



SERVICE UNIT Planning Packet



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SERVICE UNIT ANNUAL VISION PLAN



Council Strategic Goals:

- Reach and retain more girls
- Transform the volunteer experience
- Effective operations
- Diversity, equity, and inclusion

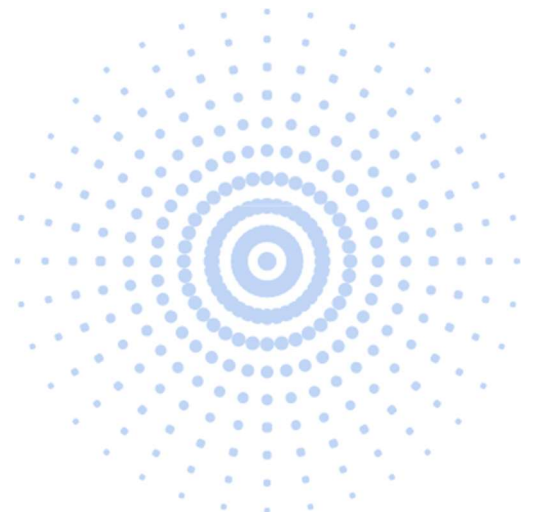


Essential responsibilities of the service unit

- ◆ Recruit volunteers and girls reflective of the diversity of the community.
- ◆ 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 by providing service unit meetings and other communications
 - Coordinate girl-planned service unit wide activities
 - Participate in council and community events
 - Participate in volunteer recognition

Our 2021 Service Unit goals:

1. _____
2. _____
3. _____
4. _____



SERVICE UNIT TEAM ROSTER

Position	Filled (Y or N)	Trained (Y or N)	Name	Phone	Email
Service Unit Manager					
Finance Representative					
Delegate Representative					
Events Representative					
Product Program Representative					
Day Camp Coordinator					
GAB Advisor					
Juliette Representative					
Recruiter/Troop Mentor					
Recognition Representative					
Communications Representative					

Additional Notes or Comments:

IMPORTANT DATES

Girl Scouts of Utah | 2020 – 2021

Council Events

September – October | Fall Recruitment
October | Utah Day of the Girl
November | Recognition of Excellence
February – April | Spring Recruitment
April | Annual Meeting
June | Cookie Party
June | Girl Scout Lagoon Day
June 17 – 20 | Camporee
August | Camping for a Cause

Dates to Remember

September - October | Fall Product Program
December | Camp Registration
January | Cookie Program Begins
February | Troop Camping Registration
March | Cookie Program Ends
March 31 | SU Appreciation Awards Due
May 1 – June 15 | Early Renewal (Re-registration)
June 30 | Troop Finance Reports due to SU
July 31 | SU Finance Reports due to Council
July 31 | Council Level Recognition Nominations Due
August 1 – September 30 | On-Time Registration
September 30 | End of Girl Scout year

Service Unit Meeting Schedule

Council Connect Meetings

Last Wed. of the month:

- September 30
- November 18
(GSU Closed 11/25)
- January 27
- February 24
- March 31
- May 26
- June 30
- July 28

Annual Girl Scout Activities

October 1 | New Girl Scout year begins
October | Investiture and Rededication
October 31 | Juliette Gordon Low's Birthday
February 19-21 | GSUSA Cookie Weekend
February 22 | WAGGS World Thinking Day
March 7 – 13 | Girl Scout Week
March 12 | Girl Scout Founder's Day
April 22 | Girl Scout Leader Appreciation Day
May | GSUSA Bridging Weekend
June | Girl Scouts Love the Outdoors
September | Girl Scouts Love State Parks

Meetings for ALL Leaders

Troop Leader Tips

Second Saturday of the month:

- September 12
- October 10
- November 14
- December 12
- January 9
- February 13
- March 13
- April 10
- May 8
- June 12

Regional SU Manager Meetings

- October 28
- April 28

Leadership Summit

- August 27 - 28

Membership Goals				
	MY20	MY21 Goal	MY21 to Date	+1 to Goal
New Troops Formed				
New Girls				
New Adults				
# Recruitment Events Held				
Girls Retained				
Adults Retained				
Girl Early Renewal				
Adult Early Renewal				
% of Troops Using VTK				
SU Meeting Attendance				
# Leader Trainings Held				
Other:				
Other:				

SERVICE UNIT BUDGET

BUDGET WORKSHEET			
<u>INCOME</u>	Proposed Budget	Actual	+/-
Cookie income			
Event registration			
Interest income			
Other—			
Other—			
Other—			
Other—			
Other—			
Total income			
<u>EXPENSES</u>			
Administration			
Resources—			
Adult development— training (supplies, fees)			
Adult development— recognition			
Adult development— end-of-year event			
Adult development—			
Adult development—			
Programs/events— Cookie Rally			
Programs/events— Day Camp			
Programs/events— World Thinking Day			
Programs/events—			
Assistance—			
Other—			
Other—			
Other—			
Total expenses			
GRAND TOTAL (income minus expenses)			

EXPENSES

The service unit team and volunteer support staff work together to develop an annual budget to support the service unit's Plan for Success.

