



Council Connect

October 2021

**We've
Got
This**



Agenda

1. Message from GSU Leadership
2. GSU Policy Review
3. Hot Topics
4. Planning for Success
5. Recruitment Resources
6. Diversity, Equity, & Inclusion
7. Important Dates & Reminders

Girl Scout Promise

*On my honor, I will try:
To serve God* and my country,
To help people at all times,
And to live by the Girl Scout Law.*

Girl Scout Law

*I will do my best to be
honest and fair,
friendly and helpful,
considerate and caring,
courageous and strong, and
responsible for what I say and do,
and to
respect myself and others,
respect authority,
use resources wisely,
make the world a better place, and
be a sister to every Girl Scout.*



Welcome

Mindy Harmon
Chief Operating Officer



GSU Policy Review

Troop / Group Policies

Troop Size
&
Volunteer Ratios

Troops must have:

- A minimum of 5 registered girls.
- A minimum of two adult leaders, of which at least one is female, who are not related to each other (by blood, partnership or marriage) and do not live in the same household.
 - If two volunteers are related, (by marriage, partnership, or blood) they must always have another unrelated volunteer present.
- Any adults serving in a ratio or volunteer capacity for a troop must be an approved volunteer, e.g., troop leaders, co-leaders, troop produce managers (TPM), troop supporters (drivers, chaperones, treasurers, first-aiders, camp advisors, etc.)

Required Girl to Adult Ratios

Girl Scouts' adult-to-girl ratios show the minimum number of adults needed to supervise a specific number of girls. These supervision ratios were devised to ensure the safety and health of girls.

	Troop/Group Meetings	
	<i>Two</i> unrelated adults (at least one of whom is female) for every:	<i>One</i> additional adult to each additional:
Girl Scout Daisies (grades K-1)	12 girls	1-6 girls
Girl Scout Brownies (grades 2-3)	20 girls	1-8 girls
Girl Scout Juniors (grades 4-5)	25 girls	1-10 girls
Girl Scout Cadettes (grades 6-8)	25 girls	1-12 girls
Girl Scout Seniors (grades 9-10)	30 girls	1-15 girls
Girl Scout Ambassador (grades 11-12)	30 girls	1-15 girls



Hot Topics

Preparing for Cookie Program
Troop Product Manager (TPM) Agreements
&
Troop Compliance

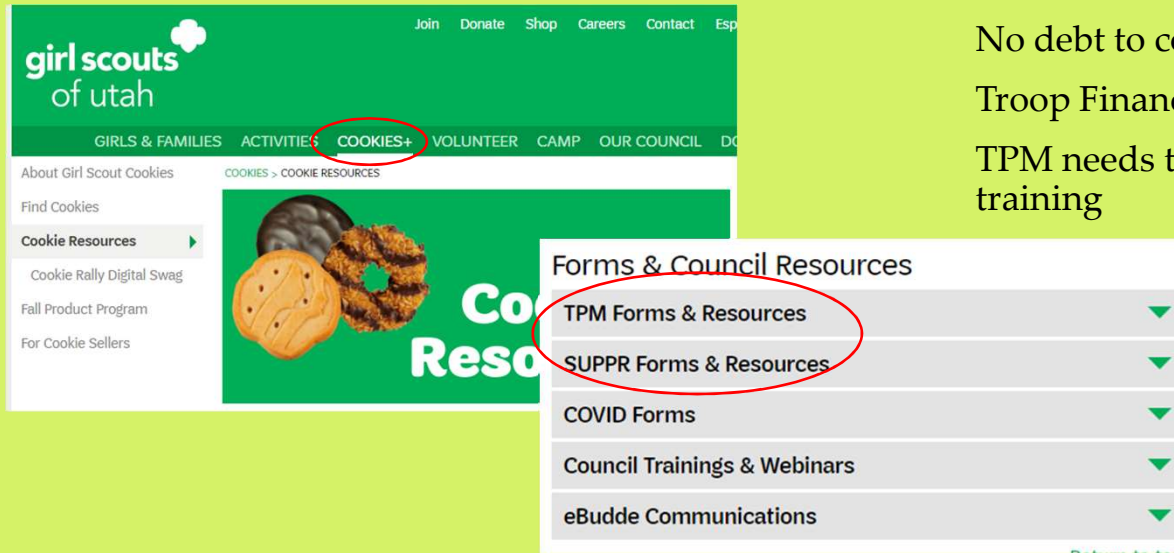
Hot Topics:

