



Council Connect

February 24, 2021



Agenda

- Volunteer Policy Review – LisaT
- Cookie Cupboards & Placing an Order - Allison
- SU Stretch Challenge: Where does your SU stand?
 - Membership - Ruth
 - Annual Appeal – Casey
- Spring Renewal Campaign - Sadie
- Volunteer Appreciation - Amy
- Recruitment: Daisy Launch – Julia
- Tips for Leaders: Troop Proceeds - Gloria
- Training: Finding the Balance - Suzy
- Message from GSU Leadership - Ruth
- Important Updates & Reminders – LisaT





GSU Volunteer Policy Review

Lisa Timoteo,
Volunteer Support Manager



Girl Scouts of Utah Emergency Procedures

An emergency is defined as an incident that involves:

- A fatality
- A near-fatality
- Potential media attention
- An incident that brings a Girl Scouts of Utah policy into question

Please remember that the Girl Scouts of Utah CEO, Board Chair, and the V.P. of Marketing and Communications are the **only** council representatives who speak with the media regarding a Girl Scout issue.



Girl Scouts of Utah Emergency Procedures

**24-hour emergency
number:**

(801) 483-3413



- Give attention to injured person(s).
- Call 9-1-1
- Call the Girl Scouts of Utah's 24-hour emergency number.
- Provide your name, troop role, and troop number - is this a serious accident or a fatality?
- Make no statements to the press and refer all media inquiries to the VP of Marketing & Communications.
- Don't discuss the incident, place blame, or accept liability.
- Do not surrender any permissions slips or medical release forms.

Preparing for Emergency Care



**KEEP
CALM
I'M A
GIRL
SCOUT**

- Know what to report
- Establish and practice procedures for weather emergencies
- Establish and practice procedures for fire evacuations, lost persons, and building-security issues
- Assemble a well-stocked first-aid kit that is always accessible



Cookie Cupboards & Placing an Order

Allison Wickel,
Product Program Manager



Cookie Cupboards are OPEN

- Order the day before your scheduled pickup
- Order will be pre-pulled and ready to load
- Order ONLY in cases until March 16
- Package orders available after March 16

Cookie Booth Resources, Guides, & Tips

Booths: Availability, Signing Up, & Ordering Cookies ▼

Booth Health & Safety Tips ▼

Contactless Payment ▼

Bling Your Booth ▼

Cookie Cupboards & Cookies on the Go ▲

Cookie Cupboards


After initial order delivery day, additional cookies are stored and can be picked up from cupboards. NEW for 2021 and due to social distancing requirements, please place your pending cupboard order and pickup time prior to arriving at the cupboard. *Cupboards will open February 23, 2021.*

[2021 Cookie Cupboard Hours - SLC, American Fork, and Ogden Offices](#)

[2021 Southern Utah Cookie Cupboard Hours](#)



Questions?



Allison Wickel,
Product Program Manager
awickel@gsutah.org
(801) 716-5125



Service Unit Stretch Challenge

Where Does Your Service Unit Stand?



Membership

Ruth Strawser,
COO



Top 5 SUs in Membership!

New Girls!!!

- SU 653 (Sanpete) – 150%
- SU 624 (Fish Lake) - 100%
- SU 648 (Dixie) - 61%
- SU 654 (Sunrise) - 59%
- SU 662 (Frontier) - 52%

Renewed Girls!!!

- SU 608 (Suncrest) - 101%
- SU 640 (Carbon) - 100%
- SU 643 (Jordan) - 98%
- SU 607 (Crystal View) - 97%
- SU 639 (Red Rocks) - 95%





Stretch Goal Results Sheet

- Thank you Suncrest for the idea!!
- Normally it will be out the first week of each month, but we are still developing and collecting this first issue.
- First one will be in March for February update
- VSS will check-in with SUMs for questions

	Membership Growth														
	Girl Goal	Current Girl	% to goal	increase or decrease from LY	Adult Goal	Current Adult	% to goal	increase or decrease from LY		New Girl Goal	Current New Girl	% to goal	New Adult Goal	Current New Adult	% to goal
601 Cache	201	150	75%	-21%	91	71	78%	-14%		58	15	26%	29	10	34%
602 Box Elder	42	28	67%	-24%	20	16	80%	-11%		14	4	29%	6	0	0%
604 Alta	307	203	66%	-36%	85	109	128%	31%		55	20	36%	19	8	42%
606 Wasatch	186	131	70%	-26%	88	65	74%	-26%		45	11	24%	28	5	18%
607 Crystal View	138	121	88%	-20%	72	49	68%	-25%		25	11	44%	23	4	17%
608 Suncrest	185	164	89%	-16%	157	118	75%	-17%		39	17	44%	50	6	12%
609 Lakeview	66	24	36%	-66%	57	20	35%	-62%		13	3	23%	18	1	6%
610 South Davis	183	142	78%	-22%	96	79	82%	-15%		47	11	23%	26	10	38%
614 Tooele	238	175	74%	-24%	105	79	75%	-24%		65	16	25%	27	2	7%
622 Four Valley	206	143	69%	-30%	95	71	75%			42	16	38%	24	5	21%
623 Nebo Shadows	149	111	74%	-25%	78	56	72%			37	14	38%	22	6	27%
624 Fish Lake	8	5	63%	-44%	8	2	25%			2	2	100%	4	1	25%
625 Uintah Basin	57	38	67%	-25%	29	22	76%			19	5	26%	9	3	33%
635 Timpanogos	230	165	72%	-28%	108	78	72%			58	16	28%	28	5	18%
637 Navajo Lakes	59	33	56%	-39%	34	14	41%			21	10	48%	14	1	7%
639 Red Rocks	57	47	82%	-13%	27	18	67%			16	8	50%	8	4	50%
640 Carbon	17	15	88%	-6%	9	7	78%			3	1	33%	3	0	0%
643 Jordan	231	184	80%	-16%	87	66	76%			67	23	34%	22	7	32%
644 Oquirrh	519	366	71%	-25%	229	170	74%			151	34	23%	69	14	20%

Annual Appeal

Casey Logan,
Development Manager





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 has the opportunity to do so.

Ways to give:

- Membership Registration/Renewal
- Daisy's Circle
- Adopt-a-Horse
- One time gift
- Payroll deductions
- Employer matching gifts
- Service Unit events

Updates



We currently have 8 Service Units involved in this year's Annual Appeal!



3 horses have been adopted!



We have 25 Daisy's Circle founding donors!

SU Updates



Met their goal– Suncrest



Closest to reaching goal – Millcreek & Scenic View



Highest amount of money raised – Mt. Olympus




Highest number of individual donors – Sunnyside



Highest number of Daisy's Circle members -
Suncrest



Questions?



Megan Marzella, Project Specialist
801-716-5151

Casey Logan, Development Manager
801-716-5147

Carrie Valentine Fuller, VP of Development
801-716-5153

Spring Renewal

Sadie Fowers,
Volunteer Support Specialist



Why does a service unit team help in renewal?

- Your Team
- Your Troops
- Your Families and Girls

How do you do this?

- Share and be a cheerleader for what GSU is providing with the renewal program.
- Reach out to your leaders and girls to let them know the program.
- Is there something that you could add to the renewal program?
An event? An extra benefit?

Membership Year 2022 We've Got This

- Incentives for girls and troops
- Tiered based on date of renewal
- Cumulative based on date of renewal
- Spring Renewal Opens Nationwide: April 1
- GSU Incentives: May 1 – June 15



By renewing early, you celebrate the grit and perseverance of our girls and volunteers, while also reinforcing the theme of Girl Scout community. We've Got This.

The Early Bird gets the worm.
We've got a worm coming we
think you are going to LOVE.

- An exclusive experience for girls that renew for 2022 by May 1!
- Also available to girls that are currently lapsed will be included with their renewal!
- A virtual event with a correlating program series!
- Keep listening for the official announcement!



Volunteer Appreciation

Amy Roberts,
Volunteer Support Specialist



Ways to Show Appreciation to Your Leaders

- Do it often
- Recognize the person, not the work
- Be consistent
- Be timely



Appreciation Ideas:

- Invite leaders to gather at a park for a catered lunch
- Recognize new troop leaders, keep the momentum going
- Submit nominations to Girl Scouts of Utah for awards and recognition



How to Submit a Service Unit Award Nominee:

1. Complete Name of Person Being Nominated*
2. Service Unit Award*
3. Nominated by (your name)*
4. Brief description of Service*
5. Required Letter(s) of Endorsement (for some awards):

**Those marked with asterisk are required.*

Certificate of Appreciation	▼
Special Supporters Certificate	▼
Noteworthy New Leader Certificate	▼
Service Unit Girl Scout Family Award Certificate	▼
Outstanding Volunteer Certificate	▼
Emerald Award Certificate & Pin	▼



Recruitment: Daisy Launch

Julia Clark,
Recruitment Specialist



What Council is Offering

- Free 4-week Daisy Launch program for all girls in grades K and 1- Anyone who joins during the event or within a week after gets a Daisy Launch patch
- Make New Friends program for girls in pre-k that will take place in April and May.
- Animal Dance Parties every other Wednesday until March 23rd (anyone who joins during the event gets a fun patch)



We can't do it without your help!

Service Units can assist in helping us recruit Daisies by:

- Helping or co-hosting an Animal Dance Party event
- Inviting girls in grades K-1 to join the daisy launch, or girls in grades K-3 to the animal dance parties
- Recruiting Daisies into your service unit
- Reach out to schools and preschools in your area that you currently have connections with
- Reach out to friends and other parents who might be interested in volunteering

By sharing:

- General Daisy Launch Flyers
- Daisy Launch Series & Animal Dance Party flyers
- Take-away cards that can be placed on counters (such as at the Dentist, hairdresser, etc) as you or volunteers in your SU are out and about in the community.
- Eventbrite links or links to join on social media/calendars/etc.



Tips for Leaders: Troop & SU Funds

Gloria Bircher,
Volunteer Support Specialist



Ways Service Units & Troop Can Use Funds for Girls

Events &
Activities

Recruitment &
Retention

Recognitions,
Badges, Rewards

Annual Giving
Campaign

Incentives

New Troops

Supplies & Food

Service Products

Trainings &
Meetings

Adult & Girl
Membership
Fees

Extra Insurance,
Facility Costs

Uniforms



Training: Finding the Balance

Suzy Austin,
Training & Development Coordinator



Volunteering is Awesome, But....

- ❖ Sometimes it can be hard to balance your commitment to Girl Scouts with all the other busy and important commitments in your life.
- ❖ Even for the most dedicated and enthusiastic volunteers, lack of balance can lead to burnout.
- ❖ Here are a few ideas to help with that...





Be Honest With Yourself

- ❖ Be realistic about the amount of time and input you are able to contribute.
- ❖ Try not to take on more than you are able to manage.

DELEGATING



Ask For Help

- ❖ If you have already taken on too much (or something comes up), talk to others and don't be afraid to ask for help.
- ❖ Maintaining positive relationships with other GS volunteers and GS parents provides you with a great support network.
- ❖ Don't be afraid to delegate specific tasks to GS parents to help run meetings.



Form a Routine

- ❖ Think about what seems difficult to manage:
 - Is it responding to the questions and needs of others?
 - Preparing for troop meetings?
- ❖ Once you figure out your trouble area, set aside some time in your weekly routine to devote to that task.
- ❖ Set realistic expectations for what you can accomplish in that amount of time and stick to a firm start & stop time.

Prioritize

- ❖ Sometimes everything hits you at once.
- ❖ There are always those weeks when everyone comes down at you at once; you a presentation at work, a GS troop meeting on the same day that your spouse is away on a business trip AND you wake up with the flu!
- ❖ Learning what must come first and what can be tabled for next time is a continual process of reflection.
- ❖ Be willing prioritize and don't beat yourself up over making a necessary choice.





Organize Your Supplies

- ❖ Between volunteering commitments and work, you may have 5 or more different groups or meetings that occur on a regular basis and require specific supplies.
- ❖ One thing that can save you some stress is having your supplies for each commitment at the ready.
- ❖ Consider having a separate tote bag that you keep ready for each type of event, so that all you have to do is grab your bag on the way out the door.



Multi-Task

- ❖ It can actually be a good thing!
- ❖ What we mean is choosing your commitments in ways that benefit multiple areas of our life.
- ❖ For example, if you highly value time with family and time with GS, choose an area of GS volunteering that you can do with your whole family.
- ❖ If you value career networking, choose an area of GS volunteering where you can meet new people from your community to network, like Event Planning or Day camp.

Utilize Your Resources

- ❖ The Volunteer Toolkit has a ton of cool features to help volunteers plan and strategies to help with challenges that come up.

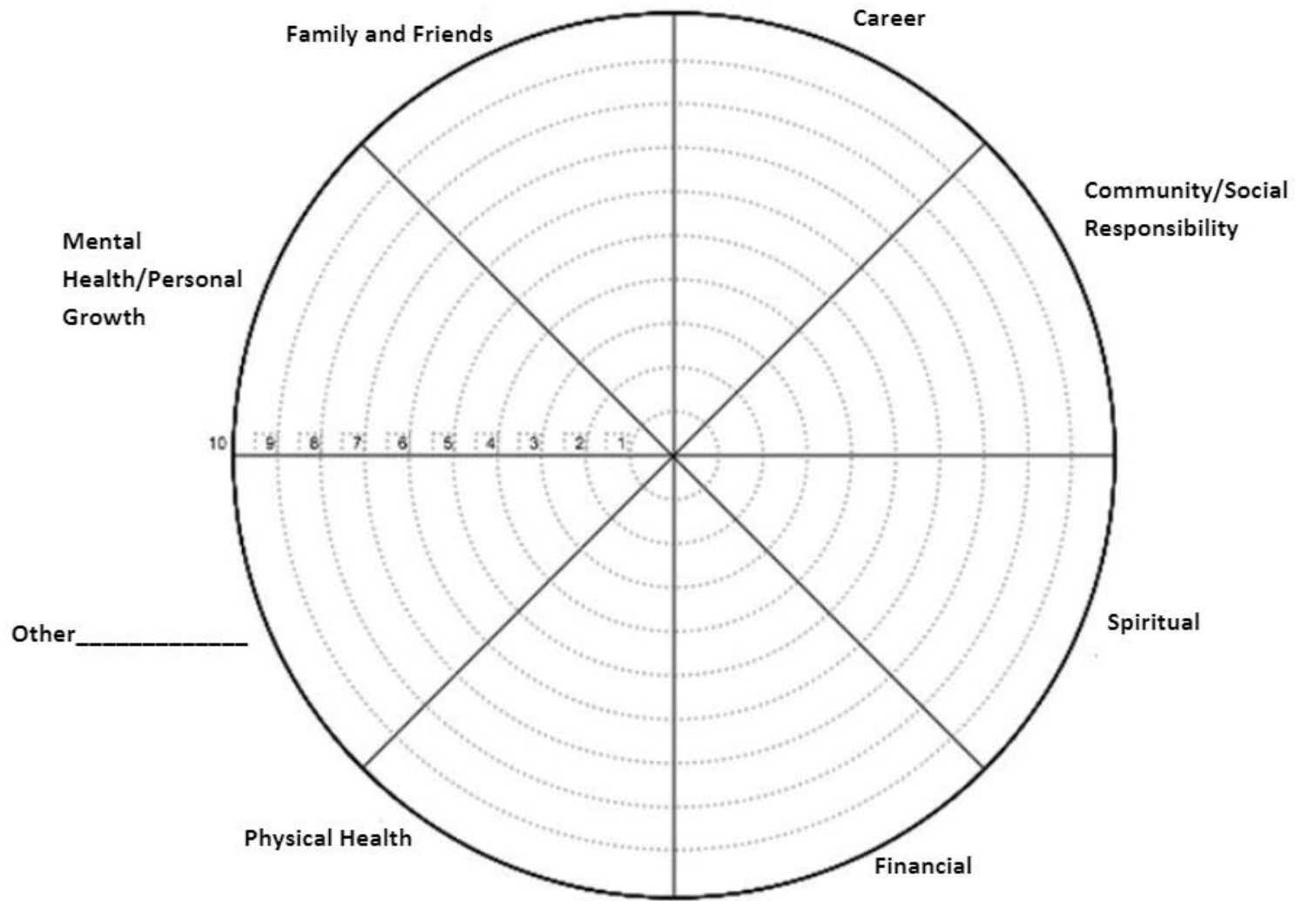


Make Time for Yourself

- ❖ As working women/moms/caretakers it can be hard to carve out time for ourselves, but it's vital to recharge.
- ❖ Try to find at least a few minutes each day to do something for yourself that you enjoy.



Wheel of Life



Training Opportunities



New Training:

- ❖ Dollars and Sense: Troop Finances
- ❖ Child Protection (Child Abuse; recognition/how to report)

Training in the Works:

- ❖ Clique Proof Your Troop
- ❖ Virtual Meetings Playbook (based on NE Texas Council playbook)

➤ What other trainings do you need/would like? Please contact Suzy at saustin@gsutah.org



Message from COO

Ruth Strawser,
Chief Operations Officer



Membership Update



	2021 Goal	Today (2/24)	% to Goal	Last Year at this time	% +/-
All Girls	6,011	4,381	73%	5,785	-24%
New Girls	1,405	489	35%	1,163	-58%
Renewed Girls	4,206	3,571	85%	4,214	-15%
APD Girls	400	315	79%	408	-23%
All Adults	2,744	2,231	81%	2,649	-16%
New Adults	565	221	39%	506	-56%
Renewed Adults	2,179	2,002	92%	2,143	-7%
All Members	8,755	6,612	76%	8,434	-22%

How do we compare to national trends?

6,612 Members
-21.1%

1,442,191 members
-30.5%

4,381 Girls
-23.8%

926,551 Girls
-33.6%

2,231 Adults
-15.3%

515,640 Adults
-24.2%

MY21 Spring Renewal: Best Practices

There's no tried-and-true tactic for renewal this year, but these practices all contribute to success.

Plan for Ongoing Outreach.

Unlike previous years when councils would focus on a 4-6 week push, find new opportunities + experiences to highlight and share from April – July. Each family may have a different reason to return.

Incentives Drive Decisions.

The one tactic that seemed to drive responses in 2020 were deadline aligned with meaningful local incentives. Incentives don't have to be substantial but contribute to a girl's or volunteer's experience.

Show More Than Tell.

It's not enough to just say "We're on your team." Clearly show girls, families + volunteers how your council have addressed their needs in the past year, especially highlighting how you have taken the burden off of troop leaders or directly supported girls with new technology, programs or events.

Process. Process. Process.

Audit processes around renewal to ensure a smooth customer experience, focusing on filling any gaps due to changes in roles at your council. Complete data quality checks, prepare for disbanding troops or vacant volunteer positions, and message older girl opportunities beyond troop.

Spring Renewal: Show More than Tell

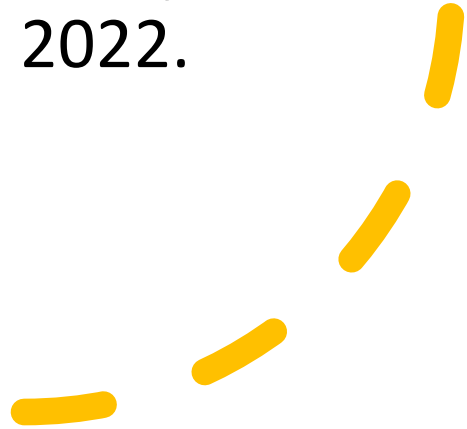
Highlights for Girls + Families

- What are parents/caregivers missing out on or falling behind in?
- What is something new girls can get excited about as well as the return to normalcy, community, and belonging.
- Reinforce for bridging girls/families what they can look forward to: highest awards, travel, outdoor adventures, etc.

Highlights for Volunteers

- What is your service unit doing to help lift the burden for volunteers?
- Are you sharing information with your volunteers? Are you listening to your volunteers?
- What will you do moving forward with our newest ways of work?

Membership Proposal – Extended Year Membership

1. Permanently change the eligible start date of Extended Year Membership from May 1 to April 1;
 2. Allow lapsed members who rejoining between April 1, 2021 and September 30, 2021 to purchase the \$35 extended year membership, which begins immediately and continues through September 30, 2022.
- 

Council Staff Summit

February 22–25, 2021



Conference Goals


- Unite council operational staff around a short-term plan to recover and grow membership.
- Generate excitement around a refreshed brand, Volunteer Systems 2.0 and gsEvents, refreshed program, and new ways to serve girls.

A word cloud featuring various business and strategy terms. The words are arranged in a roughly triangular shape, with 'COLLABORATION' being the largest and most central word. Other prominent words include 'PIVOT', 'UNIQUE', 'REALITY', 'CONNECTION', and 'CUSTOMER'. The words are written in a hand-drawn, sans-serif font and are colored in shades of blue, green, purple, and red. The background is plain white.

PLANNING
MOTIVATION
AGILITY
EMBRACE
DATA
MOBILIZE
PIVOT
UNIQUE
INTENT
COLLABORATION
PARTNERSHIP
EXECUTE
ANTICIPATE
IMPROVEMENT
LEADERSHIP
TRANSFORM
BRAND
CHANGE
AMBITION
REALITY
CONNECTION
HERITAGE
CUSTOMER



Sessions:

- Membership Planning
 - Virtual programming
 - New program resources
 - Updates to the Highest Awards process
 - New Brand Identity
 - Older Girl Strategies
 - And more!!!
- 

Important Updates & Information



girl scouts
of utah



Upcoming Training Courses

April

- Camping 101 – 4/8
- Council Sponsored Events – 4/17
- GSU Child Protection Training – 4/21
- CPR/First Aid/AED – 4/28
- Extended Overnights/Nat'l Trips – 4/29

New Troop Leader Training - Monthly

Program Aide Training (Cadettes)

- Series: April 10, 13, 15, 20, 22
- 5 virtual 1-hour sessions



Remember to share with Troop Leaders!!

Mark Your Calendar

Council Connect for Service Unit Teams

L.E.A.P. for Service Unit Mangers



6:30 pm



6:00 pm

Questions?



