



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 1
Service Unit Delegate Elections | Sept 1-Sept 30
On-Time Registration | September 30
Mags & Munchies Fall Program | Sept 10-Oct 4
Founder's Day/JGL Birthday | October 31
SU Cookie Coordinator Training | November 14

Cookie Program | January 5-March 7
Annual Council Meeting | January 21
World Thinking Day | February 22
Girl Scout Birthday | March 12
Early Renewal Opens | April 1
Adult Award Nominations Close | April 1
Volunteer Appreciation Day | April 22
Young Women of Distinction | May 16
Service Unit Kick-off & Adult Recognition | June 19

Service Teams Plan for Success—Membership Goals

Recruitment/Engagement Goal: Increase girl membership | Increase adult membership

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

Who: _____ When: _____

Where: _____

Notes: _____

Who: _____ When: _____

Where: _____

Notes: _____

Who: _____ When: _____

Where: _____

Notes: _____

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

Who: _____ When: _____

Where: _____

Notes: _____

Who: _____ When: _____

Where: _____

Notes: _____

Retention: Increase retention, both girls and adults

Task: Recognize and support volunteers.

Who: _____ When: _____

Where: _____

Notes: _____

Task: Promote early renewal

Who: _____ When: _____

Where: _____

Notes: _____

Task:

Who: _____ When: _____

Where: _____

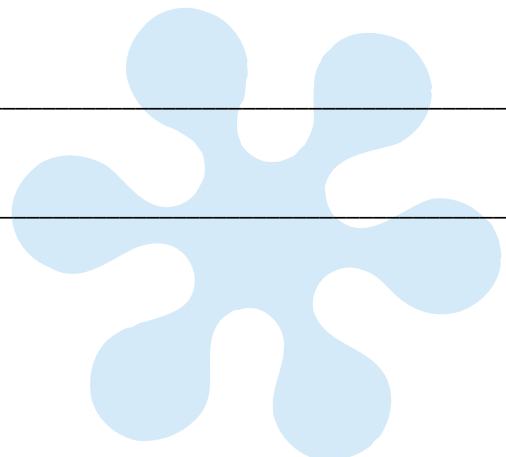
Notes: _____

Task:

Who: _____ When: _____

Where: _____

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: _____

Where: _____

Notes: _____

Task:

Who: _____ When: _____

Where: _____

Notes: _____

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

Task:

Who: _____ When: _____

Where: _____

Notes: _____

Task:

Who: _____ When: _____

Where: _____

Notes: _____

✚ MID-YEAR ASSESSMENT

Date

Service Unit

GOALS

Review each goal in the Plan for Success

Identify what helped you meet any of the goals.

What will you do differently to achieve the remaining goals?

TEAM

I'm proud of our team because:

I would like us to change:

ACTION STEPS

Steps we are taking to reach our goals:

Who is responsible for coordinating these steps and when?

IDEAS

Great ideas for the remainder of this year:

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?

☀ YEAR END ASSESSMENT

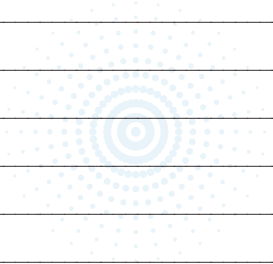
Date

Service Unit

GOALS

Review each goal in the Plan for Success.

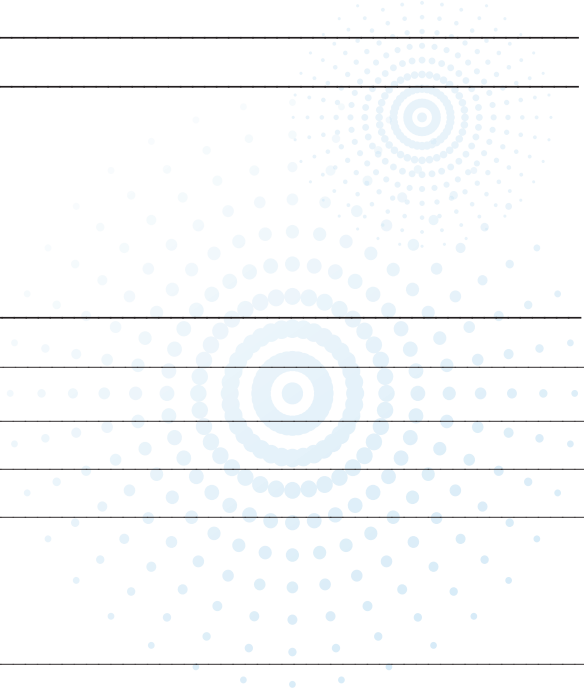
Identify what helped you meet any of the goals.



What will you do differently to achieve remaining goals?

TEAM

I'm proud of our team because:



I would like us to change:

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?