Preparing for the Cookie Program

Troop Product Manager Agreements

Due prior to October 15, 2021 for 2022 Cookie Program

- [Submit online](#)
- [Print & email](#) to cookies@gsutah.org



Troop Preparations

Daisy – Juniors

- Minimum 5 girls & 2 adults registered in troop
- Cadette – Ambassador

- Minimum 3 girls & 2 adults registered in troop

No debt to council

Troop Finance Report on file

TPM needs to participate in council sponsored training



Planning for Success

Stretch Challenge

Girl Scout Program

Membership

Annual Appeal

Volunteer Support

Service Unit Stretch Girl Scout Program

- **85% Troop participation Cookie Program**
- Troop participation in the Fall Product Program
- Plan and execute a Girl Scout Leadership Experience activity or event for the service unit
- Plan and execute a council sponsored event



Girl Scout Program Update

Fall Product Program

- 476 Girls
- 97 Troops

Shipped orders, donated items, and magazine subscriptions can be placed now - Nov 23rd

Recognitions

Troops earn 15% of sale proceeds

Girls earn the fun rewards:



\$167,267.49 Total Sales	\$28,554.49 Online Magazines	\$31,933.00 Direct Ship Nuts	\$73,782.00 Online Nut Girl Delivered	\$32,998.00 Nut Card
\$79,891.00 Last Year	\$11,869.00 Last Year	\$12,248.00 Last Year	\$27,571.00 Last Year	\$28,203.00 Last Year

Membership

Reach & Retain More Girls

Rochelle Ottesen
Recruitment Manager



Membership: Reach & Retain More Girls

Current Membership (as of 10-26-21)



3,204

Renewed Girls

94% to goal



348

New Girls

13% to goal



309

Girl Scout Outreach

31% to goal



3,860

Total Girls

64% to goal



1,991

Renewed Adults

89% to goal



223

New Adults

35% to goal



2,214

Total Adults

77% to goal



6,074

Total Members

68% to goal

Starter Troops

Through the formation and implementation of Starter Troops, councils:

- build sustainable membership,
- form new, functioning troops,
- cultivate troops that are retained from year 1 to year 2, and
- achieve service unit goals.

Annual Appeal

Casey Logan



Annual Appeal Quick Facts



- GSU's Annual Appeal provides Girl Scout families with the opportunity to financially support Girl Scouting in Utah beyond their own family and ensure that every girl who wants to be a Girl Scout can do so
- Annual Appeal runs from the beginning of the membership year until the end of early renewal
- Each Service Unit has an Annual Appeal goal and Service Units that participate in the Annual Appeal and meet their goal get a percentage back directly to their Service Unit

All Annual Appeal donations go to GIRL
PROGRAMMING

2021 Annual Appeal Recap

- 22 Service Units participated from October 2020 – June 2021
- 7 Service Units met their 2021 Annual Appeal goals
- 10 horses were symbolically adopted
- 5 new Daisy's Circle members
- Over 100 individuals made a one-time donation

\$8,040.91 raised during the 2021 Annual Appeal

Ways To Give: One-time Gift

- During membership registration/renewal, caregivers of Girl Scouts are given the opportunity to add a donation
- On the GSU website: Donate -> Annual Appeal and click "Donate"

