

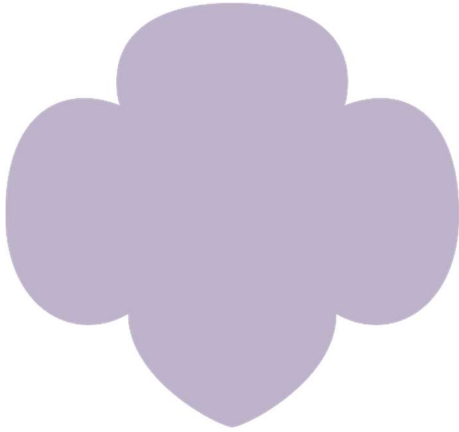


SERVICE UNIT Planning Packet



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SERVICE UNIT ANNUAL VISION PLAN



Council Strategic Goals:

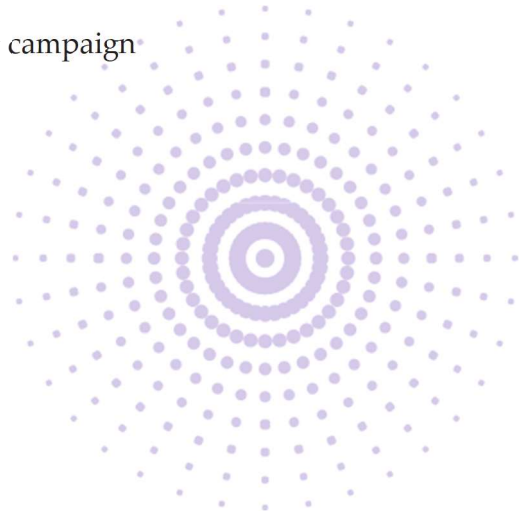
- Reach and retain more girls
- Transform the volunteer experience
- Effective operations
- Diversity, equity, and inclusion

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, community events, and annual giving campaign
 - Participate in volunteer recognition


Our 2022 Service Unit goals:

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



SERVICE UNIT INFORMATION

Service Unit Name:	Service Unit #
County(ies):	Troops within the Service Unit: # # # # # # # # # # # # # # # # # # # #
Public School Districts:	
Private Schools:	
Other Organizations:	
Partnerships:	



SERVICE UNIT TEAM ROSTER

Administrative:

- Service Unit Manager: _____
- Finance Representative: _____
- Delegate Representative: _____

Programs:

- Product Program Representative: _____
- Events Representative: _____
 - Day Camp Coordinator (optional): _____
 - Girl Advisory Board Advisor (optional): _____

Volunteer Support:

- Recruiter/New Troop Mentor: _____
- Recognition Representative: _____
- Communications Representative: _____



IMPORTANT DATES

Council Events

October 13 | Utah Day of the Girl
November | Recognition of Excellence
February | Town Hall Meeting
February | JGL/Lifetime Member Luncheon
April | Outdoor Conference
April 30 | Annual Meeting
June 16-18 | Camporee
August 12 -13 | Camping for a Cause
August | Leadership Summit

Annual National Girl Scout Activities

October 1 | New Girl Scout year begins
October 31 | Juliette Gordon Low's Birthday
October - November | Investiture and Rededication
February 18-20 | GSUSA Cookie Weekend
February 22 | World Thinking Day
March | Girl Scout Week & Girl Scouts Celebrate Faith
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
September 30 | Girl Scout year ends

Council Connect Meetings

4th Wednesday of the month at 6:00pm

- September 29
- October 27
- December 1
- January 26
- February 23
- March 30
- April 27
- May 25
- June 29

Council Dates to Remember

September - October | Fall Product Program
October | Tree Promise Event
October 2 | Troop Leader University
November | Recognition of Excellence
January | Camp Registration
January | Cookie Rallies
January | Cookie Program Begins
February | STEM No School Day
February | Troop Camping Registration
February | Cornelia Benton Scholarship applications open
February | Destinations applications open
March | Cookie Program Ends
March 25 | SU Appreciation Awards Due
February - April | Spring Recruitment
April | STEM Careers Festival
April 1 - June 15 | Spring Renewal
June - August | Summer Camp
June 16-18 | Camporee
June 30 | Troop Finance Reports due to SU
July 29 | Council Level Recognition Nominations Due
July 31 | SU Finance Reports due to Council
August | Camp Fury
August 1 - September 30 | On-Time Registration
August - October | Fall Recruitment
September | Girl Scouts Love State Parks Event
September | STEM Exploration Day
September 30 | Highest Award final report deadline

Girl Scouts of Utah Office Hours

- For closure dates and shop hours please refer to the GSU website:
www.gsutah.org