10

SERVICE UNIT BUDGET

Date completed _____

INCOME (Enter budgeted income description in this column)		CREDIT (enter income \$ amount)	BALANCE
STARTING BANK BALANCE			\$
TOTAL INCOME		\$	
EXPENSES (Enter budgeted expense description in this column)		DEBIT (enter expense \$ amount)	BALANCE
TOTAL EXPENSES		\$	ENDING BALANCE

SERVICE UNIT

Stretch Challenge

Membership growth/Retention

- **Renew 70% of the girl members in the service unit, for the new membership year, by June 30. (Data available in Looker)**
- Have two volunteers participate in a recruitment planning meeting with their community manager. (Share date meeting held)
- Ensure 80% of Elementary Schools have an information table at their Open House/Meet the Teacher date. (Coordinate with your CM)
- Participate as a service unit or as individual troops in at least one parade. (Coordinate with your CM)
- Support the establishment of at least one "Starter or Sister Troop". (Coordinate with your CM)
- Have a minimum of two girls participate in the Girl Champion program. (Coordinate with your CM)
- Meet overall adult membership goal.
- Meet overall girl membership goal.

Programming

- **Hold an event to promote the five skills of the Girl Scout Cookie Program.**
- Hold an event that promotes outdoor skills/education.
- Invite Juliette members to service unit events (Data available in Looker).
- Hold an event for K-5 grade girls that aligns with GSLE badge requirements.
- Hold an event for CSA (Cadette/Senior/Ambassador) that aligns with GSLE badge requirements.
- Have a minimum of one girl (Cadette-Ambassador) join the Media Marvel team.

Team building

- **Ensure the service unit follows the Planning Packet yearly cycle of operations.**
- Ensure the service unit appoints volunteers to fulfill at minimum five positions (recruiters, troops support, product programs, events, communications-coordinate with your CM).
- Host a minimum of four in-person service unit leader meetings.
- Celebrate volunteers by hosting a fun activity or appreciation event.
- Have at least two service unit team members attend the Kick-Off.

Volunteer training and support

- **At minimum have 85% troops represented at the four in-person service unit leader meetings.**
- Incorporate four adult learning enrichment opportunities during a leader meeting.
- Ensure ten adults in the service unit attend a council training (review the event calendar).
- Have the service unit teams members complete at least two service unit related trainings found in gsLearn.
- Submit a minimum of two nominations for eligible volunteers to receive council awards.
- Upload photos to the "Girl Scouts in Action" hub in Rallyhood.
- Ensure 100% of troops submit the Troop Financial Report in the VTK by June 15.

**Must complete each Bolded statement per category. Complete 26 take action items!
What level can your service unit achieve?**

- **Gold Service Unit:** Attains 24-26 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 Rallyhood page, \$400 to supplement future service unit events.
- **Silver Service Unit:** Attains 20-23 items.
Recognition includes: A custom pin, mention in the S'more News, shout out on the council Rallyhood page, \$200 to supplement future service unit events.
- **Bronze Service Unit:** Attains 16-19 items.
Recognition includes: A custom pin, shout out on the council Rallyhood 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 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 Small Craft Safety Training 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.

✚ SERVICE UNIT
REFERENCE INFORMATION

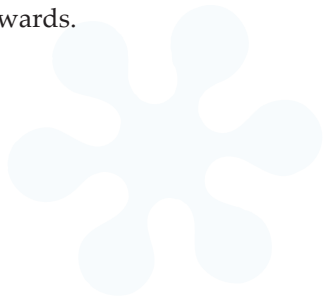
SERVICE UNIT ACTIVITIES BY FOCUS AREA, QUARTER

Focus Area	July-September Who's Responsible?	Activities
Recruitment and Registration 	Volunteers: Recruiters and Volunteers Council Staff: Community Manager, Member Operations Coordinator, Member Engagement Director	• Work with council staff to ensure presence at elementary schools to include Open Houses/Meet the Teacher and information nights. • Identify and train volunteers to assist with each recruitment activity. • Communicate regularly with the council about girl and adult placement.
Retention and Troop Support	Volunteers: Service Unit Manager, Mentor Council Staff: Community Manager, Member Operations Coordinator	• Promote and follow up with existing members during on-time renewal campaign. • Work with council staff on Troops in Transition (disbanding retention process). • Mentor new leaders through onboarding process and encourage them to participate in council training. • Schedule any dedicated events for new leaders.
Fall Product Program	Volunteers: SU Mags and Munchies Coordinator Council Staff: Product Program Manager	• Attend council training for the Fall Product Program. • Plan and communicate appropriate dates for training and distribution of materials to troops. • Encourage and support troop participation in the program. • Arrange for delivery of products.
Service Unit Events—Fall	Volunteers Event Coordinators Council staff Program Manager, Senior Program Manager, Community Managers	• 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). • Align events with council recruitment efforts. • Include Juliette members in service unit events. • Identify subject matter experts for troops