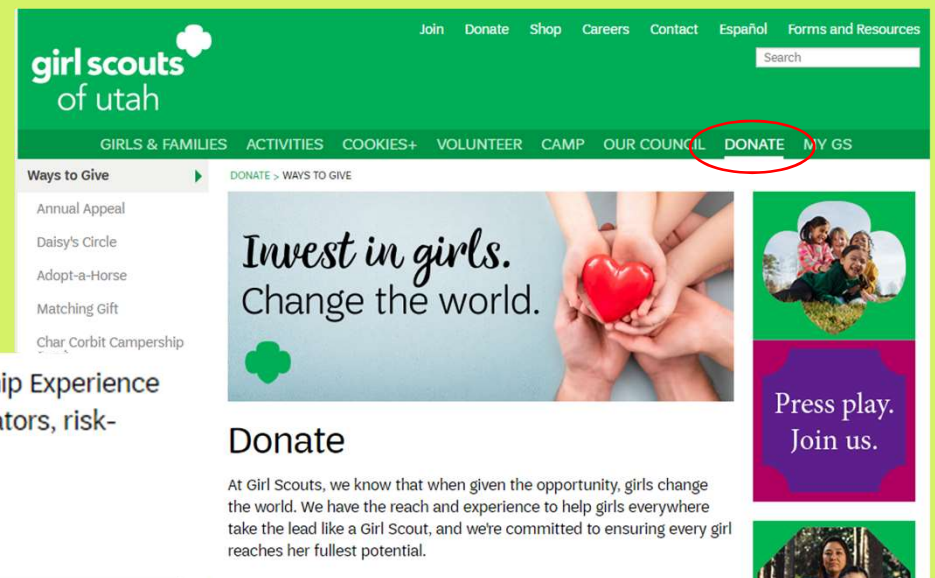
Your investment will help us bring the Girl Scout Leadership Experience to more girls, enabling them to become go-getters, innovators, risk-takers, and leaders who make the world a better place.

Thank you for choosing to invest in girls!

One-Time Gift

Annual Appeal

Daisy's Circle



The screenshot shows the Girl Scouts of Utah website. The top navigation bar includes links for Join, Donate, Shop, Careers, Contact, Español, and Forms and Resources. A search bar is also present. Below the navigation bar, there are links for GIRLS & FAMILIES, ACTIVITIES, COOKIES+, VOLUNTEER, CAMP, OUR COUNCIL, DONATE, and MY GS. The 'DONATE' link is circled in red. A 'Ways to Give' dropdown menu is open, listing options: Annual Appeal, Daisy's Circle, Adopt-a-Horse, Matching Gift, and Char_Corbit Campership. The 'Annual Appeal' option is circled in red. The main content area features a banner with the text 'Invest in girls. Change the world.' and an image of hands holding a red heart. Below the banner is a 'Donate' section with a sub-header 'Donate' and a paragraph: 'At Girl Scouts, we know that when given the opportunity, girls change the world. We have the reach and experience to help girls everywhere take the lead like a Girl Scout, and we're committed to ensuring every girl reaches her fullest potential.' To the right of the banner is a 'Press play. Join us.' button with a play icon and a photo of a girl.

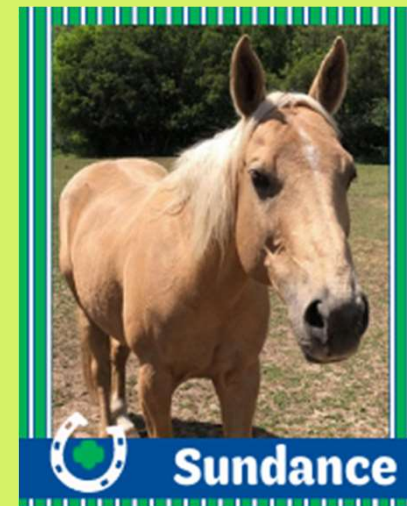
Ways To Give: Daisy's Circle



- Daisy's Circle is a monthly giving program for supporters of Girl Scouts of Utah
- Consistent monthly giving helps your Service Unit reach their goals while sustaining GSU program support
- No minimum to join – EVERY dollar counts!

Ways To Give: Adopt-a-Horse

- GSU's Adopt-a-Horse program is an opportunity for troops to symbolically adopt a horse at Trefoil Ranch and support the equestrian program, while also helping their service unit reach their Annual Appeal goal.
- You can symbolically adopt a horse, helping us deliver expert care to all the horses at Trefoil Ranch



