



Included in this packet:

Service Unit Reference Information
Service Unit Responsibilities
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 Reference Information



Service Unit Name/Number:
GSAK Membership Specialist Name & Contact Info:
Service Unit Manager Name & Contact Info:
Service Unit Treasurer Name & Contact Info:
Service Unit Secretary Name & Contact Info:
Service Unit Cookie Manager Name & Contact Info:
Service Unit Fall Product Manager Name & Contact Info:
Other Service Unit Team Members:

Service Unit Reference Information



Service Unit Meeting Location:
Meeting Time:
Meeting Schedule:
Communities Served:
Public School District(s):
Private Schools:

Service Unit	
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Essential Responsibilities of the Service Unit

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

- Service Unit team members
- Troop Leaders
- 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 through service unit meetings and other communication and support initiatives
- Coordinate girl-planned service unit events
- Participate in council and community events
- Volunteer recognition

Our Service Unit goals for this membership year:	
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Service Unit	_]





IMPORTANT DATES

Membership Year | Oct 1 - Sept 30 Fall Product Program | Sept - Oct Founder's Day | Oct 31 World Thinking Day | Feb 22 Girl Scouts Birthday | March 12 Girl Scout Cookie Program | Jan - Mar Volunteer Appreciation Month | April GSAK EmpowHer Campaign | April Girl Scout Leader Appreciation Day | April 22 Spring Renewal | April 1-June 30 Extended Year Memberships Available | April 1-July 31 On-Time Registration | Opens July 1

Service I	J nit Team Pla i	n 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, passive, etc.). Who:_______ Date:_____ Task: Reach out to schools and daycares to recruit volunteers and girls who are starting school in the fall. Who:______ Date: _____ Task: Hold an event for World Thinking Day in February. Who:_______Date:_____ Task: Hold a "Girl's Night Out" event. _____ When: _____ Date: _____ Notes:___ Who: When: Date: Notes: Retention Goal: Increase retention, both girls and adults Task: Offer local early renewal incentive. Who: _____ When: ____ Date: ____ Task: Recognize our volunteers. Who: ______ Date: _____ Notes: Task: Provide startup funds in support of newly forming troops. Who: ______ Date: _____ Task: Reach out to lapsed members. Who: When: Date: Notes:_____ Task Introduce volunteers to the Volunteer Toolkit. ______When: ______ Date: _____ Task: Provide clear, timely, and regular communication.

When: Date:

Task: Ensure that volunteers complete training.

Notes:___

<u>Product Program(s) Goal:</u> Increase girl participation | Increase adult support

Task: Hold a leader/produc	ct manager training, as guided by the council, by the trai	ning deadline.
Who:	When:	Date:
Notes:		
Task:		
Who:	When:	Date:
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Task:		
Who:	When:	Date:
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Task:		
	When:	
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Task: Host an event for Wo	•	
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Date
Service Unit

Mid-Year Assessment



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:



Who is responsible for coordinating these steps and when?
Who is responsible for coordinating these steps and when?
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 volunteer awards?
Does your service unit qualify for the President's Award?
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Date
Service Unit

Year-End Assessment



GOALS

Identify what helped you meet any of the goals.
What will you do differently to achieve remaining goals?
I'm proud of our team because:
I would like us to change:

COUNCIL SUPPORT

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? NamePhone	I really appreciated Girl Scouts of Alaska because:
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? NamePhone	
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RECOGNITION Who in the service unit has earned a recognition or award this year? Who would you like to see nominated for next year? Name	I wish that Girl Scouts of Alaska would:
RECOGNITION Who in the service unit has earned a recognition or award this year? Who would you like to see nominated for next year? Name	
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Name Phone	RECOGNITION Who in the service unit has earned a recognition or award this year?
Name Phone	
Name Phone	Who would you like to see nominated for next year?
Phone	
Email	Email

Date
Service Unit



Carry-over Balance (from prior year) INCOME	Proposed Budget	Actual	+/-		
Total Income					
EXPENSES					
Total expenses					
GRAND TOTAL (income minus expenses)					



The treasurer, service unit team, and volunteer support staff work together to develop an annual budget to support the team's Plan for Success. Typically, expenses are distributed according to these percentages:

- 1. **Program services—40%** | This includes all expenses for providing programming for girls, such as service unit events and other activities.
- 2. **Volunteer development and recognition—20%** | This includes informal and formal recognitions such as years of service pins, numeral guards, and other expenses associated with the support of leaders.
- 3. **Assistance to individuals—15%** | This includes requested support for individual girls, such as money for a destination trip. Note: Membership assistance and camperships are both funded by GSAK's larger operating budget. Whenever possible, service units are encouraged to help with the cost of these requests. Service unit teams may also request a report of assistance provided by GSAK.
- 4. **Resources—10%** | Appropriate uses for money would include expenses such as providing resources for new troops, maintaining service unit libraries, and providing assistance to existing troops as needed.
- 5. **Start-up money for new troops—10%** | This is for a one-time grant for a new troop. Troops are not expected to reimburse the service unit.
- 6. **Administration of the service unit—5%** | This includes expenses for administrative costs, including photocopies, paper, postage, and meeting place rental fees.

