

**We've
Got
This**



girl scouts 
of utah

Council Connect

January 2022

Ruth Strawser

Membership Support Specialist

Welcome
&
Introductions

Agenda

1. Welcome & Introductions
2. Hot Topics
3. GSU Policy Review
4. Membership Update
5. Planning for Success
6. Recruitment
7. Important Dates & Reminders
8. Q & A

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.*

New Membership Support Team Members

Linda Harrington, Placement Specialist

Mary Nikols, Membership Support Specialist

Rachel Torres, Placement Specialist

Cookie Commercial Contest

Jessica Huber, Marketing Manager



Individual girls and troops participating in the 2022 Cookie Program are invited to create their own cookie commercial:

- 10-30 seconds long
- Why customers should buy cookies
- How their purchase helps you accomplish your goals
- Submissions due March 7



Creating a cookie commercial helps girls earn a step of the new cookie business badges:

Daisy: Step 3 of Cookie Goal Setter

Brownie: Step 5 of My Cookie Customers

Junior: Step 4 of Cookie Collaborator

Cadette: Step 4 of My Cookie Venture

Senior: Step 4 of Cookie Boss

Ambassador: Step 4 of Cookie Influencer

2022 Cookie Commercial Contest Rules:

- One entry per girl or troop
- Open to GSU members currently participating in the 2022 Cookie Program
- Video submissions should be at least 10 seconds and no longer than 30 seconds
- Email submission to marketing@gsutah.org as an attachment or link to a video
- Videos may be featured on Girl Scouts of Utah's social media channels
- Prizes will be awarded to one Girl Scout and one Girl Scout troop!

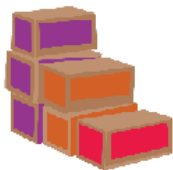
Cookie Commercial Contest



Highlight your cookie business with a commercial!

Create a commercial to spotlight your cookie business and reach your goals. Your submission could be featured on our social media! Plus, creating a commercial helps earn a step of the new cookie badges.

For your cookie commercial, share your best sales pitch for why customers should buy cookies and how their purchase helps you accomplish your goals. Submissions are due to marketing@gsutah.org by March 7.



Commercial Contest Rules

- ▶ One entry per girl or troop.
- ▶ Only GSU members currently participating in the 2022 cookie sale are eligible to enter.
- ▶ Video submissions should be at least 10, but no more than 30, seconds long.
- ▶ Email submission to marketing@gsutah.org as an attachment or link.
- ▶ Videos may be featured on Girl Scouts of Utah's social media channels.
- ▶ Prizes will be awarded to one Girl Scout and one Girl Scout troop.

Cookie Business Badge Steps

Participating in this contest can help you earn a Cookie Business badge! See below for which badge and step the contest aligns.

Daisy: Step 3 of Cookie Goal Setter
Brownie: Step 5 of My Cookie Customers
Junior: Step 4 of Cookie Collaborator
Cadette: Step 4 of My Cookie Venture
Senior: Step 4 of Cookie Boss
Ambassador: Step 4 of Cookie Influencer



girl scouts
of utah

Contest Timeline:

Jan. 26 – Contest added to Cookie Resources (*Social Media Toolkit section*)

Jan. 27 & 28 – Contest info and flyer shared in newsletters

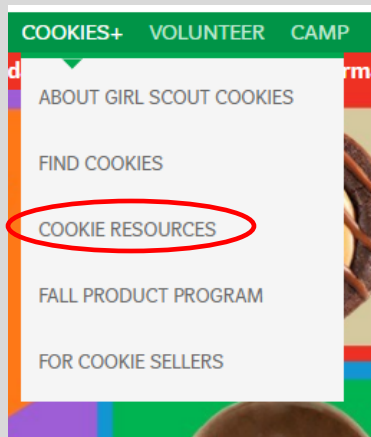
Jan. 28 – Contest shared on social media

March 7 – Last day to enter

March 11 – Winners announced on social media (*date subject to change depending on number of entries*)

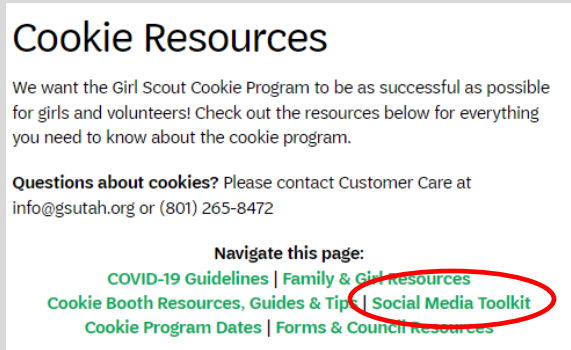
Where do you find the contest info and flyer?