Ways To Give: Workplace Giving



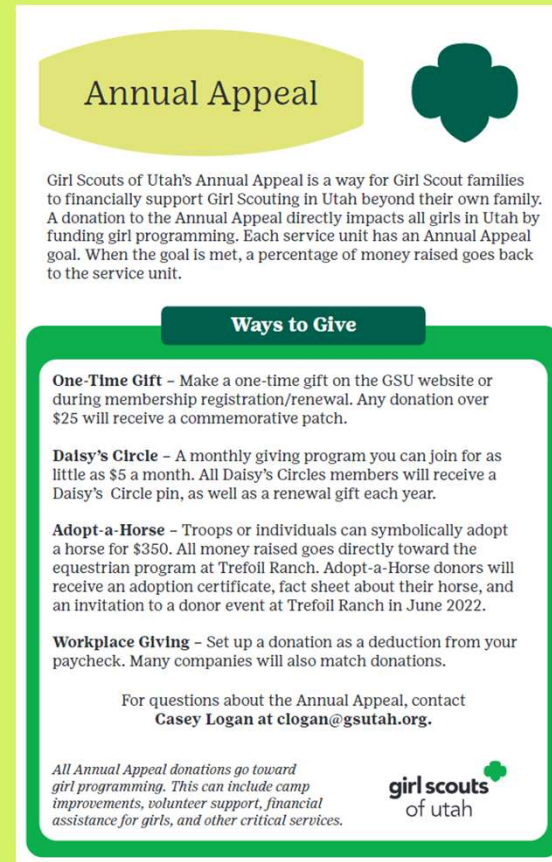
- Donors can set up a regular donation as a deduction from their paycheck
- Many companies will also match donations or donate funds in recognition of the time an employee has volunteered with an organization.

How to Get Your Service Unit Involved

New: Annual Appeal flyer on the GSU website


Goals will be communicated monthly

Money raised through the Annual Appeal stays local: program enhancements, camp improvements, volunteer resources



The flyer features a yellow banner at the top with the text 'Annual Appeal' and a green trefoil logo to its right. Below this is a paragraph explaining the purpose of the appeal. A green-bordered box titled 'Ways to Give' contains three sections: 'One-Time Gift', 'Daisy's Circle', and 'Adopt-a-Horse', each with a brief description. At the bottom of this box is contact information for Casey Logan. Below the box is a small paragraph about the use of funds and the 'girl scouts of utah' logo.

Annual Appeal



Girl Scouts of Utah's Annual Appeal is a way for Girl Scout families to financially support Girl Scouting in Utah beyond their own family. A donation to the Annual Appeal directly impacts all girls in Utah by funding girl programming. Each service unit has an Annual Appeal goal. When the goal is met, a percentage of money raised goes back to the service unit.

Ways to Give

One-Time Gift - Make a one-time gift on the GSU website or during membership registration/renewal. Any donation over \$25 will receive a commemorative patch.


Daisy's Circle - A monthly giving program you can join for as little as \$5 a month. All Daisy's Circles members will receive a Daisy's Circle pin, as well as a renewal gift each year.

Adopt-a-Horse - Troops or individuals can symbolically adopt a horse for \$350. All money raised goes directly toward the equestrian program at Trefoil Ranch. Adopt-a-Horse donors will receive an adoption certificate, fact sheet about their horse, and an invitation to a donor event at Trefoil Ranch in June 2022.

Workplace Giving - Set up a donation as a deduction from your paycheck. Many companies will also match donations.

For questions about the Annual Appeal, contact
Casey Logan at clogan@gsutah.org.

All Annual Appeal donations go toward girl programming. This can include camp improvements, volunteer support, financial assistance for girls, and other critical services.

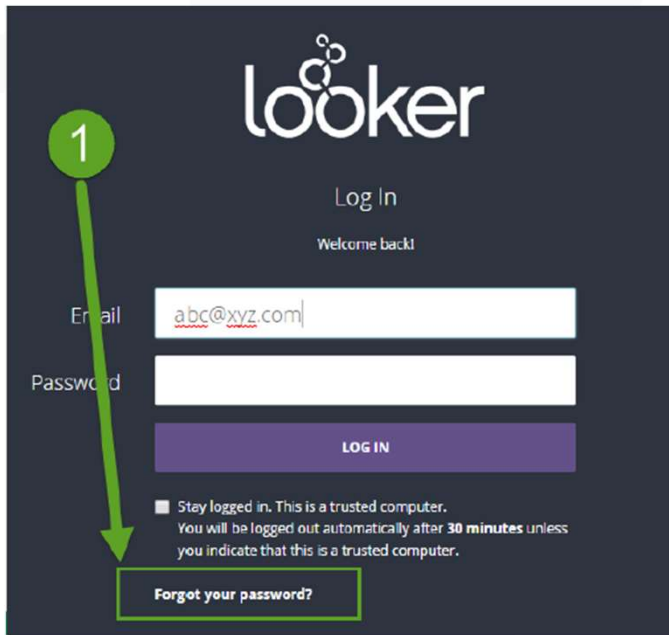


Volunteer Support

Using Looker



Navigate to <https://girlscouts.looker.com>



1

looker

Log In

Welcome back!

