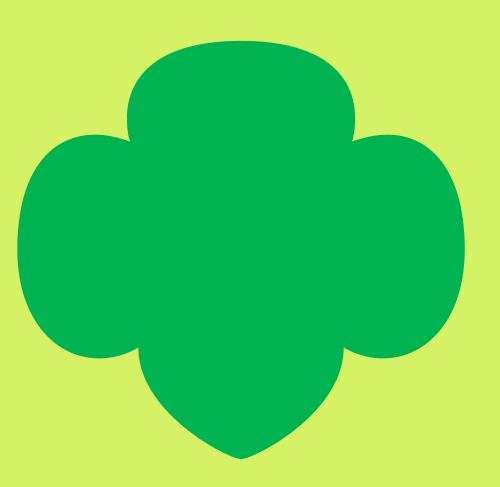
340 registration opportunities





New Leader Training

- Launched last week June 2025
- Aligns with GSUSA
- Refresh gsLearn
- Integrating Introduction to Cookies
- Welcome to Girl Scouts! Guide to New Volunteers
 - launching in July 2025



Adult Training and Girl Programming





Meet the Program Team!

Ashley GillChief Experience Officer

Jodi Miller Product Program Manager

Barbara Szeifert Program Manager

Denise ValdezProgram Manager

Cathy LevayProduct and Program Specialist

Sarah PiermanJuliette Coordinator

Program Highlights



2024-2025 Programs

- Kennedy Space Center Sleepover
- Fun in the Wilderness at both camps!
- Sea World Sleepover
- 4 Family Campfire Circles at both camps!
- Hurricane Heroes Special help from Erika Rolando!
- Animal Programs
- Arts in the Park Special help from Candy Strafford!
- Counselors in Training
- Cadette Leadership
- Mental Health Awareness
- Live Performances

Upcoming Programs Areas:



- Interacting with animals
- Painting
- Babysitting
- Drawing
- Cooking and Baking
- Live Performances
- Roller skating/Ice skating
- First Aid/CPR
- Science Experiments
- Swimming
- Mental Health Awareness
- Archery
- Flag Retirements



**Future Programs determined by girl surveys and Program Advisory Committee

Volunteer Advisory Committee



Product Program Highlights

2024 Fall Product Program: Mags and Munchies Review

- Sales were up 9% from 2023.
- Added Personalized Products to the lineup.
- ➤ Girl Participation was up 10%!
- More emails were sent!
- ➤ 20 girls achieved our top seller level!
 - Increased by 15 girls over 2023!

2025 Fall Product Program Dates: September 2 – October 5

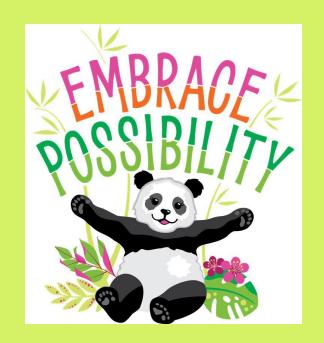


Product Program Highlights

2025 Cookie Program Review

- > Sales were down 6% from 2024
- ➤ Gift of Caring Packages donated: 41,587
- ➤ Girl Participation was up 13%!
- ➤ Per Girl Average 396 -- National Average 245
- ➤ Record Breaking year for many girls!
- > Business Partner Program increased to 185 partners

2025 Cookie Program Dates: January 6 – March 8





Returning items in Mags & Munchies Program

- Munchies
- Magazines
- Tervis Tumbler
- BarkBox
- Personalized Products

New in 2025!

Candles

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New Cookie in 2026.....





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New Cookie: Exploremores

Flavor Profile: similar to Rocky Road Icecream

*Sandwich Cookie

*Contains nuts

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School Business Partnerships



• Sarasota County Schools:

- Wilkinson Elementary
- o Fruitville Elementary
- Lamarque Elementary
- o Laurel Nokomis School

Manatee County Schools

- Partners in Education with the School District of Manatee County.
- o Kinnan Elementary
- Oneco Elementary
- o Abel Elementary

Charlotte County Schools

o St. Charles Borromeo Catholic School

School Business Partnerships

- We partnered with Programs for a successful Gift of Caring drop at our School Partners in May.
- We also completed a successful Bus Driver Appreciation event in Collier County driven by our Volunteers.



If you would like to see us partner with any additional schools in your community, let your community manager know or contact marketing@gsgcf.org.



Stay Connected

- ✓ The marketing and communication team welcomes each service unit to have volunteers to serve as a marketing and communications liaison who works closely with the council communications team. Contact <u>marketing@gsgcf.org</u> if you are interested in this role.
- ✓ Don't forget our membership newsletter, S'more News! It is a great resource for updates.
- ✓ Visit our website often for council updates www.gsgcf.org.

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







Average open rate is 66%







Average open rate is 60%

Marketing & Communications Highlights

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



Instagram



YouTube



LinkedIn

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

www.gsgcf.org



Theresa Stucchio/Mary Mathews/Carrie Price

Drawing

girl scouts
of gulfcoast florida

Thank You