

CEO Award of Excellence

Service Unit Awards

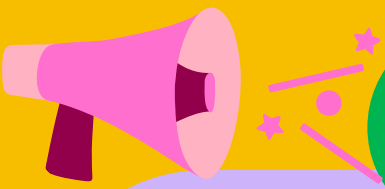
The GSWCF CEO Award of Excellence recognizes the efforts of a Service Unit in moving its assigned area toward achieving the strategic council priorities during the current membership year.

In order to receive the CEO Award of Excellence for 2027, all criteria below must be met by June 2027.

Awards

- Recognition at the 2027 Volunteer Leadership Rally
- Commemorative patch and a certificate
- Up to 10 Early Round Cookie Booth Selections for Troops in your Service Unit
- MY28 Membership Renewal Discount for adults serving in the following roles Service Unit Manager, Accounting Coordinator, Cookie Manager, Recruitment, Troop Consultant and Encampment Director.
- 50% off the Service Unit Encampment rental Fee (one 50% discount per Service Unit, only good for the 2027-2028 membership year)
- 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, 2028. All members of the Service Units are eligible for a 15% store discount, including volunteers, girls, and caregivers! Exclusions: Please note that some exclusions apply, including Build a Bear, SuperMix Kiosk, and online shop purchases.





Leadership

(Must complete all seven)

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 Planning:** Service Team members work in partnership with their Community Manager to complete and submit their Service Unit Annual Plan by October 31, 2026.
3. Service Unit Team has different people in the following roles: Service Unit Manager, Accounting Coordinator, Cookie Manager, Recruitment, Troop Consultant and Encampment Director.
4. 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. Work with your Community Manager to map out the plan and timeline that works best for the health of your Service Unit Team.
5. **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.
6. **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 & ensure that all Service Unit Delegates and Area Delegate roles are filled by Annual Meeting in April, collaborating as needed with those in your designated Area.
7. **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.

Membership

(Must complete all four)

8. Attracting & Retaining Members: Meet or exceed total membership goal and increase annual girl retention 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.

9. Community Engagement: Engage troops to participate in at least one community based event that promotes visibility of Girl Scouts in the area.

10. Global Thinking & Belonging: Celebrate Girl Scout's long-lasting global thinking & culture of belonging by facilitating a Service Unit event that celebrates individuality, belonging and multiculturalism and includes Girl leadership. Additionally, working with GSWCF staff to ensure that every girl and adult feels a sense of belonging – helping to overcome barriers to belonging like transportation, meeting locations, membership and uniform assistance. Could include a Service Unit financial assistance fund.

11. 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.



Fiscal Operations

(Must complete all four)



12. Troop Finance Compliance: Submission of a minimum of:

- 50% of all troop finance reports to the service unit on or before the second Monday in December. Does not need to be submitted to council but does need to be reviewed by Accounting Coordinator before January.
- 90% of all troop (council-required) finance reports submitted on or before the second Monday in June. Can be submitted with the Troop End of Year report that will be facilitated by GSWCF (see below for more information).
- Service Unit and any other group/adult/event bank accounts are 100% submitted to Community Manager by second Monday in June and maintain guidelines as outlined in Volunteer Essentials.

13. Promote GSWCF as Charity of Choice: Utilize the tools and resources provided by GSWCF to encourage Service Unit members, troop leaders, families, and volunteers to support the mission through an annual Proud Girl Scout Supporter gift or by joining the Daisy Circle. Create opportunities throughout the year for Proud Girl Scout Supporters and Daisy Circle members to share why they give at leader meetings and events, helping build a culture of philanthropy within your Service Unit. Leverage your Service Unit team's community connections by introducing the Fund Development Team to at least one potential sponsor, donor, or funding partner by April 1 at funddevelopment@gswcf.org.

14. Cookie Participation: Increased girl participation in the Cookie Program year over year and hosting in person cookie workshop, meetings or coaching sessions for new leaders to help increase retention through the program and deepen the understanding of the girl experience as well as simplify the experience for adults.

15. Program Delivery: Support of the Girl Scout Leadership Experience (GSLE) - resulting in 50% of troops documenting the delivery of a high-quality Girl Scout Leadership Experience for the membership year to include the following:

- Regular troop meetings are held (weekly, bi-weekly or monthly depending on age)
- Girls have a uniform, council insignia & pins
- Girls have at least four (4) badge or award experiences
- Girls engage in at least one (1) community service or Take Action project
- Girls are provided at least one (1) recognition event
- Girls engage in at least two (2) field trips, including an encampment or camping trip

NEW this year: The troop Girl Scout Leadership Experience report will be provided by GSWCF and will be shared with Service Unit as they are submitted. You do not need to create a form or collect the information yourself. It will include submission of finance report as well.