Email

Password

LOG IN

Stay logged in. This is a trusted computer.
You will be logged out automatically after **30 minutes** unless you indicate that this is a trusted computer.

[Forgot your password?](#)



2

looker

Reset Your Password

Email

Enter the email address for your Looker account and we'll send you a link to reset your password.

RESET PASSWORD

[Return to Log In](#)

Volunteer Support: Looker

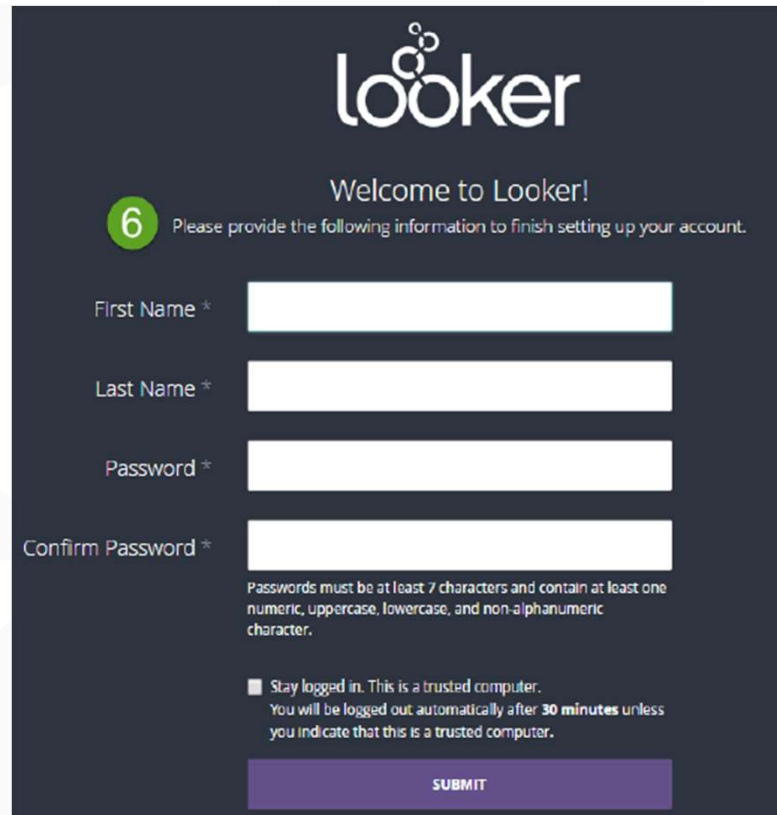


Email Subject:
Welcome to Looker

Sender: Looker

A screenshot of the Looker login page. The page has a dark blue background with the 'looker' logo at the top. Below the logo, there is a message: 'If this is a valid account, your email is on its way!'. A green box highlights this message, and a green circle with the number '3' is next to it. A green callout box points to the message with the text: 'Check your email and follow the link within the message named, 'Welcome to Looker' from Looker.' Below this, there is a 'Welcome back!' message. The login form consists of two input fields: 'Email' with the value 'abc@xyz.com' and 'Password'. Below the fields is a purple 'LOG IN' button. At the bottom, there is a checkbox for 'Stay logged in. This is a trusted computer. You will be logged out automatically after 30 minutes unless you indicate that this is a trusted computer.' and a link for 'Forgot your password?'.

Confirm your information and finish setting up your account



The screenshot shows the Looker account setup page at step 6. The page has a dark blue background with the Looker logo at the top. Below the logo, it says "Welcome to Looker!". A green circle with the number "6" is followed by the instruction: "Please provide the following information to finish setting up your account." There are four input fields: "First Name *", "Last Name *", "Password *", and "Confirm Password *". Below the "Confirm Password" field, there is a note: "Passwords must be at least 7 characters and contain at least one numeric, uppercase, lowercase, and non-alphanumeric character." At the bottom, there is a checkbox labeled "Stay logged in. This is a trusted computer." with the text "You will be logged out automatically after 30 minutes unless you indicate that this is a trusted computer." and a purple "SUBMIT" button.

looker

Welcome to Looker!

