



SERVICE UNIT Planning Packet



INCLUDED IN THIS PACKET:

Service Unit Plan for Success

Service Unit Mid-Year Assessment

Service Unit End of Year Assessment

Service Unit Budget

Service Unit Activities By Focus Area

☘ SERVICE UNIT ANNUAL VISION PLAN

Service Unit

Girl Scout Mission:

Girl Scouting
builds girls of
**courage,
confidence,
and character**
who will make
the world
a better
place.



Essential responsibilities of the service unit

Recruit volunteers and girls reflective of the diversity of the community:

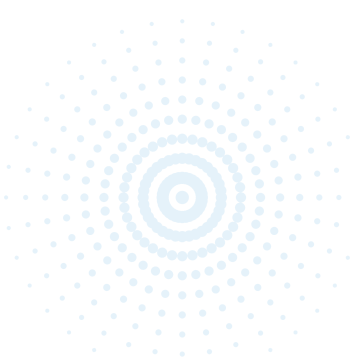
- ◆ Service unit team members
- ◆ Troop leaders and program volunteers
- ◆ Girls

Assist leaders and other troop volunteers in promoting the delivery of the Girl Scout Leadership Experience:

- ◆ Provide essential enrichment training and service unit networking and discussion
- ◆ Support all volunteers throughout the service unit meetings and other communication and support initiatives
- ◆ Coordinate girl-planned service unit events
- ◆ Participate in council and community events
- ◆ Volunteer recognition
- ◆ Work collaboratively with your CMM and council staff

Our Service Unit goals for _____ membership year

1. Retention _____
2. Recruitment _____
3. Family Partnership _____



SERVICE UNIT PLAN FOR SUCCESS

Service Unit _____

IMPORTANT DATES

On-Time Registration | September 30

Juliette Gordon Low's Birthday | October 31

World Thinking Day | February 22

Girl Scout Birthday | March 12

Volunteer Appreciation Day | April 22

Early Renewal | Opens April 1

Service Teams Plan for Success—Membership Goals

	EOY 20	20____ Goal	20____ to date	+/- to Goal
New girls				
New adults				
Girls retained				
Adults retained				
Girls early renewal				
Adults early renewal				
Camp attendance				
New troops formed				
Cookie program bonus				
Volunteer toolkit year plans created				
Other				

Recruitment/Engagement Goal: Increase girl membership | Increase adult membership

Task: Hold a recruitment opportunity at least three times before December (open house, parent meeting, event, Bring a Friend, etc.).

Who: _____ **When:** _____ **Date:** _____

Notes: _____

Task: Reach out to schools and daycares to recruit volunteers and girls who are starting school in the fall, as allowed.

Who: _____ **When:** _____ **Date:** _____

Notes: _____

Task: Hold at least one recruitment in January and recruit at cookie booths.

Who: _____ **When:** _____ **Date:** _____

Notes: _____

Task: Share and promote events and join opportunities on social media.

Who: _____ **When:** _____ **Date:** _____

Notes: _____

Task: _____

Who: _____ **When:** _____ **Date:** _____

Notes: _____

Retention: Increase retention, both girls and adults

Task: Promote Early Bird renewal.

Who: _____ **When:** _____ **Date:** _____

Notes: _____

Task: Recognize our volunteers.

Who: _____ **When:** _____ **Date:** _____

Notes: _____

Task: Reach out to lapsed members.

Who: _____ **When:** _____ **Date:** _____

Notes: _____

Task: Introduce and promote use of the Volunteer Toolkit.

Who: _____ **When:** _____ **Date:** _____

Notes: _____

Task: Provide clear, timely, and regular communication.

Who: _____ **When:** _____ **Date:** _____

Notes: _____

Task: Ensure that troop leaders complete training.

Who: _____ **When:** _____ **Date:** _____

Notes: _____

Note: These are just suggestions

Product Sale Program(s) Goal: Increase girl participation | Increase adult support

Task: Promote participation in the council's Product Program trainings.

Who: _____ **When:** _____ **Date:** _____

Notes: _____

Task: _____

Who: _____ **When:** _____ **Date:** _____

Notes: _____

Task: _____

Who: _____ **When:** _____ **Date:** _____

Notes: _____

Task: _____

Who: _____ **When:** _____ **Date:** _____

Notes: _____

Task: _____

Who: _____ **When:** _____ **Date:** _____

Notes: _____

Events and Activities: Increase retention and outcomes, both girls and adults

Task: _____

Who: _____ **When:** _____ **Date:** _____

Notes: _____

Task: _____

Who: _____ **When:** _____ **Date:** _____

Notes: _____

Task: _____

Who: _____ **When:** _____ **Date:** _____

Notes: _____

Task: _____

Who: _____ **When:** _____ **Date:** _____

Notes: _____

Task: _____

Who: _____ **When:** _____ **Date:** _____

Notes: _____

Task: _____

Who: _____ **When:** _____ **Date:** _____

Notes: _____

Task: _____

Who: _____ **When:** _____ **Date:** _____

Notes: _____

♣ MID-YEAR ASSESSMENT

Date

Service Unit

GOALS

Review each goal in the Plan for Success

Identify what helped you meet any of the goals.

