

girl scouts
of montana
and wyoming



SERVICE UNIT

Planning Packet

2023-2024



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 Treasurer's Report

Service Unit Stretch Challenge Award

Service Unit Activities By Focus Area

🍀 SERVICE UNIT ANNUAL VISION PLAN

Service Unit

Girl Scout Mission:



Council Strategic Goals:

1. Increase caregiver engagement in GSLE activities
2. Align programs/activities with Girl Scout Initiatives
3. Use existing assets to support the GS Mission

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

Our Service Unit goals for the 2024 membership year

1. _____
2. _____
3. _____



SERVICE UNIT PLAN FOR SUCCESS

Service Unit

Service Teams Plan for Success—Membership Goals				
	EOY 23	2024 Goal	2024 to Date	+/- to Goal
New girls (K-3 Focus)				
New adults				
Girls retained				
Adults retained				
Girls early renewal				
Adults early renewal				
Camp attendance				
New troops formed				
Girl Participation in Cookie Program				
Volunteer Toolkit year plans created				
Other				

Important Dates

On-time Registration | September 30, 2023
Grow Your Troop | Oct. 15-Dec. 15, 2023
Founder's Day | Oct. 31, 2023
Adult Membership Drive | Jan. 15 - Apr. 15, 2024
World Thinking Day | Feb. 22, 2024
Girl Scout Day of Science | Mar. 2, 2024
Girl Scout Week | Mar. 10-16, 2024

Girl Scout Birthday | Mar. 12, 2024
Resident Camp Registration Opens | Apr. 24, 2024
Girl Scout Volunteer Day | Apr. 22, 2024
Spring Renewal | Opens Apr. 1 & closes May 31, 2024
2024 GSMW Community Day | Jun. 1-9, 2024
Girl Scouts Love State Parks | Sept. 14-15, 2024

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

Task: Hold at least two recruitment activities before December (open houses, parent info nights, My GS event, booth, etc.).

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

Notes: _____

Task: Participate in Grow Your Troop and encourage troops with less than 12 girls to do the same.

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

Notes: _____

Task: Assist at your local council Membership Experience Manager's fall recruitment event.

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

Notes: _____

Task: Communicate with your local Membership Experience Manager the results of your recruitment activities.

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

Notes: _____

Task: _____

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

Notes: _____

Retention: Increase retention, both girls and adults

Task: Offer local early renewal incentive.

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

Notes: _____

Task: Recognize our volunteers.

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

Notes: _____

Task: Reach out to lapsed members.

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

Notes: _____

Task: Introduce volunteers to 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.

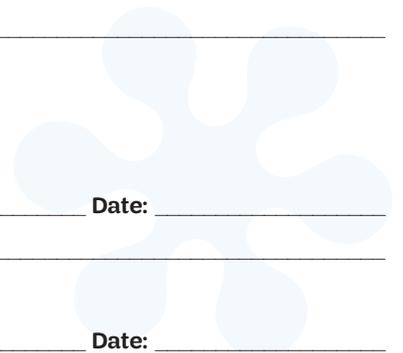
Who: _____ **When:** _____ **Date:** _____

Notes: _____

Task: _____

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

Notes: _____



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

Task: Set up a Watch Party or hold a leader training as guided by the council, by the training deadline.

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: Host an event for Girl Scouts' 112th Birthday.

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: _____

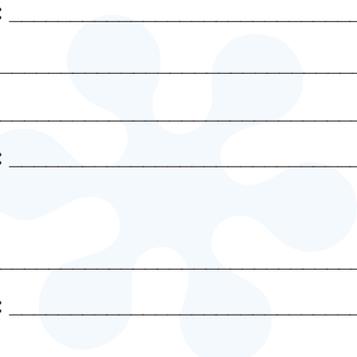
Who: _____ **When:** _____ **Date:** _____

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 President's Award?

☀️ YEAR END ASSESSMENT

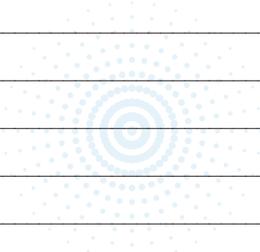
Date

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 Montana and Wyoming because:

I wish that Girl Scouts of Montana and Wyoming 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?

