

*“My mission in  
life is not merely  
to survive, but to  
thrive.”*

– Maya Angelou



**You Are the Inspiration**  
Service Unit Planning Guide

# Important Dates

## September

Love State Parks: Sept. 14-15  
Fall Product Program  
Begins: Sept. 20  
Council Connect (Cache)  
Sept. 25  
Girl Scout NYE: Sept. 30

## October

Girl Scout Year Starts: Oct. 1  
Utah Day of the Girl: Oct. 4  
Council Connect (Hurricane)  
Oct. 23

## November

GSU Office Closure  
Thanksgiving: Nov. 27-29  
Fall Product Program  
Ends: Nov. 19

## December

Girl Troop Transfer Deadline  
Dec. 11  
GSU Office Closure  
Dec. 23 - Jan. 1  
Service Unit Manager  
Regional Meeting: Dec. 4

## January

Cookie Program Begins  
Jan. 18  
Council Connect (CRC)  
Jan. 22

## February

World Thinking Day  
Feb. 22  
Council Connect (NUSC)  
Feb. 26

## March

Girl Scouts Week: Mar. 11-15  
Girl Scouts Birthday: Mar. 12  
Service Unit Manager  
Regional Meeting: Mar. 26  
Service Unit Award  
Nominations Due: Mar. 30

## April

Early Renewal  
April 1 - June 15  
Girl Scout Volunteer Day  
April 22  
Council Connect (CRC)  
April 23

## May

Volunteer Evaluation  
Survey Due: May 31  
Council Connect (CUSC)  
May 28

## June

Annual Troop Finance  
Reports Due: June 30  
Service Unit  
Finance Reports Due  
June 30  
Summer Camp Begins

## July

GSU Office Closure  
July 4  
Council Award Nominations  
Due - July 31  
Service Unit of Distinction  
Survey Due: July 31

## August

Camping for a Cause  
Aug. 8 & 9  
National S'mores Day  
Aug. 11  
Leadership Summit 2025  
TBA

# Essential Responsibilities of the Service Unit

## Promote the delivery of the Girl Scout Leadership Experience for Leaders and Troop Volunteers:

- Support all volunteers throughout the service unit by providing regular meetings.
- Provide essential enrichment training, service unit networking, and discussion opportunities.
- Coordinate girl-led service unit events.
- Participate in council and community events.
- Recognize and appreciate volunteers.

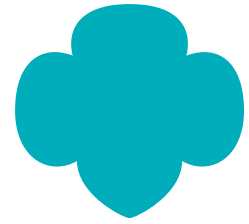
## Recruit new members and girls reflective of the diversity of the community:

- Service unit team members
- Troop leaders and program volunteers
- Girls





# Working Together to Lead



The service unit team works together with GSU membership staff to ensure the service unit is growing in its mission to engage girls in Girl Scouts, support volunteers and provide opportunities to grow through Girl Scouts. Meeting with the leadership team is essential to brainstorm, discuss, organize, and plan the service unit's year. The service unit team should meet with their membership support specialist at least three times per membership year:

## Calendar Planning Meeting (August - September)

- ☐ Set dates for the lead team and service unit meetings for the upcoming year.
- ☐ Begin planning and scheduling service unit activities, trainings, and recruitment events.
- ☐ Discuss service unit goals from the previous year, the progress made, and any changes that need to be made.
- ☐ Review the service unit budget and discuss possible expenses for the year.
- ☐ Develop a plan for welcoming new leaders and troops.
- ☐ Invite new prospective team members and/or discuss how to strengthen and grow the team.



# Service Unit Activities Oct. - Dec.

## Membership Lead

- Work with council staff to coordinate and host fall recruitment activities.
- Engage troop and other volunteers to assist with recruitment activities.
- Communicate regularly with council staff about youth and adult placement.
- Promote and follow up with existing members during on-time renewal campaign.
- Work with council staff on troops in transition (disbanding, leadership change, etc.).
- Mentor new leaders through onboarding process.

