

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

– Maya Angelou



## Where We Grow Together

### Service Unit Planning Guide

# Important Dates

## September

Sept. 1 GSU Office Closure  
 Sept. 12-13 Love State Parks  
 Sept. 19 Fall Product Program Begins  
 Sept. 25 Council Connect  
 Sept. 30 Girl Scout NYE

## October

Oct. 1 Girl Scout Year Starts  
 Oct. 29 Council Connect

## November

Nov. 18 Fall Product Program Ends  
 Nov. 26-28 GSU Office Closure

## December

Dec. 11 Girl Troop Transfer Deadline  
 Dec. 22- Jan. 2 GSU Office Closure

## January

Jan. 6 Cookie Program Begins  
 Jan. 19 GSU Office Closure  
 Jan. 28 Council Connect

## February

Feb. 16 GSU Office Closure  
 Feb. 22 World Thinking Day  
 Feb. 25 Council Connect

## March

Mar. 8-14 Girl Scout Week  
 Mar. 12 Girl Scouts Birthday  
 Mar. 30 Service Unit Award Nominations Due

## April

Apr. 1 Early Renewal Opens  
 Apr. 22 Girl Scout Volunteer Day  
 Apr. 29 Council Connect

## May

May 25 GSU Office Closure  
 May 27 Council Connect  
 May 31 Volunteer Evaluation Survey Due

## June

June 11-13 Camporee  
 Jun. 14 Summer Camp Begins  
 Jun. 19 GSU Office Closure  
 Annual Troop Finance Reports Due  
 Jun. 30 Service Unit Finance Reports Due

## July

Jul. 3 GSU Office Closure  
 Jul. 24 GSU Office Closure  
 Jul. 31 Council Award Nominations Due

## August

Aug. 7-8 Camping for a Cause  
 Aug. 10 National S'mores Day  
 TBA Leadership Summit 2026

*Additional office closures will be announced on the GSU website and in the council guide for all-staff development and camp prep days.*

# Essential Responsibilities of the Service Unit

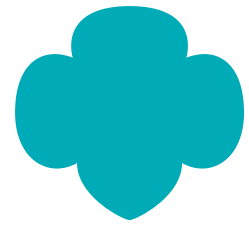
## What are the key functions and responsibilities of a service unit?

1. Support the Girl Scout movement and mission to build girls of courage, confidence, and character who make the world a better place.
2. Adhere to the standards, policies, and procedures of Girl Scouts of Utah and promote Girl Scouting positively to the public, members, and other volunteers.
3. Represent the service unit during council meetings, events and gatherings.
4. Actively recruit volunteers and girls reflective of the diversity of the community.
5. Cultivate and maintain relationships with local schools, faith organizations, and other community partners.
6. Bring girls and their families together with GSLE focused activities that build on their skills and knowledge, help them feel part of the bigger movement and sisterhood of Girl Scouts.
7. Support recruitment, onboarding, and support of volunteers and provide monthly networking opportunities, mentoring, education, and support.
8. Ensure that positive communication platforms are available for sharing information, support, and best practices, and that all volunteers are invited to join the conversation.
9. Influence skills to resolve conflicts or difficulties in an appropriate manner.
10. Openly communicate and work collaboratively with council staff.





# Working Together to Lead & Grow



The service unit team works together with GSU Community Engagement 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 Community Engagement Specialist at least three times per membership year.

## Calendar Planning Meeting (Aug. - Sept.)

- ☐ 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.

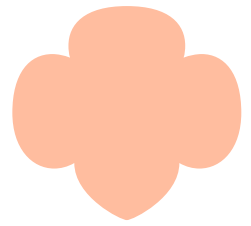
## Program Lead

- 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 (Dec. - Jan.)



- ☐ 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 February.
- Attend Council Connect meetings.



# Service Unit Activities Apr. - Jun.

## 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

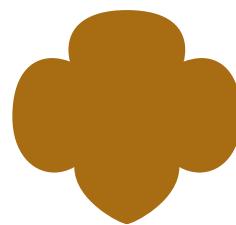
- Plan the spring event schedule to support the Girl Scout program.
- Promote current events at service unit meetings and through service unit communications.
- Reserve a site for the next day camp (if applicable). GSU property reservations can be made one year in advance.
- Host bridging or end-of-year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



- ☐ Review the service unit's progress in an end-of-year meeting with your Community Engagement Specialist (CES).
- ☐ 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.



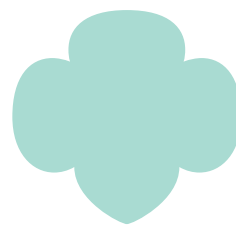
# Membership Goals

Our service unit goals for this membership year:

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

	LY 2025	CY 2026 Goal	2026 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 community engagement 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.

For transparency, service units must report on their finances at least quarterly during their service unit meetings.

Typically, allocation of expenses are distributed according to these percentages:

### Program Services — 50%

- **Retention Events: 30%** - 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 Events: 20%** - This could be public facing events such as parades, booths at fairs or markets, service projects with signage pointing out Girl Scouts, or engaging with schools or other youth programs in your area.
- 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.





# 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 Community Engagement 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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