What will you do differently to achieve the remaining goals?

TEAM

I'm proud of our team because:

I would like us to change:

ACTION STEPS

Steps we are taking to reach our goals:

Who is responsible for coordinating these steps and when?

IDEAS

Great ideas for the remainder of this year:

Have you picked delegates? If yes, have their names been submitted to the council?

1. _____
2. _____

RECOGNITION

Who in your service unit would you like to nominate for board-approved awards?

Does your service unit qualify for the CEO Award of Excellence?

☀ YEAR END ASSESSMENT

Date

Service Unit

GOALS

Review each goal in the Operation Plan

Identify what helped you meet any of the goals.



What will you do differently to achieve remaining goals?

TEAM

I'm proud of our team because:



I would like us to change:

COUNCIL SUPPORT

I really appreciated Girl Scouts of West Central Florida because:

I wish that Girl Scouts of West Central Florida would:

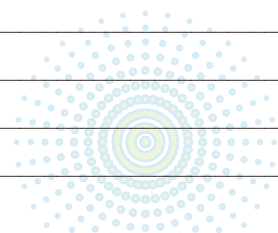
IDEAS

List of good to great ideas for the upcoming year:

RECOGNITION

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

Who would you like to see nominated for next year?



SERVICE UNIT BUDGET

	Proposed Budget	Actual	+/-
CARRY-OVER BALANCE (from prior year) INCOME			
Cookie income			
Early renewal bonus			
Disbanded troops			
Event registration			
Encampment registration			
Other—			
Other—			
Other—			
Total income			
EXPENSES			
Administration			
Start-up funds (new troop)			
Bank fees			
Resources (Journeys/guides)			
Early renewal incentive			
Adult development—training (supplies, fees)			
Adult development—recognitions			
Adult development—end-of-year event			
Adult development—			
Programs/events—Encampment			
Programs/events—Thinking Day			
Programs/events—			
Programs/events—			
Assistance—destinations			
Assistance—camperships (date sent:)			
Assistance—Sunshine Fund (flowers, cards)			
Assistance—Member Assistance (date sent:)			
Total expenses			
GRAND TOTAL (income minus expenses)			

🌿 SERVICE UNIT REFERENCE INFORMATION

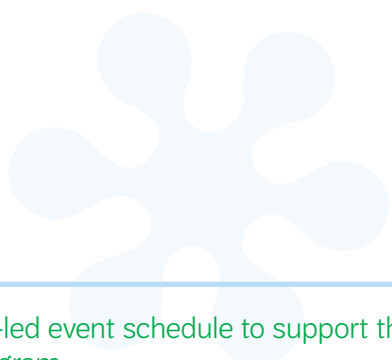
Service unit name:	#:
GS staff partner:	County:
Cities/towns served:	State:
Public school district(s):	Private/parochial/religious school districts (or list schools):
Service unit meeting location:	Time:
Meeting schedule:	
Service unit meeting location:	Time:
Meeting schedule:	
Number of troops:	


♣ SERVICE UNIT ACTIVITIES BY FOCUS AREA, QUARTER

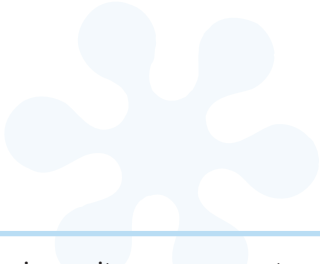

Focus Area	July-September Who's Responsible?	Activities
Recruitment and registration 	Volunteers (service unit recruiters and other volunteers) Council staff (recruitment manager)	<ol style="list-style-type: none"> 1. Work with council staff to coordinate and hold fall recruitment activities. 2. Order recruitment supplies and materials from the council. 3. Recruit service unit volunteers to assist with each recruitment activity. 4. Host recruitment training for volunteers. 5. Communicate regularly with the council about girl and adult placement.
Retention and troop Support	Volunteers (troop consultant and SUM) Council staff (CMM)	<ol style="list-style-type: none"> 1. Promote and follow up with existing members during on-time renewal campaign. 2. Work with council staff on Troops in Transition (disbanding retention process). 3. Mentor new leaders through onboarding process and encourage them to participate in council training. 4. Schedule any dedicated events for new leaders.
Fall Product Program	Volunteers (SU fall product manager) Council staff (product sales department)	<ol style="list-style-type: none"> 1. Attend council training for the Fall Product Program. 2. Plan and communicate appropriate dates for training and distribution of materials to troops. 3. Encourage and support troop participation in the program. 4. Arrange for delivery of products. 
Annual fund-raising campaign	Volunteers (Family Partnership champion) Council staff (annual giving manager)	<ol style="list-style-type: none"> 1. Review and share Family Partnership goals for the year. 2. Encourage and support leaders in promoting participation by troop leaders and parents. 3. Promote alternative means of support (if appropriate). 4. Follow up with troops not participating and encourage participation by April 14.