Typically, expenses are distributed according to these percentages:

Program services—50% This includes all expenses for providing programming for girls such as service unit events and other activities.

Volunteer development and recognition—20% This includes informal and formal recognitions expenses such as incentives Service Unit leader attendance, end of year volunteer appreciation event.

Assistance to individuals—15% This includes requested support for individual girls, such as money for higher award expenses, lifetime membership for graduation Girl Scouts.

Resources—10% Appropriate uses for money would include expenses such as providing resources for new troops, maintaining service unit libraries, purchasing Service Unit equipment (shade canopy, tents, sound equipment, etc.).

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 name:	Service Unit #:
County(ies):	Cities/towns served:
Public school districts:	Private/parochial/religious schools:
Service unit meeting location:	Time:
Annual Meeting schedule:	
Troops within the Service Unit: # # # # # # # # # # # # # # # #	# # # # # # # # # # # # # # # # # #

RECOMMENDED QUARTERLY ACTIVITIES

July-September	
Focus Area	Tasks
Membership New Member Recruitment and Registration SU Recruiter SU Champion	Work with council staff to coordinate and hold fall recruitment activities. Recruit and train GS Champions. Recruit Service Unit volunteers, troops, and girls to assist with recruitment activities. Host recruitment training for volunteers. Communicate regularly with the council about girl and adult placement.
Volunteer Support Retention and Troop Support SU Manager SU Troop Mentor	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. Promote the Volunteer Toolkit as a resource for troop leaders.
Programs Fall Product Program SU Product Program Rep	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.
Programs Service Unit Events SU Events Rep SU GAB Advisor	Plan a girl-led event schedule to support the Girl Scout Leadership Experience (investiture/bridging/rededication, world thinking day, badge workshops, cookie rally, community service, day camp, etc.) Promote events throughout all Service Unit communication platforms. Form a Girl Scout Advisory Board (GAB) for event planning or use other methods to engage girls.
Operations Service Unit Meetings SU Manager SU Communications Rep	Schedule meetings, reserve space if needed, and communicate information to volunteers. Work with team to fill vacant positions. Encourage new team members to receive appropriate training for positions. Develop communication plan and processes for the year (newsletters, Facebook pages, other social media platforms).
Operations Develop Annual Budget SU Manager SU Finance Rep	Review bank account balance (monthly) and report to the team. Work with SU team to identify activities and possible costs. Process reimbursements for any out-of-pocket expenses.

October-December

Focus Area	Tasks
Membership New Member Recruitment and Registration SU Recruiter SU Champion	Continue to communicate with council staff to make sure troops have completed membership registration. In partnership with council staff, plan additional open houses and recruitment events where there is low participation. Initiate planning to participate in spring kindergarten registration events.
Volunteer Support Retention and Troop Support SU Manager SU Product Program Rep SU Troop Mentor SU Communications Rep	Review service unit roster in Looker to ensure that girls and adults have renewed their memberships to participate in the cookie program. Ensure that all active troops have two currently registered troop leaders. Reach out to new leaders with additional support during the cookie program. Connect with and support Juliette families in the Service Unit.
Operations Delegate Elections SU Manager SU Delegate Rep	Elect service unit delegates and alternates. Submit delegate agreements to council by November. Attend delegate training.
Program Product program (cookies) SU Product Program Rep	Attend council training for Service Unit Cookie Program Mangers. Plan dates for training and distribution of program/sale materials. Hold Troop Cookie Manager training(s). Encourage and support participation in the Product Sales Program.