## Service Unit Product Program Representative (SUPPR)

- 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.

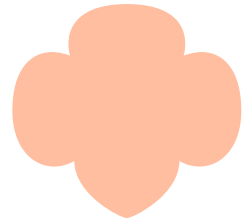
## Program Lead

- Plan girl-led events to support the Girl Scout program (investiture/rededication, camporee/encampment, World Thinking Day, bridging, badge workshops, cookie rally, community service).
- Form a Girl Advisory Board for event planning, or use other methods to engage youth members.

## Service Unit Manager

- Schedule meetings, reserve space if needed, and communicate dates, times, and places to volunteers.
- Encourage new team members to receive appropriate training for their positions.

# Mid-Year Check-in (December - January)



- ☐ Review goals and track progress.
- ☐ Discuss and update any plans for activities, trainings, and recruitment events.
- ☐ Reflect on challenges and create strategies for improvement.
- ☐ Celebrate successes!
- ☐ Plan for volunteer recognition.





# Service Unit Activities Jan. - Mar.

## Membership Lead

- Support winter/spring council recruitment activities.
- Plan to support the spring renewal campaign.
- Promote spring renewal and incentives.
- Promote training for adult volunteers.
- Nominate volunteers for service unit recognition awards.
- Plan for volunteer appreciation events and volunteer recognition award nominations.

## Service Unit Product Program Representative (SUPPR)

- Host a cookie rally.
- Encourage and support participation in the product program.
- Reach out to new leaders and troop cookie managers with additional support during the cookie program.
- Plan the spring event schedule to support the Girl Scout program.

## Program Lead

- Promote current events at service unit meetings and through service unit communications.
- Review Volunteer Essentials with all leaders, focusing on money management and trip processes in preparation for spring travel.

## Service Unit Manager

- Encourage troops to celebrate Girl Scout Week (during the week of March 12).
- Complete mid-year assessment in January.
- Attend Council Connect meetings.

# Service Unit Activities April - June

## Membership Lead

- Participate in spring kindergarten/pre-k registration events.
- Support start-up troops in schools/areas without troops.
- Encourage participation in spring renewal.
- Identify troops in transition and begin the identification of new leadership.
- Host a leader/volunteer appreciation event.

## Service Unit Product Program Representative (SUPPR)

- Distribute girl rewards.

## Program Lead

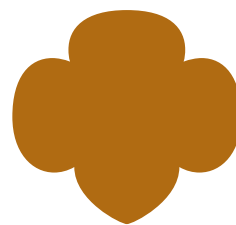
- Plan the spring event schedule to support the Girl Scout program.
- Promote current events at service unit meetings and through service unit communications.
- Reserve a site for the next day camp (if applicable). GSU property reservations can be made one year in advance.
- Host bridging or end-of-year celebration event.

## Service Unit Manager

- Attend Council Connect meetings.
- Complete year-end assessment and annual report in June.
- Start planning process for next year.
- Register to attend Leadership Summit with your team.
- Recruit service unit team members to fill vacant positions.



# Year-End Check-in (May - June)



- ☐ Review the service unit's progress in an end-of-year meeting with your Membership Support Specialist (MSS).
- ☐ Plan overall recruitment strategies for the service unit and identify areas of growth for the next membership year.
- ☐ Review school calendars and profiles to identify opportunities for potential new troop formations.
- ☐ Review spring renewal registration data and troop status, making note of returning troops, possible leadership needs, bridging girls, graduating girls, potential disbanding troops, and any troops with openings that need to be filled.
- ☐ Complete end-of-year paperwork and reports, and set a tentative budget for next year.