Service unit events—Fall	<p>Volunteers (events coordinators)</p> <p>Council staff (CMM)</p>	<ol style="list-style-type: none"> 1. Plan a girl-led event schedule to support the Girl Scout program (investiture/rededication, encampment, thinking day; SU bridging, badge workshops, cookie rally, community service). 2. Promote events at service unit meetings and through service unit communications. 3. Form a Girl Scout Advisory Board for event planning or use other methods to engage girls.
Service unit management	<p>Volunteers (SUM)</p> <p>Council staff (CMM)</p>	<ol style="list-style-type: none"> 1. Schedule leaders' meetings, reserve space if needed, and communicate dates/times/places to volunteers. 2. Recruit service unit team members to fill vacant positions. 3. Encourage new team members to receive appropriate training for their positions. 4. Develop communication plans and processes for the year (newsletters, Facebook pages, other social media platforms).

Focus Area	October-December Who's Responsible?	Activities
Recruitment and registration	<p>Volunteers (service unit recruiters and other volunteers)</p> <p>Council staff (recruitment manager)</p>	<ol style="list-style-type: none"> 1. Continue to communicate with council staff to make sure troops have completed membership registration. 2. In partnership with council staff, plan additional open houses and recruitment events where there is low participation. 3. Initiate planning to participate in spring kindergarten registration events.
Retention and troop support	<p>Volunteers (troop consultant and SUM)</p> <p>Council staff (CMM)</p>	<ol style="list-style-type: none"> 1. Ensure that girls and adults have renewed their memberships to participate in the cookie program using service unit roster reports via LOOKER or from the council. 2. Ensure that all active troops have two currently registered troop leaders. 3. Connect with and support Juliettes in the service unit. 4. Promote the Volunteer Toolkit as a resource for troop leaders. 5. Reach out to new leaders with additional support during the cookie program.

<p>Product program (cookies)</p> 	<p>Volunteers (service unit cookie manager)</p> <p>Council staff (product sales department)</p>	<ol style="list-style-type: none"> 1. Attend council training for service unit cookie program leads. 2. Promote participation in troop cookie manager training(s). 3. Plan and communicate appropriate dates for training and distribution of program/sale materials 4. Encourage and support participation in the product program.
<p>Annual fund campaign</p>	<p>Volunteers (Family Partnership champion)</p> <p>Council staff (annual giving manager)</p>	<ol style="list-style-type: none"> 1. Promote participation in Daisy's Circle and the Carrot Club. 2. Promote the Penny the Pig program. 
<p>Service unit events—Fall</p>	<p>Volunteers (event coordinators)</p> <p>Council staff (CMM)</p>	<ol style="list-style-type: none"> 1. Plan a girl-led event schedule to support the Girl Scout program. 2. Promote current events at service unit meetings and through service unit communications.
<p>Service unit management</p>	<p>Volunteers (SUM)</p> <p>Council staff (CMM)</p>	<ol style="list-style-type: none"> 1. Recruit service unit team members to fill vacant positions. 2. Encourage new team members to receive appropriate training for their positions. 3. Encourage troops to celebrate Juliette Gordon Low's birthday (October 31st).

Focus Area	January-March Who's Responsible?	Activities
Recruitment and registration	<p>Volunteers (service unit recruiter)</p> <p>Council staff (recruitment manager)</p>	<ol style="list-style-type: none"> 1. Plan and participate in spring kindergarten events. 2. Support winter/spring council recruitment activities.
Retention and troop support 	<p>Volunteers (troop consultant and SUM)</p> <p>Council staff (CMM)</p>	<ol style="list-style-type: none"> 1. Plan to support the spring renewal (Early Bird) campaign. 2. Promote spring renewal and incentives, adding a service unit incentive if possible. 3. Support new leaders through the cookie program. 4. Encourage the submission of council adult awards (insert due date). 5. Promote training for adult volunteers. 6. Identify bridging troops and encourage collaboration for bridging awards. 7. Submit nominations for Adult Awards and years of service.
Product program (cookies)	<p>Volunteers (service unit cookie manager)</p> <p>Council staff (product sales department)</p>	<ol style="list-style-type: none"> 1. Support recruitment of booth sale sites.
Annual fund campaign	<p>Volunteers (Family Partnership champion)</p> <p>Council staff (annual giving manager)</p>	<ol style="list-style-type: none"> 1. Continue to promote the Family Partnership campaign. 

