

# You are the Inspiration Membership Year 2025



# Agenda

Promise and Law

Welcome & Introductions

Hot Topics –

- Council Sponsored Events, CSE

- Position Trainings

- Fall Product – Denise Mower

- Policy updates

SU Best Practices & Assessment – Lisa Timoteo  
Service Unit of Distinction

Community Share – Kaira Dark

Break Out

Closing & 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.

\*Members may substitute for the word God in accordance with their own spiritual beliefs.

# 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 & Introductions

\*Please change your name to First Name, SU Name, Role

Ex: Sadie, GSU, Membership Manager



Sadie Fowers,  
Membership Support  
Manager



Have  
courage and  
be kind.

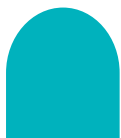
~Cinderella 2015



## Council Sponsored Events (CSE)

Program Lead / Event Rep – Training every two years + live knowledge check annually

Day Camp NOT required  
Two CSE events to earn extra incentive  
Day Camp counts as two events



## SU Manager / Operation Lead

**Finance Rep**

**Governance / Delegate Rep**

**SUPPR**

**Communications Rep**



## Membership Lead

**Troop Mentor**

**Recruiter**

**Recognition Rep**



## Program Lead

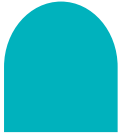
**Program Committee**

**Day Camp Coordinator**

**GAB Advisor (Girl Advisory  
Board)**

# Fall Product Denise Mower





## Youth Protection Training (YPT)

**YPT is required every two years.**

**A new GSUSA training will be available in gsLearn by mid October.**



## Travel Progression

**Aligned with updated GSUSA Travel Progression**

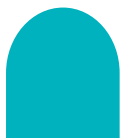


## GSU Trip/Travel Application Approval

**High Adventure**

**Now: Activity Approvals**

**Aligns with Safety Activity Checkpoints (SAC)**



## Transporting Girls

**Added information for  
rideshare which aligns  
with Safety Activity  
Checkpoints (SAC)**



## Insurance Requirements

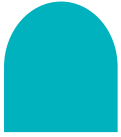
**Revised explanation of  
Activity Accident  
Insurance  
requirements**



## Troop Money Earning Requirements

**Direct reference to the  
Development Dept.**

**Additional explanation  
of types of projects  
that are not permitted**



## Service Unit Funds

### How SU's earn funds

Not seeking out money-earning opportunities beyond needs of programming.



## Service Unit Annual Appeal

**Reference to Annual Appeal vs Annual Giving Campaign**

**Direct reference to the Development Dept.**

**Specific timing for approval.**



## Activity Credits for Travel

**Clarification of who and how activity credits can be applied**



Lisa Timoteo, Director  
of Membership



The Greatest  
Wealth is  
Health

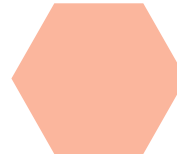
~Virgil, Roman Poet

What does a  
healthy council  
look like?

# Characteristics of a Healthy Council



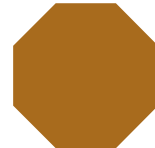
Member retention



Membership growth



Volunteer satisfaction



Fiscally sustainable



Strategically support the  
Girl Scout Mission

Is there such thing  
as a utopian  
service unit?

# Characteristics of a Healthy Service Unit

- Supports and develops troop leaders.
- Recognizes volunteer contributions and efforts.
- Offers learning opportunities.
- Involves girls in the planning, implementing, and evaluating service unit activities.
- Uses various communication methods to ensure volunteers are engaged in the GSLE.
- Makes sure that diverse viewpoints are expressed and valued.
- Supports and promotes membership growth through recruitment and retention efforts.
- Develops networks within their community to open additional opportunities for girls and volunteers.
- Keeps council and service unit goals at the forefront of discussion.
- Promotes participation in the Fall Product Program and Cookie Program.
- Participates in the council annual giving campaign.



## Top 3 services a service unit provides:

### **Strong Programming**

Organizing events that troop leaders can take back to their troops.

### **Product Program Support**

Support surrounding the product programs for troop leaders, TPMs, and the girls.

### **Service Unit Meetings**

Facilitating a safe space for sharing ideas and networking.

## **SU Meetings**

**Monthly: Sep – May**

Quarterly: beginning of the year, pre-cookie season, spring support & plans, and to celebrate.

## **Quarterly Review**

Service Unit Finances

Upcoming Planned Program Activities

Membership – girls, adults, & volunteers

## **Time to Connect**

Give everyone time to ask questions, get advice and share what is working/not working.

## **Check-in**

Girl Advisory Board

SU Delegates

# Meetings for the SU Team

## Council Connect

Monthly

4th Wednesday

7:00 pm

## Assessments

Mid-Year

Assessment – Feb

Year-End

Assessment - Jun

## Succession Planning

End burnout

Spotlight another's  
talents

## Slide 19

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SH0

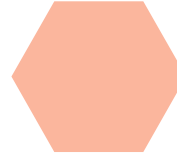
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Sarah Hecox, 2024-09-24T18:31:00.957

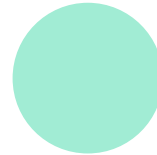
# Council Health Assessment



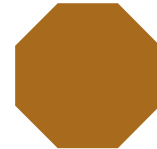
Membership Data



Volunteerism



Community Engagement



Geographic Area



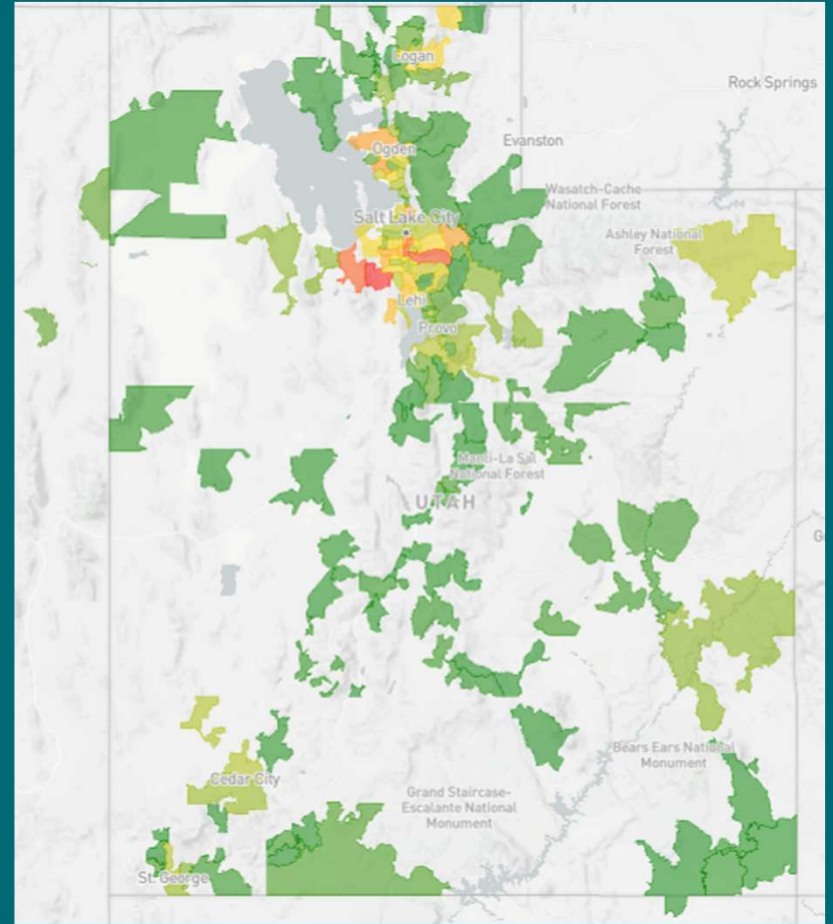
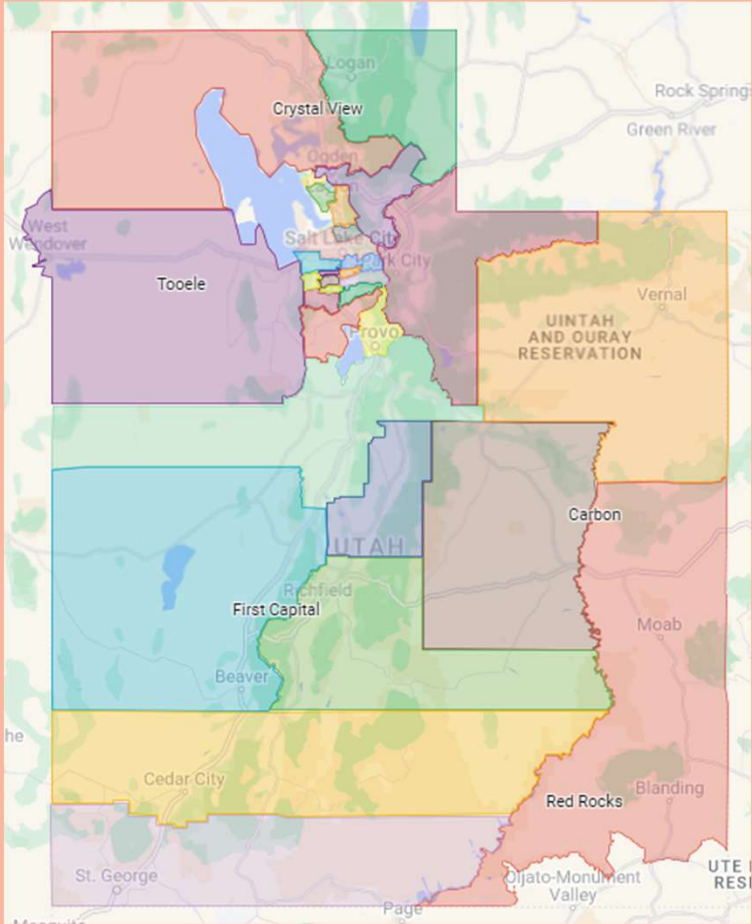
SU Snapshot

## Service Unit Snapshot

SU Number and Name	
Girl Membership Total	
Adult Membership Total	
# Total Volunteers	
# Active Troops	
Type (Specialty, True Rural, Rural, Urban, Metro)	
SU Team Members	
Total SU Positions Filled Total	
Total Unique SU Volunteers	
SU Operations Manager	
SU Product Program Rep	
SU Representative	
Membership Lead	
Program Lead	
SU Team Members (add'l)	
SU Delegates/Alternates	
Membership Goals	
Did the SU meet the renewal goal?	
Did the SU meet their growth goal?	
# Troops not at 5&2	
# Disbanding Troops	
Service Unit Meetings/Volunteer Support	
# of Meetings Held	
Girl Program Activities	
# of SU Program or Activities (GSL/E)	
# Council Sponsored Events	
Public / Recruitment Events	
# of Public Events	
# of Recruitment Events	
Budget and Expenses	
Finance Report Filed (previous year)	
Additional Comments	

# Assessing the Data

# Geographic Area





SU Size	Lone Troops	Small	Medium	Large	
<b>Girl Membership</b>	25 or fewer	26-75	76-200	201+	
<b>Adult Membership</b>	15 or fewer	16-55	56-80	81+	
<b>Active Volunteers</b>	5 or fewer	6-20	21-50	51+	
<b># Troops</b>	1-2 troops	3-5 troops	6-12 troops	13+ troops	
<b>GSLE Program / Camp</b>	0	1-2	2-3	4+	Provided Engaging Programing for Girls
<b>Council Sponsored Events</b>	0	1	1-2	2+	Events are open to all Girl Scouts
<b>Community Visibility</b>	0	1-2	2-3	4+	Increase awareness of Girl Scouts
<b>SU Team Positions Filled</b>	1	1-3	3-5	5+	
<b>Volunteer/Troop Support</b>	0	1-3	4-7	8+	SU meetings scheduled & held

# True Rural

**Lone Troops (1-2)**

# Rural / Metro

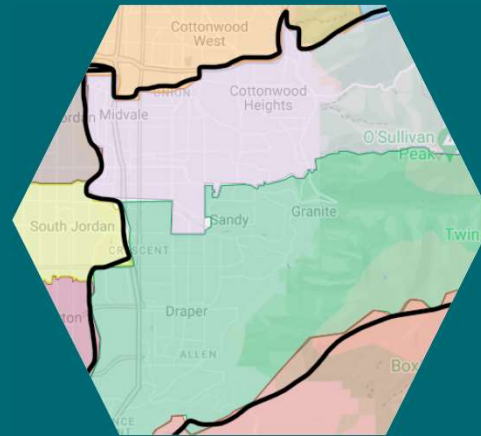
**Small (3-5) or Medium (6-12)**

# Urban

**Large (13+)**

## What actions did council take based on this information?

- Development Planning
- Reinforce Criteria and Standards
- Strengthen Service Units

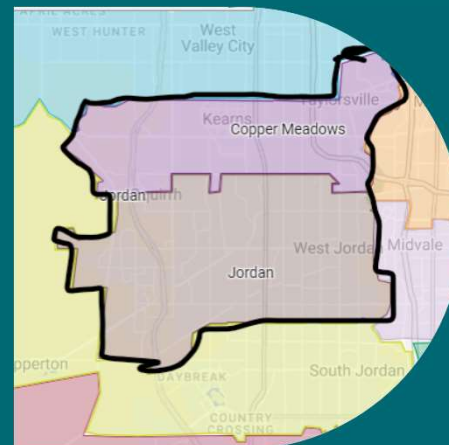


### Combined:

604 Alta

667 Honeycomb Cliffs

### New Name



### Combined:

653 Jordan

649 Copper Meadows

### Jordan Meadows

# Service Unit of Distinction

\*Formerly SU Stretch Challenge

**Community  
Engagement &  
Membership Growth**

First required + 2

**Girl Scout  
Programming**

Any 3 programming options

**Volunteer Support  
and Mentorship**

First required + 2

**Service Unit  
Building**

All 3 required

# Cache SU Share Kaira Dark

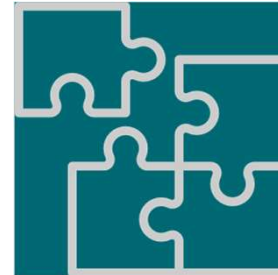
# Breakout Rooms



## Room 1

SU Managers

Sarah Hecox



## Room 2

Operations Team

SUPPR, Finance, Comms, &  
Governance

Jacki



## Room 3

Membership Team

Troop Mentor, Recruiter,  
Recognition

Mary



## Room 4

Program Team

Program, Day Camp, GAB

Madeline

# Training:

- Intro to GSU – Zoom – Oct 2
- Intro to GSU – CUSC (AF) - Oct 12
- GSU Refresh – CUSC (AF) - Oct 12 \*NEW
- Live CSE Knowledge Check – Oct 29
- GSU Refresh – Zoom – Oct 30 \*NEW





# Council Connect – On the Go

Oct 23 – Hurricane

Nov – None

Dec 4 – SU Manager Regional meetings

- MSS' to send invites

Jan 22 – CRC in the JGL



# Program Updates

Discontinued: Programs on the go

Check out Kits – coming soon

# Updates to Overnights

**Starting October 1, the following should be in place for every overnight program, per insurance requirements and updated Youth Protection Practices:**

- Every adult attending an overnight program needs to be a registered Girl Scout member, have a current background check, and have current Youth Protection Training.
- Every effort must be made to have adults sleep in a separate (but nearby) area from youth participants.
  - If there is no other option (ex: overnight in a large space), adults and youth should be separated with as much space as possible between groups.
  - Adult males should always have a separate sleeping area from youth.

***As we work to disperse this information to all groups, please work with your troops to ensure they are aware of these updates.***

# Reminders:

Monday, Sept 30:

VTK Finance Tab archives – restart documenting.

All members not renewed will be deactivated from roles.

- Check rosters
- Update troop details via the Troop Survey

National Council Session (reviews prior) - Oct 19

Recognition of Excellence – Nov 9

# Thank You!

Girl Scouts of Utah

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801-265-8472