Service unit management	Volunteers: Service Unit Manager, Mentor Council Staff: Member Engagement Director, Member Engagement Team	• Schedule leaders' meetings, and communicate dates/times/places to volunteers. • Recruit to fill vacant positions. • Encourage new team members to complete training for their positions. • Develop communication plans and processes for the year (newsletters, Rallies). • Keep Volunteers informed on goal progress. • Submit the names of service unit delegates and alternates to the council by the deadline.
Focus Area	October-December Who's Responsible?	Activities
Recruitment and registration	Volunteers: Recruiters and Volunteers Council Staff: Community Manager, Member Operations Coordinator, Member Engagement Director	• Continue to encourage active troops to complete their membership registration. • Work with community managers to ensure leads have placement options by maintaining and accurate catalog. • Work with community manager to plan additional open houses and recruitment events where participation is low.
Retention and troop support	Volunteers SU Manager, Mentor Council staff Community Manager, Member Operations Coordinator, Senior Program Manager	• 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. • Ensure active troops have completed onboarding of the leadership team. • Connect with and support Juliettes in the service unit. • Reach out to new leaders with additional product program support.
Product program (cookies)	Volunteers Service unit Cookie Coordinator Council staff Product Program Manager, Member Experience Director	• Attend council training for service unit cookie program leads. • Hold troop cookie manager trainings(s). • Plan and communicate appropriate dates for training and distribution of program/sales materials. • Encourage and support participation in the product program. • Secure cookie delivery location.

Service unit events—Fall 	Volunteers Service Unit Event Coordinator Council staff Program Manager, Senior Program Manager	• Plan a girl-led event schedule to support the Girl Scout program. • Promote current events at service unit meetings and through service unit communications. • Identify subject matter experts for troops.
Service unit management	Volunteers Service Unit Manager Council staff Member Engagement Director, Member Engagement Team	• In partnership with council staff, recruit service unit team members to fill vacant positions. • Keep volunteers informed on progress goals. • Encourage troops to celebrate Juliette Gordon Low's birthday (October 31st). • Submit names for delegates and alternates to council by deadline. • Encourage service unit delegates and alternates to register and prepare to attend the Council Annual Meeting.
Focus Area	January-March Who's Responsible?	Activities
Recruitment and registration	Volunteers Recruiters and other Volunteers Council staff Member Engagement Director, Member Engagement Team	• Plan and participate in spring kindergarten events. • Support winter/spring council recruitment activities. Review SU goals and assist with summer recruitment planning.
Retention and troop support	Volunteers Service Unit Manager, Mentor Council staff Member Engagement Team, Volunteer Operations Manager	• Promote spring renewal incentives, adding a service unit incentive if possible. • Support new leaders through the cookie program. • Encourage the submission of council Adult Awards by April 1st. • Promote training for adult volunteers. • Identify bridging troops and encourage collaboration for bridging awards. • provide travel planning refresher.

Product program (cookies) 	Volunteers Service Unit Cookie Coordinator Council staff Product Program Manager	• Support recruitment of booth sites. • Communicate date for product delivery and arrange for troops to pick up.
Service unit events	Volunteers Service Unit Event Coordinator Council staff Program Manager, Member Experience Director	• Plan the spring event schedule to support the Girl Scout program. • Promote current events at service unit meetings and through service unit communications. • Reserve a site for the encampment/camporee next year (if appropriate). • Identify subject matter experts for troops.
Service unit management	Volunteers Service Unit Manager Council staff Member Engagement Director, Member Engagement Team	• Review Volunteer Essentials with all leaders, focusing on money management and trip processes in preparation for spring travel. • Encourage troops to celebrate Girl Scout Week (March 12th). • Ensure service unit delegates and alternates are registered and prepared to attend the Council Annual Meeting. • Encourage all service unit members to register and attend the Council Annual Meeting.
Focus Area	April-June Who's Responsible?	Activities
Recruitment and registration	Volunteers Recruiters and other volunteers Council staff Community Manager, Member Operations Coordinator, Member Engagement Director	• Meet with the council staff to plan and coordinate fall recruitment activities. • Promote extended membership option. • Participate in spring kindergarten registration events. • Attend annual service unit trainings/conferences/events. • Recruit and train school liaisons or recruiters for each school in the service unit.

Retention and troop support	Volunteers Service Unit Manager, Mentor Council staff Community Manager, Member Engagement Specialist, Member Enrichment Manager	• Encourage participation in spring renewal, providing service unit incentives if possible. • Identify troops in transition and begin the identification of new leadership. • Host a leader/volunteer appreciation event. • Submit nominations for volunteer awards.
Product program (cookies)	Service unit Cookie Coordinator Council staff Product Program Manager, Member Experience Director	• Distribute girl rewards. 
Service unit events	Volunteers Service Unit Event Coordinator Council staff Program Manager, Member Experience Director	• Plan an event schedule to support the Girl Scout program. • Reserve a site for the next camporee/encampment (if applicable). Identify subject matter experts for troops.
Service unit management	Volunteers Service Unit Manager Council staff Member Engagement Director, Engagement Team 	• Attend the council's SU kickoff. • Review SU goals and propose goals for the new membership year.