RECOMMENDED QUARTERLY ACTIVITIES

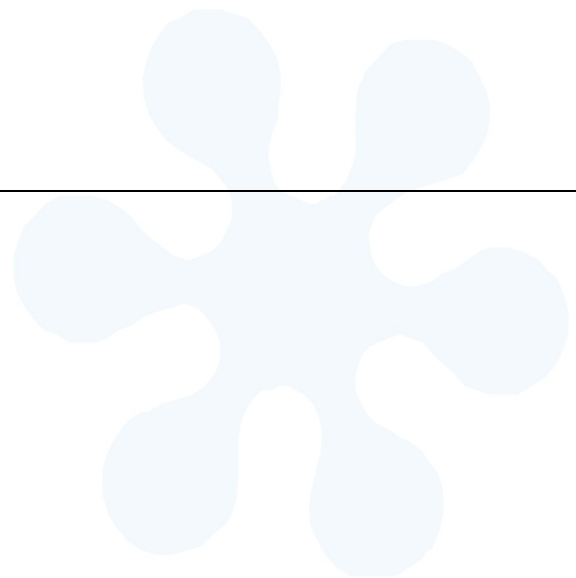
October-December	
Focus Area	Tasks
Membership New Member Recruitment and Registration SU Recruiter SU Manager	Continue to communicate with council staff to make sure troops have completed membership registration. In partnership with council staff, plan additional open houses and recruitment events where 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
<p>Membership New Member Recruitment and Registration</p> <p>SU Recruiter SU Manager</p>	<p>Plan and participate in spring kindergarten events. Support winter/spring council recruitment activities.</p>
<p>Volunteer Support Retention and Troop Support</p> <p>SU Manager SU Troop Mentor</p>	<p>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.</p>
<p>Programs Product Program (cookies)</p> <p>SU Product Sales Rep</p>	<p>Support new leaders through the cookie program. Support recruitment of booth sale sites.</p>
<p>Programs GSLE Activity Planning</p> <p>SU Event Rep SU GAB Advisor SU Communications Rep</p>	<p>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).</p>
<p>Operations Service Unit Training</p> <p>SU Manager SU Troop Mentor SU Delegate Rep SU Delegates/Alternates</p>	<p>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.</p>

April - June

Focus Area	Tasks
<p>Membership New Member Recruitment and Registration</p> <p>SU Recruiter SU Manager</p>	<p>Participate in spring kindergarten registration events. Meet with council staff to coordinate fall recruitment activities. Order recruitment supplies and materials from the council.</p>
<p>Volunteer Support Retention and Troop Support</p> <p>SU Manager SU Recognition Rep SU Communication Rep SU Troop Mentor</p>	<p>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.</p>
<p>Programs Cookie Program</p> <p>SU Product Program Rep SU Event Rep SU GAB Advisor</p>	<p>Distribute girl rewards. Schedule and plan an activity to support GSLE.</p>
<p>Operations Governance</p> <p>SU Delegate Rep SU Delegates/Alternates</p>	<p>Attend council annual meeting.</p>



July-September

Focus Area	Tasks
<p>Membership New Member Recruitment and Registration</p> <p>SU Recruiter SU Manager</p>	<p>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.</p>
<p>Volunteer Support Retention and Troop Support</p> <p>SU Manager SU Troop Mentor</p>	<p>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.</p>
<p>Programs Fall Product Program</p> <p>SU Product Program Rep</p>	<p>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.</p>
<p>Programs Service Unit Events</p> <p>SU Events Rep SU GAB Advisor</p>	<p>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.</p>
<p>Operations Service Unit Meetings</p> <p>SU Manager SU Communications Rep</p>	<p>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).</p>
<p>Operations Develop Annual Budget</p> <p>SU Manager SU Finance Rep</p>	<p>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.</p>

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 service unit recruitment events.
5. Host a spring or summer renewal event.

Suggested recruitment events:

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

GIRL SCOUT PROGRAM

1. **85% Troop participation Cookie Program.**
2. Troop participation in the Fall Product Program.
3. Plan and execute a Girl Scout Leadership Experience activity or event for the service unit.
4. Plan and execute a council sponsored event.

VOLUNTEER SUPPORT AND TRAINING

1. Schedule monthly Service Unit meetings and include structured networking for all volunteers.
2. Offer two Volunteer Toolkit workshops for volunteers within your service unit.
3. Nominate and recognize volunteers at the Service Unit and Council Level.