1.



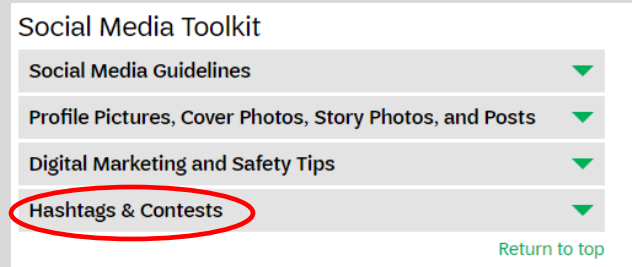
Navigate to the Cookie Resources page

2.



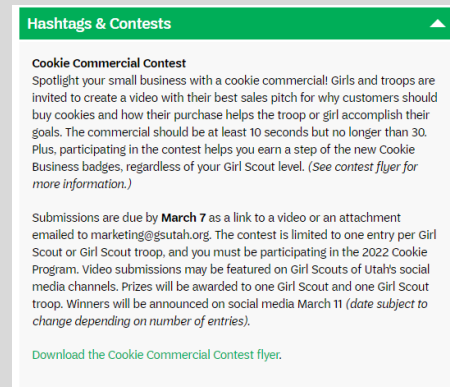
From the page navigation, click Social Media Toolkit

3.



Click Hashtags & Contests dropdown

4.

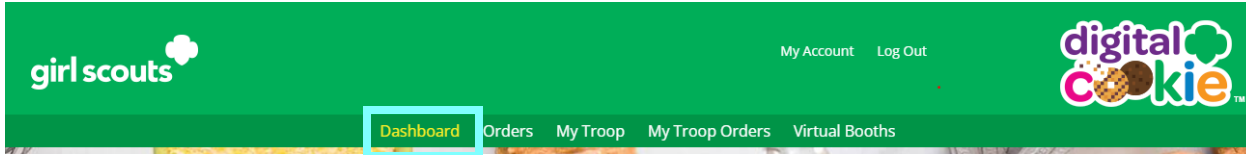


Hot Topic: Cookie Program

Allison Wickel, Product Program Manager

1. Digital Cookie GSUSA known issues
2. Walmart and Sam's Club
3. Booth Cookies on IO
4. Do not opt out of emails
5. Cookie Season Week by Week guide



A screenshot of the 'Troop 12359 Digital Cookie Platform' setup form. The title bar is green with white text. Below the title, it says 'Stats last updated 11/9/20 8:30 PM CST'. There are two main sections. The first is 'New! Troop Cookie Site' with a sub-header 'Edit Details'. It contains two input fields: 'Troop's zip code *' with the value '0' and a 'required' label, and 'Troop site lead *' with a dropdown menu showing 'Select a name'. Below these are 'Cancel' and 'Save' buttons. The second section is 'My Troop Delivery Orders' with a sub-header 'Delivery orders waiting to be approved: 0 orders, 0 girls' and 'Girls with a cookie delivery change: 2 girls'.

Initial Troop Link Activation:

- Enter Zip Code and Select Troop Site Lead
- Site Lead must then switch to parent role and work with troop to set up their site.

Social Media Guidelines Reminder

- Friends and family or a girl must not market or share a girl's contact information, sales links, or sales information on **public-facing online sites**. This also includes social media groups that are labeled as "closed" but include members of the general public (city pages, special interest groups, yard sale sites, etc.). This ensures the safety of our girls and adherence to the cookie sale guidelines, as well as the numerous posting guidelines on websites and social media.
- **Please note** – it IS allowed to **reply** to someone's post with a comment directing them to send you a private message for a link. You should not, however, be the original poster on public pages asking people to message you. You cannot use paid social media advertisements to promote a girl's link or selling cookies in general.
- You cannot post a girl's Digital Cookie link on sites such as eBay, Craigslist, KSL Classifieds, Amazon, NextDoor, Facebook Marketplace, yard sale sites, etc.
- All social media platforms should always be through accounts set to "private" or "closed"



Policy Review: COVID-19 Guidelines

Callie Birdsall-Chambers, CMMO

Planning
now:

Online form
options

Membership Update

Callie Birdsall-Chambers, CMMO



Strategic Initiative:
Reach and Retain More Girls

Reach and Retain More Girls

Drive membership success by creating recruitment and retention strategies to reach 2,610 new girls, 3,400 renewed girls (68% retained), for a total girl membership of 6,010 by September 1, 2022.