<p>Service unit events</p> 	<p>Volunteers (events coordinator and encampment director)</p> <p>Council staff (CMM)</p>	<ol style="list-style-type: none"> 1. Plan the spring event schedule to support the Girl Scout program. 2. Promote current events at service unit meetings and through service unit communications. 3. Reserve a site for the encampment next year (if appropriate).
<p>Service unit management</p>	<p>Volunteers (SUM)</p> <p>Council staff (CMM)</p>	<ol style="list-style-type: none"> 1. Review Volunteer Essentials with all leaders, focusing on money management and trip processes in preparation for spring travel. 2. Encourage troops to celebrate Girl Scout Week (March 12th).
<p>April-June</p>		
<p>Focus Area</p>	<p>Who's Responsible?</p>	<p>Activities</p>
<p>Recruitment and registration</p>	<p>Volunteers (service unit recruiter)</p> <p>Council staff (recruitment manager)</p>	<ol style="list-style-type: none"> 1. Meet with the council staff to plan and coordinate fall recruitment activities. 2. Order recruitment supplies and materials from the council. 3. Participate in spring kindergarten registration events. 4. Attend annual service unit trainings/conferences/events. 5. Recruit and train school liaisons or recruiters for each school in the service unit.
<p>Retention and troop support</p>	<p>Volunteers (troop consultant and SUM)</p> <p>Council staff (CMM)</p>	<ol style="list-style-type: none"> 1. Encourage participation in spring renewal, providing service unit incentives if possible. 2. Identify troops in transition and begin the identification of new leadership. 3. Host a leader/volunteer appreciation event. 

<p>Product program (cookies)</p>	<p>Volunteers (service unit cookie manager)</p> <p>Council staff (product sales department)</p>	<p>1. Distribute girl rewards.</p>
<p>Annual Fund Campaign</p>	<p>Volunteers (Family Partnership champion)</p> <p>Council staff (annual giving manager)</p>	<p>1. April 15th deadline for Family Partnership goals.</p> 
<p>Service unit events</p>	<p>Volunteers (event coordinator and SUM)</p> <p>Council staff (CMM)</p>	<p>1. Plan an event schedule to support the Girl Scout program.</p> <p>2. Reserve a site for the next encampment (if applicable).</p>
<p>Service unit management</p> 	<p>Volunteers (SUM and delegates)</p> <p>Council staff (CMM)</p>	<p>1. Submit the names of service unit delegates and alternates to the council by September.</p>

TRADITIONAL GIRL SCOUT CALENDAR

August

- Attend kickoff event with service team members
- Set calendar for all service unit meetings and events
- Fall Product Sale Program Training for troops
- Finalize and verify troops retuning for the next year
- First service unit meeting ~
Welcome back leaders
- Recruitment of girls and leaders
- New leader onboarding orientations (throughout the year, as needed)
- Vote on & submit service unit delegates

September

- Fall Product Program starts
- Recruitment of girls and leaders

October

- Juliette Gordon Low's birthday (October 31)
- Rededication and Investiture ceremony for leaders
- Area Association Meetings
- Review CEO Award of Excellence requirements

November

- Fall Product Program ends

December

- Holiday party and community service projects
- Community Christmas/Holiday parades

January

- Cookie Program begins
- Cookie Rally

February

- World Thinking Day (February 22)
- Cookie booth sales start
- Adult Awards applications due
- Area Association Meetings

March

- Girl Scout Week & Birthday (March 12, 1912)
- Girl Scout Sunday and Girl Scout Sabbath (during Girl Scout Week)
- End of Cookie Sale program

April

- Early Bird renewal for next year starts
- National Volunteer Month/Day (April 22)
- Annual Meeting and volunteer recognition awards (3rd Sat. of April)
- Selection of encampment dates at council properties
- Complete Perfect Attendance application
- Complete Service Unit Profile
- Family Partnership Money due (April 14)

May

- End of year finance reports from troops
- Bridging ceremonies
- Select delegates for next year
- Touch base with each troop to discuss plans for next year

June

- Submit CEO Award of Excellence application (if qualify)
- Finalize service team members for the next year
- Have service team members sign their volunteer descriptions and turn in to CMM

July

- Prepare for the coming year