

Objective #1: Leadership

- 1. Girl Scout Promise & Law:** Service Unit Manager & Service Team create a culture that welcomes new members and supports the ethical code of conduct for Girl Scouts in all Girl Scout activities including: Service Unit meetings, support to Girl Scout troop leaders and girls, and interaction with Girl Scout staff, volunteers, members and all community members.
- 2. Service Unit Development & Leadership Planning:**
 - Service Team members work in partnership with their Community Manager to complete and submit their *Service Unit Annual Plan* by 9/30/25.
 - Service Unit Team has different people in the following roles: Service Unit Manager, Accounting Coordinator, Cookie Manager and Encampment Director.
 - The role of Service Unit Manager has a clear and documented succession plan for transition in leadership. To keep the leadership pipeline flowing, GSWCF's recommended Service Unit Manager Term is up to 5 years. Current Service Unit Managers may need more time depending on the Service Unit Team's readiness for leadership transition. Work with your Community Manager to map out the plan and timeline that works best for the health of your Service Unit Team. New Service Unit Managers in MY25 will have clear understanding that their term is up to 5 years. Retiring Service Unit Managers will be invited to fill other leadership roles in our Council and may choose, if they wish, to serve in other roles in their Service Units (i.e., encampment director, accounting coordinator).
- 3. Effective Communication:** Utilize communication skills to build a strong foundation and sense of sisterhood with all members (including Juliettes) and maintain ongoing communication with leaders to serve the needs of area girls, adults and volunteers.
- 4. Leadership Pipeline & Governance:** Establish support for all Girl Scout Service Unit members and promote collaboration between the Service Unit and Girl Scouts of West Central Florida. Promote meetings and training opportunities that members can attend to support their Girl Scout roles, such as troop leader trainings, service unit leader meetings, Area Association meetings and the GSWCF Annual Meeting. Recruit Service Unit Delegates and Area Delegates, collaborating as needed with those in your designated Area.
- 5. Service Unit Collaboration:** Develop collaborative partnerships with your neighboring Service Units through sharing resources; hosting a combined community event, training, special event or service project; partnering on an encampment or recruitment event.

Objective #2: Membership

- 1. Attracting & Retaining Members:** Meet or exceed the membership goal by working in partnership with your Community Manager to offer Girl Scout recruitment and renewal promotions, recruitment events, and or other community engagement opportunities during fall recruitment and spring extended year recruitment campaigns. This includes promoting Early Bird and On-Time renewal campaigns.
- 2. Community Engagement:** Engage troops to participate in at least one community-based event which promotes visibility of Girl Scouting in the area.

Objective #4: Equity

1. **Diversity & Inclusion Education:** Facilitate a Service Unit event, virtual or in-person, that promotes and celebrates diversity, inclusion and multiculturalism for our girls. Promotion of and participation in a council or community event is also accepted.
2. **Community Partnerships:**
 - Create meaningful connection with all girls in your Service Unit area, schools, community centers, etc.
 - Include a grant-funded troop in a Service Unit special event, encampment or ceremony.
 - Identify a community partner or school in an under-represented area within your Service Unit (Boys & Girls Club, afterschool program, YMCA, day care, low market zip code school, etc.) and send contact information or introduction to your Community Manager. If possible, have a Service Unit Member attend a meeting with your Community Manager and help support any partner-led or volunteer-led troops forming out of these efforts as a part of your Service Unit.

Objective #5: Fiscal Operations

1. **Finance Compliance:** Submission of a minimum of:
 - **DECEMBER: 50%** of all troop (council-required) finance reports to the service unit on or before the second Monday in December.
 - **JUNE: 90%** of all troop (council-required) finance reports to the service unit at the conclusion of troop activities for the current membership year on or before the second Monday and June. Note that troops that have not completed their troop activities as of the second Monday are still required to submit their financial reports as of this date with proper written notification of excess funds.
 - **JUNE:** Service Unit Finance report and 90% of all troops finance reports submitted to Community Manager for filing in Salesforce.
2. **Promote GSWCF as Charity of Choice:**
 - Use digital toolkit to promote two donation opportunities to your service unit members: Proud Girl Scout Supporter Campaign (Fall/Winter) and Daisy Circle Campaign (Spring).
 - Leverage Service Unit Team's influence by introducing Chief Development Officer to one potential sponsor or funding partner before April 1.

Objective #6: Impact

Program Delivery: Support the Girl Scout Leadership Experience (GSLE) by encouraging the achievement of 50% of troops documenting delivery of a High-Quality Girl Scout Leadership Experience for the membership year to include the following:

- Regular Troop Meetings (weekly, bi weekly or monthly depending on age)
- Girls have a Uniform, Council Insignia & Pins
- Girls have at least 4 Badge/Journey Experiences
- Girls engage in at least 1 Community Service or Take Action Project
- Girls are provided at least 1 Recognition Event
- Girls engage in at least 2 Field Trips, including an Encampment or Camping Trip

Troop Girl Scout Leadership Experience report template will be made available to Service Units for troops to self-report this information. Considering online reporting option this year to be completed at the end of the school year.

CEO Award of Excellence Service Unit Awards:

1. Recognition at the 2025 Volunteer Leadership Rally
2. Commemorative VIP patch, tickets to attend the 2026 Volunteer Leadership Rally and a certificate
3. 50% off the Service Unit Encampment rental Fee (one 50% discount per Service Unit, only good for the 2025-2026 membership year)
4. Discount Day at the Girl Scout Store: We are pleased to announce a special discount day just for you. This offer must be scheduled and redeemed by April 15, 2025. All members of the Award of Excellence Service Units are eligible for a 15% store discount, including volunteers, girls, and guardians!
 - **Who:** All members of the Award of Excellence Service Units.
 - **Where:** Shop during regular store hours at the Flagship Store at the Leadership Center, Camps Dorothy Thomas & Wildwood.
 - **How:** Schedule your discount day and then member should identify yourselves as members of the award-winning Service Unit to receive the discount.
 - **Exclusions:** Please note that some exclusions apply, including Build a Bear, SuperMix Kiosk, and online shop purchases.
 - **Scheduling Shopping Events:** Award of Excellence Service Units must schedule their shopping day through Shari Money at smoney@gswcf.org.