Board Discussion

- Because we are still operating in a pandemic environment, should this membership objective be modified for this membership year?

UPDATED Membership Goals – Voted on by GSU Board (01-13-22)

	Total Girls	Renewed Girls	New Girls	Girl Scout Outreach
MY22 Previous Goal	6,010	3,250	1,960	800
MY22 Revised Goal	5,340	3,250	1,490	600

	Total Adults	Renewed Adults	New Adults
MY22 Previous Goal	2,878	2,243	635
MY22 Revised Goal	2,612	2,079	533


Planning for Success: Service Unit Stretch



GSU Current Membership - Rochelle

Programs - Sadie

Volunteer Support – Gloria

Current Membership Status

	Total Girls	Renewed Girls	New Girls	Girl Scout Outreach
MY22 Goal	5,340	3,250	1,490	600
MY22 Current	4,420	3,344	663	413
% to Goal	83%	 103%	44%	69%

	Total Adults	Renewed Adults	New Adults
MY22 Goal	2,612	2,079	533
MY22 Current	2,459	2,056	403
% to Goal	 94%	 99%	76%



Updated Service Unit Goals

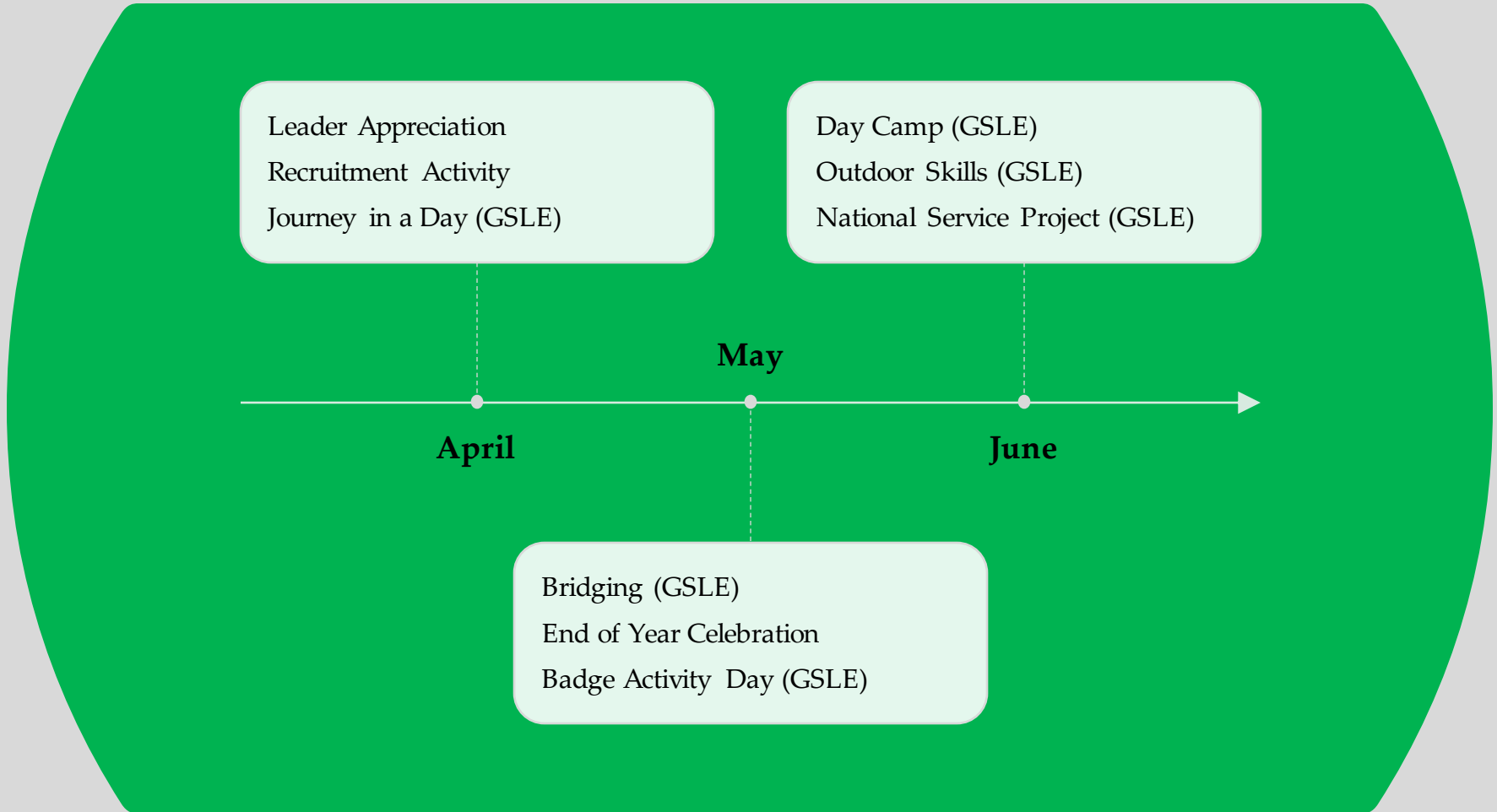
- Coming the first week of February

Service Unit Stretch Challenge:

Plan and execute a Girl Scout Leadership Experience activity or event for the service unit.

Plan and execute a council sponsored event.





VOLUNTEER TOOLKIT

The Volunteer Toolkit is volunteers' official source for delivering easy, fun troop meetings year-round! This fully customizable digital planning tool is accessible on any computer, tablet, or mobile device and provides troops with Girl Scout program content, award requirements, and other resources.