SERVICE UNIT TEAM BUILDING

1. **Recruit volunteers for Service Unit positions:**
 - Service Unit Manager*
 - Recruiter/New Troop Mentor*
 - Product Program Rep*
 - Events Rep*
 - Delegate Rep
 - Finance Rep
 - Communication Rep
 - Recognition Rep

*Recommended that volunteer filling this role should not take on more than one single position.
2. **Have service unit representation at every Council Connect meeting.**
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 Girl Scouts of Utah Giving Campaign.**
2. **Submit the annual Service Unit Finance Report and Budget Worksheet to council by July 31.**
3. **Meet with Membership Support Specialist to complete end-of-year Service Unit Assessment by June 30.**

Membership Goals

	Year End 2020-2021		Goal for 2021-2022	
	Girls	Adults	Girls	Adults
New Troops Formed				
New Girls				
New Adults				
Number of Recruitment Events				
Girl Early Renewal				
Adult Early Renewal				
Total Girls Renewed				
Total Adults Renewed				
% of Troops Using VTK				
Council Connect Meeting Attendance				
Number of Volunteer Toolkit Workshops				
Other:				
Other:				
Other:				
Other:				

SERVICE UNIT BUDGET

BUDGET WORKSHEET

<u>INCOME</u>	Proposed Budget	Actual	+/-
Cookie income			
Event registration			
Interest income			
Donations under \$250—			
Donations over \$250—			
Other—			
Other—			
Other—			
Total Income			
<u>EXPENSES</u>			
Administration			
Recruitment event —			
Recruitment event —			
Adult development— training			
Adult development— recognition			
Adult development— end-of-year event			
Programs/events— Cookie Rally			
Programs/events— Day Camp			
Programs/events— World Thinking Day			
Programs/events—			
Membership Assistance (girl/adult)—			
Renewal event —			
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.

Service Units are not independently recognized non-profits; therefore, they are not permitted to engage in separate fundraising activities. To cover expenses incurred during the course doing business, GSU provides service units with an annual allocation that which is calculated based on the number of boxes of cookies sold during the cookie program.

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, recruitment or renewal events, and other GSLE type activities to keep girls engaged – some examples: Cookie Rallies, World Thinking Day, Never the Same Weekend, Day Camp, Bridging Ceremony, Rededication/Investiture Ceremony.

Recruitment / Retention Events – 30% of Program Services Budget

Costs could include supplies, fees for booth/table, swag items, handouts, printing, etc.

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, recognition of higher awards earned by girls.

RESOURCES – 15%

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

ASSISTANCE TO INDIVIDUALS – 10%

This includes requested support for individual girls, such as money for higher award expenses, lifetime membership for graduation Girl Scout Ambassadors; and can include funds for new leader memberships.

ADMINISTRATION OF THE SERVICE UNIT – 5%

This includes expenses for administrative costs including photocopies, paper, postage, and meeting place rental fees, and more.

Service Units Teams are provided a Finance Overview which will help guide a budget and allocation of funds.

Finance Representatives are responsible for oversight of the budget, financial transactions, records, and reports.

YEAR END ASSESSMENT

Service Unit Managers meet with council Membership 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:

(Enter volunteer name and award)

Nominations recommendations for next year:

(Enter volunteer name and award)

Service Unit Stretch Challenge Summary

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 = 15 points for each bold item
- Complete additional items in each section = 10 points for each completed item

Service Unit # and Name	
Volunteer Name	
Service Unit Position	
Email:	
Phone:	

Challenge Components	Goal	Outcome
Membership Growth & Retention		
1. Retention Goal (girl)		
2. Recruitment Goal (girl)		
3. Participate in three (3) council recruitment events		
4. Host two (2) fall recruitment events		
5. Host one (1) spring renewal event		
Girl Scout Program		
1. 85% Troop participation in the Cookie Program		
2. Troop participation in the Fall Product Program		
3. Plan and execute a Girl Scout Leadership Experience activity or event		
4. Plan and execute two (2) council sponsored events during the year		
Volunteer Support and Training		
1. Schedule monthly (Sep. – May) Service Unit meetings and plan time for structured networking for all volunteers		
2. Offer two Volunteer Toolkit workshops for volunteers within your service unit		
3. Nominate and recognize volunteers at the Service Unit and Council levels		
Service Unit Team Building		
1. Recruit volunteers for Service Unit positions		
• Service Unit Manager*		
• Communications Rep		
• Delegate Rep		

• Finance Rep		
• Events Rep*		
• Product Program Rep*		
• Recruiter/Troop Mentor*		
• Recognition Rep		
<i>*Recommended to hold single position</i>		
2. Have service unit representation at every Council Connect meeting		
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 participating in the GSU Giving Campaign		
2. Meet with council staff in June to complete end-of-year service unit assessment		
3. Submit the annual Service Unit Finance Report and Budget Worksheet to council by July 31		

Steps taken to complete the challenge

Service Unit Managers should fill out the Service Unit Stretch Challenge Summary and send to Lisa Timoteo, Volunteer Support manager, ltimoteo@gsutah.org, by August 20, 2022 to qualify for the above referenced points.