

**We've  
Got  
This**



**girl scouts**   
of utah

Council Connect

March 2022

# Agenda

1. Spring Renewal: Why it is important.
2. Spring Renewal Incentives
3. Planning for Success
4. Important Info, Dates & Reminders
5. 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.*



Callie Birdsall-Chambers

*Chief Marketing & Membership Officer*

The gift of  
Girl Scouts



FREE Membership Renewal

*April 1 - May 31, 2022 (for current GSU members)*

Girl Scouts of Utah is offering the gift of membership for girls and adults!

# The gift of Girl Scouts



## FREE Membership Renewal

April 1 - May 31, 2022 (for current GSU members)

Girl Scouts of Utah is offering the gift of membership for girls and adults!

### Steps to renew your FREE GSU Girl Scout Membership

**1** Log in to your MY GS Member Profile

**2** Choose girls and adults you would like to renew

**3** Click **Add Renewal** in top-right corner

**4. Please note:** The system does not allow us to add a "Gift" category. To expedite the process, we ask you to choose the financial assistance option. You do not need to meet any specific guidelines and will not receive any additional paperwork to complete. The membership renewal is simply our gift to you!  
Under Choose payment type, select "Financial Assistance"

**5.** Confirm your member details, **Review Cart**

**6.** Make sure to agree to the Girl Scout Promise & Law, then click **Submit**

**7. Congratulations!** You're renewed for another year of Girl Scouting!

### For your information:

- Parents will receive an email from GSUSA CustomerCare@girlscouts.org stating that Financial Assistance is pending at GSU. Please disregard this email as it is part of an internal process.
- If you choose to respectfully decline this gift and use your own financial resources to renew your Girl Scout membership, you may choose the payment option in MY GS. Thank you for your gift to us!



# Spring Renewal

Why it is important!





Why?

- ✓ TBH, it's just easier
- ✓ No chasing down registrations
- ✓ Incentives are always fun
- ✓ Keeping the girls engaged in the next steps



# Spring Renewal Incentives



# Service Unit 73% Renewal

## S'mores and Songs Event

April 1 - May 31



## Troop 100% Renewal\*\*

Cookie Booth Fast Pass

Additional \$0.05/Package

April 1 – April 30



May 1 – May 31



*\*\*Troops must meet adult to girl safety ratios. Troop 100% renewal numbers will be determined by the number of girls actively registered in the troop as of March 31, 2022. Incentives available for 2023 Cookie Program.*



### Troop Watch Party Box

10 troops will be drawn the first week of April for a box of goodies to enjoy during the exclusive member event!



**Members**

**April 1 - April 30**

**May 1 - May 31**

Exclusive Member Event\*



Girl Scout-Designed Life Skills Patch



GSU Sticker Pack



*\*Details about the exclusive member event coming soon!*



# Planning for Success

Membership Growth & Retention

Girl Scout Programs

Volunteers Support & Training

Service Unit Team Building

Council Required



## Membership Growth & Retention

Participate in three (3) council recruitment events  
Host one (1) spring renewal event



Your MSS has an opportunity for you to help with a recruitment event

SU's are participating in parades and summer activities.

- We have banners
- We have Girl Scout flyers

Host a renewal event...group hike, bike ride, play at the park, get together as a group and play

# Girl Scout Programs

Plan and execute one (1) council sponsored events during the year

Plan and execute a Girl Scout Leadership Experience activity or event

**The Girl Scout Difference**

We all know the Girl Scout mission: building girls of courage, confidence, and character, who make the world a better place. But how exactly does that happen? Our success comes from focusing on the **Girl Scout Leadership Experience (GSLE)**. The GSLE is designed to help girls everywhere develop as leaders and build confidence by learning new skills. It also ensures that Girl Scouts at every level are sharing a powerful, national experience – girls together changing the world!

**THE FOUR PILLARS OF THE GSLE**

Everything in Girl Scouts centers around our four pillars, designed to meet her where she is now and to grow along with her. Whether she's building a robotic arm, coding her first app, packing for her first hike, or advocating for change in her community, a Girl Scout has an exciting array of choices to suit her interests at every age.

- STEM** (Microscope icon)
- OUTDOORS** (Leaf icon)
- LIFE SKILLS** (Checklist icon)
- ENTREPRENEURSHIP** (Piggy bank icon)

**Five Outcomes of the GSLE**

Our GSLE is a one-of-a-kind leadership development program for girls, with proven results\*. When girls participate in Girl Scouts, they thrive in five key ways:

- 1 SENSE OF SELF**
- 2 POSITIVE VALUES**
- 3 CHALLENGE SEEKING**
- 4 PROBLEM SOLVING**
- 5 HEALTHY RELATIONSHIPS**

\*Methodology: An online survey was conducted by the research firm Decision Analyst and consisted of 3014 girls (1507 Girl Scouts, 1507 non-Girl Scouts) aged 5-18. Quotas were set by age, race/ethnicity, region, and family income to achieve a nationally representative sample. For more information, contact [girlresearch@girlscouts.org](mailto:girlresearch@girlscouts.org) and look for more statistics from this survey throughout this book.

6 • 2020-2021 Annual Program Book

Badge work  
Journey  
Bridging

Volunteer Support  
&  
Training

SU Award Recognition stats

- 601 Cache
- 604 Alta
- 608 Suncrest
- 623 Nebo Shadows
- 639 Red Rocks
- 649 Copper Meadows
- 654 Sunrise
- 659 Hunter Valley
- 661 Francis Peak
- 663 Juniper
- 664 Mt Olympus



Certificate of Appreciation



Special Supporters Certificate



Noteworthy New Leader Certificate



Service Unit Girl Scout Family Award Certificate



Outstanding Volunteer Certificate



Emerald Award Certificate & Pin





## Service Unit Team Building

Do something nice for the service unit team, like hosting a dinner, brunch, or retreat. Celebrate the volunteers that do the most for the Service Unit.



## Council Required

# Submit the annual Service Unit Finance Report and Budget Worksheet to council by June 30

Be ready to turn in your SU report on time.

SU Finance Reps be ready to help support troops to get theirs in one time.

Both Troops and SU's deadline is June 30.

Are you sharing your budget and plans with your service unit leaders? We recommend sharing this often so they know how the funds are serving the girls.

\*Perhaps each meeting and/or quarterly, but on a regular schedule.



Important Info,  
Dates &  
Reminders



# Upcoming Trainings

## April

- Extended Overnights/National Trips (virtual) – 4/9
- CPR/First Aid/AED in Ogden – 4/12
- Camping 101 – 4/21 in person, in Salt Lake

## Desert Sky & Navajo Lake

- CPR/First Aid/AED in Hurricane – 4/30
- Camping 101 in Hurricane – 4/30



# GSU Annual Meeting

Virtual / Zoom Meeting

Saturday  
April 30, 2022

1:00 p.m. to 3:00 p.m.



# Program Aide Training

Cadettes

Friday, April 29, 6-9pm  
&  
Saturday, April 30, 9am - 12pm

GSU American Fork Office

## Council Connect

Last Wednesday of the  
month, 6:00 p.m.

- April 27
- May 25
- June 29



**GSU**  
**Leadership**  
**Summit**

## Save the Date

Trefoil Ranch in beautiful Provo Canyon.

Participate in an array of workshop options that will help you plan for success.

Spend valuable time connecting with your team.





Q & A

Thank You