SERVICE UNIT STRETCH CHALLENGE:

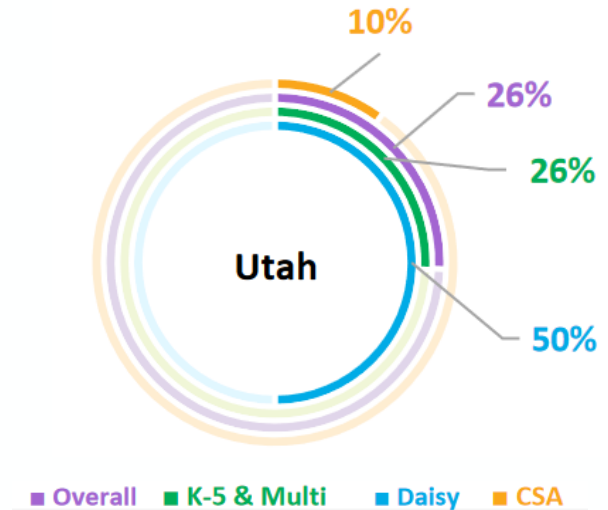
Volunteer Support and Training

- Offer two Volunteer Toolkit workshops for volunteers

Volunteer Toolkit Usage Report


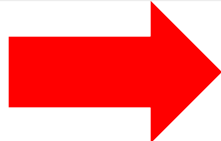
SERVICE UNITS with 40% or greater VTK usage

- Cache
- Oquirrh
- Nebo Shadows
- Jordan
- Wasatch
- Tooele



Update Troop Rosters

- Who is **not** currently active – not attending troop activities
- Who is **not** returning next membership year

Exp. date	Program level	Status	Not Returning
09/30/2022	multi-level 	● ACTIVE	 <input type="checkbox"/>

For 2022 Spring Renewal – rosters need to be updated **no later than March 31, 2022**

Annual Appeal

Girl Scouts of Utah's Annual Appeal is a way for Girl Scout families and members to invest in girls' futures by financially supporting programs, camp improvements, financial assistance, volunteer support, and other critical services.

A donation to the Annual Appeal directly impacts all Girl Scouts in Utah.

- **Daisy Circle**
- **Adopt-a-Horse**
- **Matching Funds**
- **Char Corbit Campership Fund**

Top 10 Service Units

1. Suncrest
2. Mt. Olympus
3. Hunter Valley
4. Francis Peak
5. Millcreek
6. Wasatch
7. South Davis
8. Navajo Lake
9. Alta
10. Sunnyside

Recruitment: Daisy Launch

Amethyst Tagle-York, Membership Support Specialist



- Fun
- Friendship
- Her Big Future

Daisy Launch has begun!!

Current: Kinder & 1st grade girls

- ❖ Elementary Schools
- ❖ Daycares

April 1: Preschool aged girls

- ❖ Preschools
- ❖ Daycares
- ❖ Elementary Preschools

Service Units: are essential at this time

- ❖ Talk to family, friends & neighbors
- ❖ Reach out to local store to place flyer

Current: Kinder & 1st grade girls

- ❖ These families have made it through the beginning of the school year and are now looking for things to do.

April 1: Preschool aged girls

- ❖ Current PreK girls can join Girl Scouts starting in April through Extended Year, so they are ready to launch into Daisies as Kindergarteners in the fall

Service Units : You are an amazing asset and here are ways to help

- ❖ Recruitment events can be helpful
 - ❖ Dance parties, Ice Cream Socials, Bring a friend, Robot building etc...
 - ❖ Outdoor events can also be a great way to bring families – hiking or park fun
 - ❖ Community involvement opportunities – food drive, blankets & jacket collection or essentials for women & children.
- ❖ Email campaigns – as a service unit you can encourage your leaders to email friends and family they may know with young girls looking for ways to be involved

Important Dates & Reminders

Mary Shipley, Membership Support Specialist

Troop Camping Registration

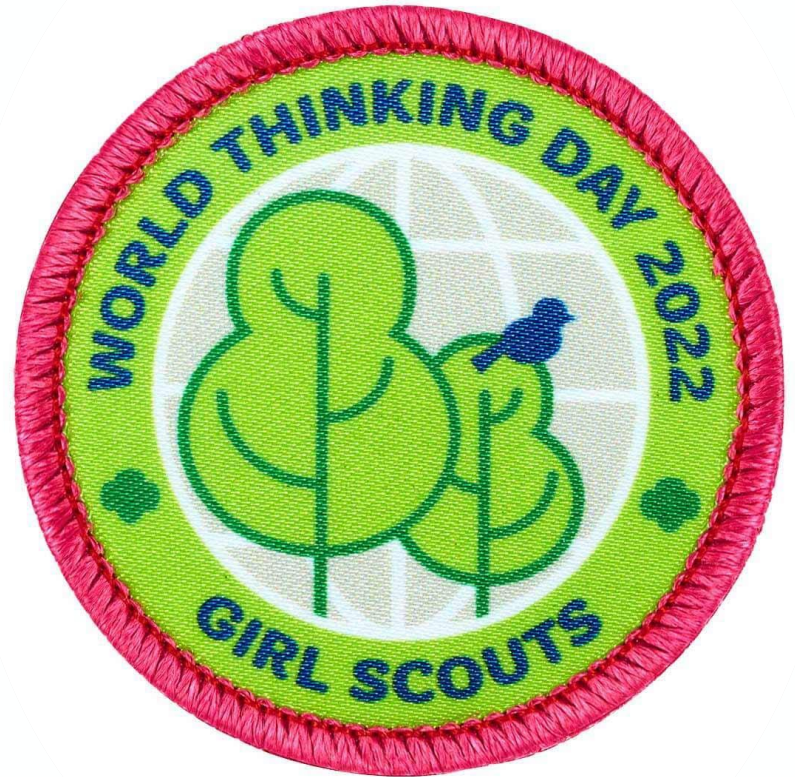
February 7 – 10

Registration Support:
Call 801-265-8472 or email info@gsutah.org



February 22 Celebrate World Thinking Day

World Thinking Day is a day of international friendship and a time to stand up for causes that could improve the lives of girls around the globe.



GSU Service Unit Appreciation Awards

Nominate a volunteer today!

Nominations must be submitted by the last Friday in March.
(March 25, 2022)

- Certificate of Appreciation
- Special Supporters Certificate
- Noteworthy New Leader Certificate
- Service Unit Girl Scout Family Award Certificate
- Outstanding Volunteer Certificate
- Years of Membership (5-45)
- Years of Service (5-20)
- Emerald Award Certificate & Pin



Upcoming Trainings

New Troop Leader Training

- 1st Wed. every month (zoom) Next is Feb. 2nd at 6:00pm
- gsLearn (on-demand, anytime)

February

- CPR/First Aid/AED in Ogden – 2/10 - FULL
- Camping 101, Virtual – 2/15

March

- Council Sponsored Events Training, Virtual- 3/5
- PR/First Aid/AED in Salt Lake – 3/9
- Camping 101 – 3/24 in person

Council Connect

Last Wednesday of the
month, 6:00 PM

- February 23
- March 30
- April 27
- May 25
- June 29



Q & A

Thank You