6 Please provide the following information to finish setting up your account.

First Name *

Last Name *

Password *

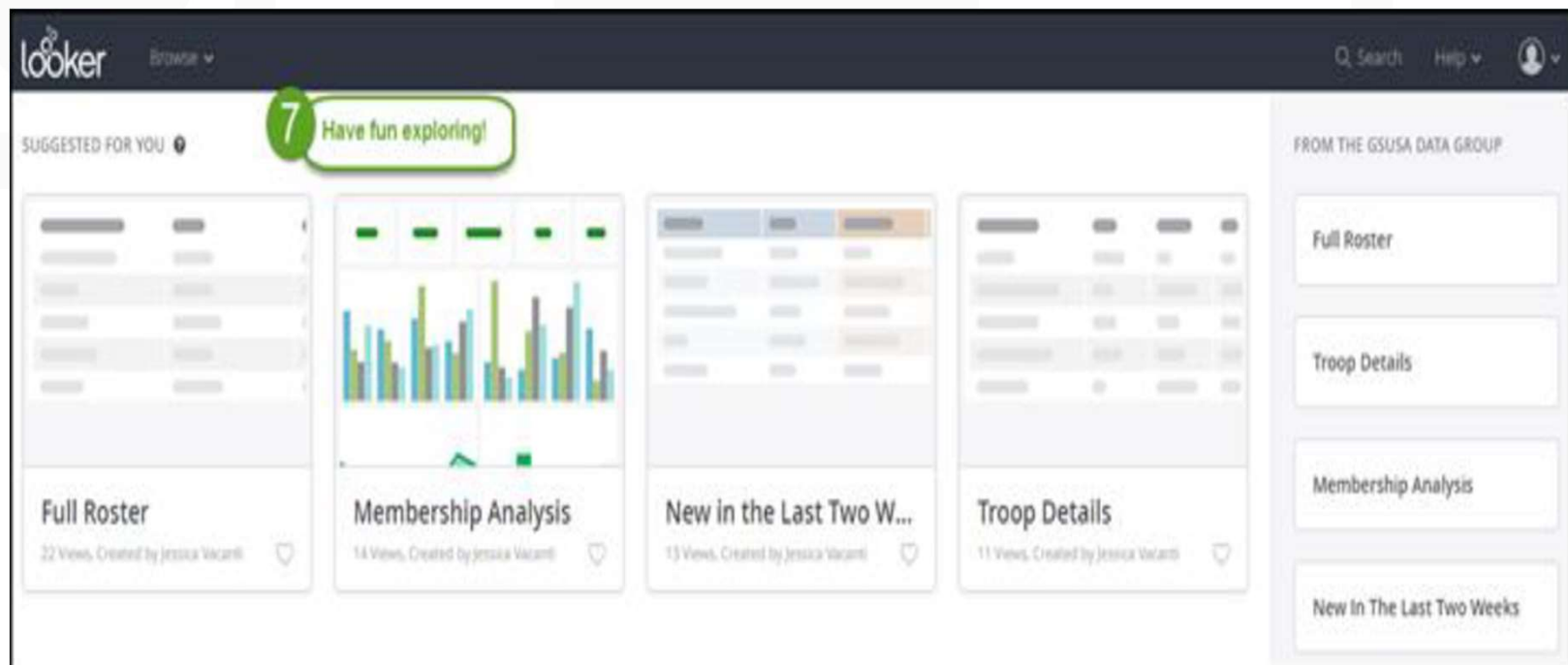
Confirm Password *

Passwords must be at least 7 characters and contain at least one numeric, uppercase, lowercase, and non-alphanumeric character.

Stay logged in. This is a trusted computer.
You will be logged out automatically after 30 minutes unless you indicate that this is a trusted computer.

SUBMIT

Welcome to Looker!





Next Steps

- Log in and practice accessing the reports for your service unit.
- Compare the current membership data with the previous year, think about ways you can leverage this information to boost recruitment, provide great events, or encourage girl to stay involved in Girl Scouting over time.
- Questions – Contact your Membership Support Specialist



Recruitment Resources & Requests

Rochelle Ottesen, Recruitment Manager

All request for basic recruitment materials and supplies needs to be made through your MSS and they will submit the order on your behalf.