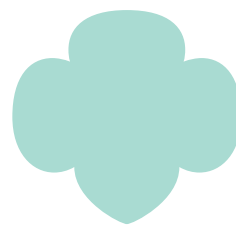
# Membership Goals

Our service unit goals for this membership year:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

	LY 2024	CY 2025 Goal	2025 to Date	+/- to Goal
Total Girl Membership				
Total Adult Membership				
New Girls				
New Adults				
Girl Retention				
Adult Retention				
Girl Spring Renewal				
Adult Spring Renewal				
New Troops				

# Service Unit Budget



## Budget Tips

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 of doing business, GSU provides service units with an annual allocation that 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 include: Cookie Rallies, World Thinking Day, Never the Same Weekend, Day Camp, Bridging Ceremony, and Rededication/Investiture Ceremony.

- Recruitment/Retention Events: 30% of Program Services Budget
- Costs could include supplies, fees for booths or tables, swag items, handouts, printing, etc.

### Volunteer Development and Recognition — 20%

This includes informal and formal recognitions expenses such as incentives for service unit leader meeting attendance, an end-of-year volunteer appreciation event, and recognition of highest awards earned by girls.

### Resources — 15%

Appropriate uses for money would include expenses such as providing startup funds 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 highest award expenses, lifetime membership for graduating 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.

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





# Budget Worksheet

Income	Proposed	Actual	+ / -
Cookie Income			
Event Registration			
Interest Income			
Donations under \$250 —			
Donations over \$250 —			
Other —			
Other —			
Other —			
<b>Total Income</b>			

Expenses	Proposed	Actual	+/-
Administration			
Recruitment Event —			
Recruitment Event —			
Adult Development — training			
Adult Development — recognition			
Adult Development — end-of-year event			
Programs/events — Cookie Rally			
Programs/events — World Thinking Day			
Programs/events — Day Camp			
Programs/events —			
Membership Assistance (girl / adult) —			
Renewal Event —			
Renewal Event —			
Other —			
Other —			
Other —			
<b>Total Expenses</b>			

**GRAND TOTAL (income minus expenses)**\_\_\_\_\_

# Service Unit Team Members

## Service Unit Ops Manager

First, Last Name:

Phone:

Email:

## Product Program Rep

First, Last Name:

Phone:

Email:

## Governance Rep

First, Last Name:

Phone:

Email:

## Finance Rep

First, Last Name:

Phone:

Email:

## Membership Lead

First, Last Name:

Phone:

Email:

## New Leader Support

First, Last Name:

Phone:

Email:

## Recognition

First, Last Name:

Phone:

Email:

## New Member Acquisition

First, Last Name:

Phone:

Email:

## Program Lead

First, Last Name:

Phone:

Email:

## Day Camp Support

First, Last Name:

Phone:

Email:

## Event Support

First, Last Name:

Phone:

Email:

## Event Support

First, Last Name:

Phone:

Email:

## GSU Membership Support Specialist

First, Last Name:

Phone:

Email:

## GSU Regional Juliette Rep

First, Last Name:

Phone:

Email:

# Mid-Year Assessment

## GOALS

Review each goal in the Plan for Success

Identify what helped you meet the goals.

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What will you do differently to achieve the remaining goals?

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## TEAM

I'm proud of our team for:

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I would like us to change:

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## Action Steps

Steps we are taking to reach our goals:

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Who is responsible for coordinating these steps and when?

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## IDEAS

Great ideas for the remainder of this year:

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## RECOGNITION

Who in your service unit would you like to nominate for volunteer awards?

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What steps need to be taken to qualify for the Service Unit of Distinction?

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# Year-End Assessment

## GOALS

Review each goal in the Plan for Success

Identify what helped you meet the goals.

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What will you do differently to achieve the remaining goals?

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## TEAM

I'm proud of our team for:

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I would like us to change:

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## COUNCIL SUPPORT

I appreciate Girl Scouts of Utah because:

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I wish Girl Scouts of Utah would:

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## IDEAS

Great ideas for next year:

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## RECOGNITION

Who in your service unit has earned a recognition or award this year?

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Who would you like to see nominated for next year?

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# 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