July - September

Focus Area	Who's Responsible?	Activities
Recruitment and Registration	Volunteers: (Insert role/names here) Council staff: Membership Specialist	 Work with council staff to coordinate and hold fall recruitment activities. Order recruitment supplies and materials from the council. Recruit service unit volunteers to assist with each recruitment activity. Host recruitment training for volunteers. Communicate regularly with the council about girl and adult placement.
Retention and Troop Support	Volunteers: (Insert role/names here) Council staff: Membership Specialist	 Promote and follow up with existing members during on-time renewal campaign. Work with council staff on troops in transition (disbanding troops). Mentor new leaders through onboarding process and encourage them to participate in council training. Schedule any dedicated events for new leaders.
Fall Product Program	Volunteers: (Insert role/names here) Council staff: Product Program Team	 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.
Service Unit Events— Fall	Volunteers: (Insert role/names here) Council staff: Program Team Membership Specialist	 Plan a girl-led event schedule to support the Girl Scout program (investiture/rededication, camporee/encampment, Thinking Day, SU bridging, badge workshops, cookie rally, community service). Promote events at service unit meetings and through service unit communications. Form a Girl Scout Advisory Board for event planning or use other methods to engage girls.

Service Unit Management	Volunteers: (Insert role/names here)	 Schedule leaders' meetings, reserve space if needed, and communicate dates/times/places to volunteers. Recruit service unit team members to fill vacant positions. Encourage new team members to receive
	Council staff: Membership Specialist	appropriate training for their positions. 4. Develop Rallyhood communication plan and processes for the year.



October - December

Focus Area	Who's Responsible?	Activities
Recruitment and Registration	Volunteers: (Insert role/names here) Council staff: Membership Specialist	 Continue to communicate with council staff to make sure troops have completed membership registration. In partnership with council staff, plan additional open houses and recruitment events where there is low participation. Initiate planning to participate in spring kindergarten registration events.
Retention and Troop Support	Volunteers: (Insert role/names here) Council staff: Membership Specialist	 Ensure that girls and adults have renewed their memberships to participate in the cookie program using service unit roster reports via LOOKER. Ensure that all active troops have two currently registered troop leaders. Connect with and support Juliettes (IRGs) in the service unit. Promote the Volunteer Toolkit as a resource for troop leaders. Reach out to new leaders with additional support during the cookie program.
Girl Scout Cookie Program	Volunteers: (Insert role/names here) Council staff: Product Program Team	 Attend council training for service unit cookie program leads. Hold troop cookie manager training(s). Plan and communicate appropriate dates for training and distribution of program materials. Encourage and support participation in the product program.
Service Unit Events - Fall	Volunteers: (Insert role/names here) Council staff:	 Plan a girl-led event schedule to support the Girl Scout program. Promote current events at service unit meetings and through service unit communications.
	Program Team Membership Specialist	

Focus Area	Who's Responsible?	Activities
Service Unit Management	Volunteers: (Insert role/names here) Council staff: Membership Specialist	 Continue to communicate with council staff to make sure troops have completed membership registration. In partnership with council staff, plan additional open houses and recruitment events where there is low participation. Initiate planning to participate in spring kindergarten registration events.



January - March

Focus Area	Who's Responsible?	Activities
Recruitment and Registration	Volunteers: (Insert role/names here) Council staff:	1. Plan and participate in spring kindergarten events.2. Support winter/spring council recruitment activities.
Retention and Troop Support	Membership Specialist Volunteers: (Insert role/names here) Council staff: Membership Specialist	 Plan to support the spring renewal (Early Bird) campaign. Promote spring renewal and incentives, adding a service unit incentive if possible. Support new leaders through the cookie program. Encourage the submission of council adult awards (insert due date). Promote training for adult volunteers. Identify bridging troops and encourage collaboration for bridging awards.
Girl Scout Cookie Program	Volunteers: (Insert role/names here) Council staff: Product Program Team	1.Support the recruitment of booth sale sites. 2.
Service Unit Events - Spring	Volunteers: (Insert role/names here) Council staff: Program Team Membership Specialist	 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 encampment/camporee next year.

Focus Area	Who's Responsible?	Activities
Service Unit Management	Volunteers: (Insert role/names here) Council staff: Membership Specialist	 Submit the names of service unit delegates and alternates to the council by the deadline. Review Volunteer Essentials with all leaders, focusing on money management and trip processes in preparation for spring travel. Encourage troops to celebrate Girl Scout Week (March 12th).



April - June

Focus Area	Who's Responsible?	Activities
Recruitment and Registration	Volunteers: (Insert role/names here) Council staff: Membership Specialist	 Meet with the council staff to plan and coordinate fall recruitment activities. Request recruitment supplies and materials from the council. Participate in spring kindergarten registration events. Attend annual service unit trainings and events. Recruit and train school liaisons or recruiters for each school in the service unit.
Retention and Troop Support	Volunteers: (Insert role/names here) Council staff:	 Encourage participation in spring renewal, providing service unit incentives if possible. Identify troops in transition and begin the identification of new leadership. Host a leader/volunteer appreciation event. Submit nominations for volunteer awards.
	Membership Specialist	
Girl Scout Cookie Program	Volunteers: (Insert role/names here)	1.Distribute girl rewards.
	Council staff: Product Program Team	
Annual EmpowHer Campaign	Volunteers: (Insert role/names here)	 Review and share annual fund goals for the year. Encourage and support leaders in promoting participation from families. Follow up with troops not participating.
	Council staff: Development Team	

Service Unit Events— Spring	Volunteers: (Insert role/names here)	1.Plan an event schedule to support the Girl Scout program.2.Reserve a site for the next camporee/encampment.	
	Council staff: Program Team Membership Specialist		
Service Unit Management	Volunteers: (Insert role/names here)	1. Determine who on the Service Unit Team is returning and renew roles.2. Recruit new team members if needed.	
	Council staff: Membership Specialist		