January - March

Focus Area	Tasks
Membership New Member Recruitment and Registration SU Recruiter SU Champion	Plan and participate in spring kindergarten events. Support winter/spring council recruitment activities.
Volunteer Support Retention and Troop Support SU Manager SU Troop Mentor	Support the spring renewal (Early Bird) campaign. Promote spring renewal and incentives; consider adding a Service Unit incentive, such as a renewal activity. Support submission of leader recognition for years of service and years of membership.
Programs Product Program (cookies) SU Product Sales Rep	Support new leaders through the cookie program. Support recruitment of booth sale sites.
Programs GSLE Activity Planning SU Event Rep SU GAB Advisor SU Communications Rep	Plan spring activity in support of GSLE. Promote council events at service unit meetings and through service unit communications. Reserve a site for the next year encampment or camporee. Identify bridging troops and encourage collaboration for bridging awards. Encourage troops to celebrate Girl Scout Week (March 12).
Operations Service Unit Training SU Manager SU Troop Mentor SU Delegate Rep SU Delegates/Alternates	Review Volunteer Essentials and Safety Activity Checkpoints with all leaders. Provide guidance on money management. Discuss preparations for troop trips and travel. Attend council town hall meetings.

April - June

Focus Area	Tasks
Membership New Member Recruitment and Registration SU Recruiter SU Champion	Participate in spring kindergarten registration events. Meet with council staff to coordinate fall recruitment activities. Order recruitment supplies and materials from the council.
Volunteer Support Retention and Troop Support SU Manager SU Recognition Rep SU Communication Rep SU Troop Mentor	Encourage troop participation in spring renewal. Identify troops in transition and begin the identification of new leadership or alternate troop placement options. Host a leader/volunteer appreciation event. Submit nominations for volunteer awards and recognition by July 31.
Programs Cookie Program SU Product Program Rep SU Event Rep SU GAB Advisor	Distribute girl rewards. Schedule and plan an activity to support GSLE.
Operations Governance SU Delegate Rep SU Delegates/Alternates	Attend council annual meeting.

Service Unit Stretch Challenge

Membership Growth & Retention

1. **Retention Goal (girls):**
2. **Recruitment Goal (new girls):**
3. Participate in three council recruitment events.
4. Host two fall recruitment events.
5. Host a spring renewal event during Early Bird.

Suggested recruitment events:

- Host an Open House
- Host a "Bring S'more Friends" event
- Host a Daisy Launch activity

Girl Scout Program

1. **50% Troop participation in the Fall Product Program.**
2. **83% Troop participation Cookie Program.**
3. Plan and execute a Girl Scout Leadership Experience activity or event for the SU.
4. Plan and execute a council sponsored event.

Volunteer Support and Training

1. **Schedule monthly (Sep. – May) Service Unit meetings and plan time for structured networking for all leaders.**
2. **Offer two adult learning workshops within your Service Unit for leaders.**
3. Host quarterly new leader cohort meeting.
4. Nominate and recognize volunteers at the Service Unit and Council Level.

Suggested workshop ideas:

- Review sections of the Volunteer Essentials
- Review Safety Activity Checkpoints
- Conduct a badge or journey workshop
- Troop presentations of badge work or journey take action projects, service projects, or troop trip/overnight.

Service Unit Team Building

1. **Identify volunteers for Service Unit positions:**

- Service Unit Manager*
- Delegate Rep
- Finance Rep
- Events Rep
- Product Program Rep*
- Recruiter/Troop Mentor
- Communication Rep
- Recognition Rep

*Recommended to hold single position.

2. **Have representation at every L.E.A.P. and Council Connect Webinars.**
3. Participate in annual Leadership Summit with a minimum of 60% Service Unit team attendance.
4. Do something nice for the team, like hosting a dinner, brunch, or retreat.

Council Required

1. **Actively participate in the GSU Giving Campaign.**
2. **Meet with council staff in June to complete end-of-year Service Unit assessment.**
3. **Collect Troop Finance Reports by June 30.**
4. **Submit the annual Service Unit Finance Report and Summary to council by July 31.**

Service units must meet the goal or complete the activities in each of the areas outlined to be eligible to earn points for each section:

- Complete the bold items in each section = 30 points
- Complete 1 additional item in each section = 10 points
- Minimum points: 150
- Maximum points: 240

Points are granted for each activity completed. Point accumulation will be highlighted during monthly Council Connect meetings. Upon completion of the stretch challenge, SU Manager will present the completed challenge with supporting documentation to the Volunteer Support Manager by August 10, 2021. The VSM will evaluate and verify the information. Final point accumulation and awards will be presented at Leadership Summit 2021.

Service Unit # and Name:	
Volunteer Name:	
Service Unit Position:	
Email:	
Phone:	
Steps taken to complete the challenge:	

YEAR END ASSESSMENT

Service Unit Managers meet with council Volunteer Support Specialist to discuss in June.

GOALS

How we met goals in our operation plan:

TEAM

We are proud of ...

COUNCIL SUPPORT

We appreciated... We wish council would...

IDEAS

Ideas for next year:

RECOGNITION

Nominations submitted for this year:

Nominations recommendations for next year: