

Service Unit of Distinction

Service units are encouraged to participate in the Service Unit of Distinction* to earn incentives that will continue to strengthen the viability of the service unit for years to come.

Complete the required number of items from each section:

Community Engagement & Membership Growth

Complete the first requirement and at least two other tasks from the list.

1. Participate in at least three activities to increase the visibility of Girl Scouts in your local community:
 - Host a “bring-a-friend” recruitment event.
 - Host a fall new member kick-off event.
 - March in a local parade.
 - Promote local recruitment events by distributing fliers at schools, community centers, and local businesses, and by promoting on social media platforms.
 - Lead a Girl Scout activity at a community fair.
 - Host a community service day (park clean-up, tree planting, food drive).
 - Any additions to community engagement activities.
2. Reach the service unit girl renewal and retention goal of 80%.
3. Reach the service unit girl growth goal of 3%.
4. Increase your total number of adult volunteers by 2%.

Specific membership goals will be provided by your MSS.

Girl Scout Programming

Complete at least three of the tasks on this list.

1. Host an event in support of the Product Programs (Fall Product and/or Cookie Program).
2. Host an event promoting Girl Scouts in the outdoors (outdoor skill day, camping trip, outdoor badge).
3. Host an event promoting STEM or Life Skills.
4. Host an event focused on Girl Scout traditions (World Thinking Day, Girl Scout Week, Girl Scout Birthday, Bridging/Rededication Ceremony).
5. Establish a girl planning committee to advise and plan events in the service unit.
6. Plan or support a leadership experience for older girls (PA training, LiA, VIT).





Volunteer Support & Mentorship

Complete the first requirement AND at least two other tasks from this list.

1. Set a goal for leader participation in the service unit:
 - Brainstorm.
 - Develop and implement a pre and post-meeting communication plan.
 - Create a meeting outline that is welcoming, interactive, enriching, and worthy of the volunteers' time and effort.
 - Develop incentive program for volunteer participation and attendance at monthly service unit meetings.
 - Promote volunteer resources, including the Volunteer Toolkit (VTK), use of year plans, and the new GS Experience box.
2. Create a welcome plan for new troop leaders (welcome email, text, call, or face-to-face meeting).
3. Send a welcome communication introducing new volunteers to the service unit.
4. Plan a volunteer appreciation/recognition during the year.

Service Unit Building

1. Attend Council Connect meetings as scheduled.
2. Complete the mid-year and year-end assessments.
3. Complete the service unit annual finance report by June 30.

-  Submit the Service Unit of Distinction verification form by August 1st.
-  Submission of the Annual Service Unit Finance Report is required.
-  Qualifying service units will have the choice between a \$100 credit from the GSU Shop or a \$100 discount on a GSU property reservation made within one year.
-  All active registered members of the service unit team will receive a Service Unit of Distinction Pin.

*The Service Unit of Distinction was formerly the Service Unit Stretch Challenge