Flyers*
T-Shirts
Banners
Forms
Cards
Branded Materials / Promo Items

Minimum request for custom flyers is 2 weeks in advance.

Mimimum 1-2 days for all other in-stock items.





DEI/RJ

Suzy Austin

Cultural Appropriation



Important Dates & Reminders

Recognition of Excellence

Saturday, November 13

[time]

Jordan Commons Megaplex – Sandy, UT



Bronze Awards

What is your plan to recognize the girls that earned this highest award for Junior Girl Scouts?

Order Pins
Request Yard Signs
Print Certificates



Council Virtual Cookie Rally

January 14, 2022

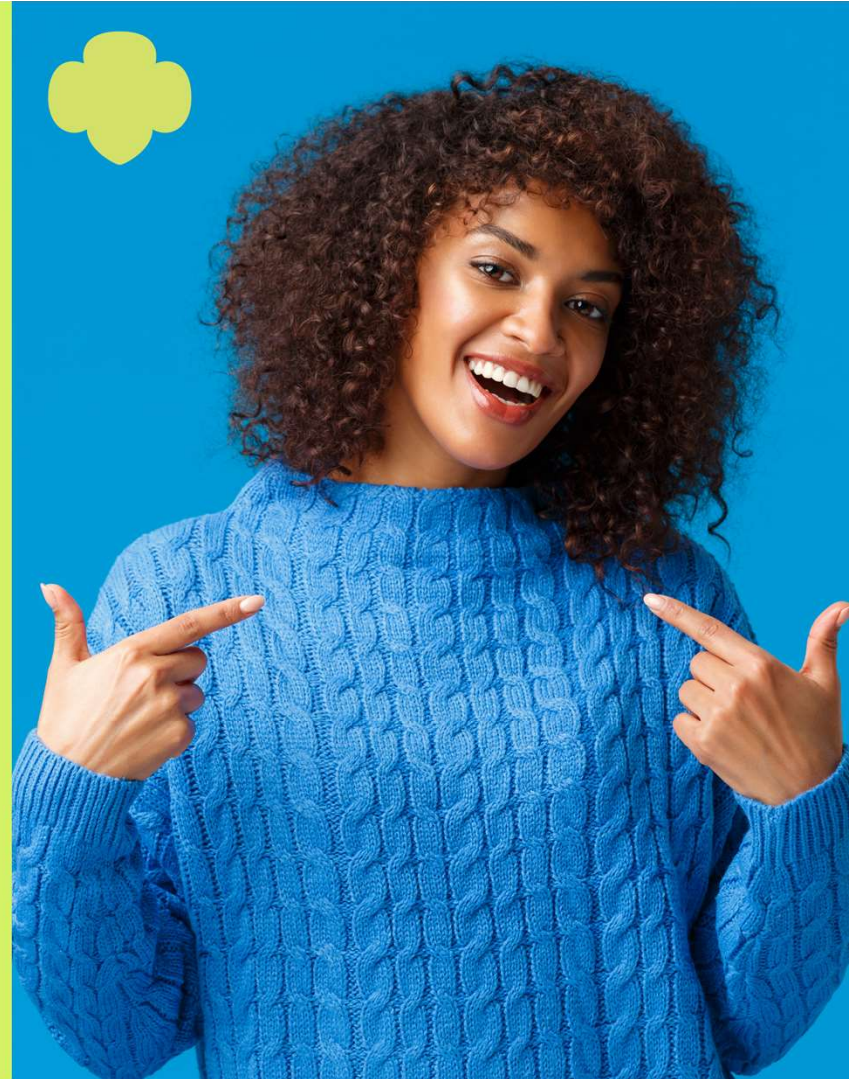


Service Unit Cookie Rallies

Cookie rallies get girls excited, energized, and prepared for the Girl Scout Cookie Program®.

Through rallies, girls learn about badges, awards, and rewards they can earn as they run their own cookie business and learn how to think like an entrepreneur.

Your Knowledge
+
Your Passion
=
Council Trainer



Council Connect

Wednesday
at
6:00 PM

December 1

January 26

February 23

March 30

April 27

May 25

June 29

Q & A

“Ours is a circle of friendship united by ideals.”

~Juliette Gordon Low

**We've
Got
This**



Thank You!