Name _____

Phone _____

Email _____

Council staff member approval

Date completed

SERVICE UNIT BUDGET

	Proposed Budget	Actual	+/-
Cookie Income			
Interest Income			
Event Registration			
Day Camp Registration			
Other -			
Total income			
EXPENSES			
Administration			
Resources (Girl Scout Books/Guides/Journeys)			
Early Renewal Incentive			
Adult Development - Training (supplies, fees)			
Adult Development - Recognitions			
Adult Development - End of Year Event			
Adult Development - Volunteer Retreat Camperships			
Programs/Events - Cookie Rally			
Programs/Events - Thinking Day			
Programs/Events - Day Camp			
Programs/Events - End of Year Event			
Programs/Events - Parades			
Programs/Events - Other:			
Assistance - Camperships			
Assistance - Memberships			
Assistance - Destinations			
Total expenses			
GRAND TOTAL (income minus expenses)			

For actual or proposed amounts over \$500, please explain:

SERVICE UNIT

Stretch Challenge

Please outline the 12 steps you've taken by filling out the online form on our website.

Membership growth

Complete three of the five steps!

- 70% of troops earn the 2025 Spring Renewal incentive.
- 2% increase in adult volunteers.
- 4% increase in girl members.
- Host a fall new member kickoff event in 2023.
- Do five things to extend membership and increase visibility in your unit, such as hosting an open house or a Girl Scout activity at a community fair, sending troop highlights to your local paper, marching in parades, or posting recruitment flyers at schools and community centers.

Programming

Complete three of the five steps!

- Hold an event to promote the five skills of the Girl Scout Cookie Program.*
- Hold a promotional activity for camp, such as an outdoor skills day or hosting a cookout training.*
- Hold an event for Daisy/Brownie/Junior girls using the Girl Scout Leadership Experience (GSLE).*
- Hold an event for Cadette/Senior/Ambassador girls using the GSLE.*
- 90% of K-5 troops use the Volunteer Toolkit on a regular basis.

Team building

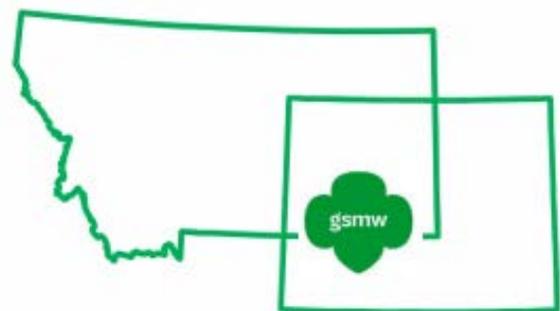
Complete three of the five steps!

- Fill three core SU Team positions.
- Meet more than four times per year. (Dates required)
- Personally invite new members to SU Meetings.
- Do something nice for the team, like hosting a dinner or tea. (Send us a picture!)
- 50% of the SU team attend Volunteer Retreat.

Volunteer training and support

Complete step 1, including the 4 tasks, and one additional step from the remaining list of 4.

- Set and meet a growth goal for leader attendance at leader meetings:
 - ◆ Review sections of the Service Team Handbook on leading successful leader meetings.
 - ◆ Develop a pre and post-meeting communication plan.
 - ◆ Create, distribute and follow a meeting agenda, with the goal of creating meetings that are consistently welcoming, interactive, enriching, and worthy of volunteers' time and effort.
 - ◆ Develop incentives for leaders to attend leader meetings.
- Provide a form of recognition to all volunteers at four meetings during the year.
- 80% of troops submit End of Year Financial Reports by June 30th, 2024.
- Promote Volunteer Toolkit at Service Unit meetings.
- Host a *Watch Party* for both Fall and Cookie Trainings.



*** Sign in sheets will be required for these events. All programs, activities and events may be hosted in-person or virtually.**

EXPENSES

The treasurer, service 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—45%** This includes all expenses for providing programming for girls such as service unit events and other activities.
- 2. Volunteer development and recognition—25%** 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 the larger operating budget. Whenever possible, service teams are encouraged to help with the cost of these requests. Service teams may also request a report of assistance provided by GSMW.
- 4. Resources—10%** Appropriate expenses include new troop resources (e.g. Journey book), maintaining service unit libraries, and providing assistance to existing troops as needed.
- 5. Administration of the service unit—5%** This includes expenses for administrative costs including photocopies, paper, postage, and meeting place rental fees.

Teams that meet the challenge may choose one of the following rewards:

- ◆ A 2-day/ 1-night use of a GS property (to be used prior to 9/30/2024)
- ◆ A set of flags* or Dutch oven for the Service Unit

*Includes American, State and Girl Scout Flags; poles/stands not included

Share how you have completed the challenge by July 1, 2024

Service unit # _____

Service unit Name _____

Service unit team member submitting form _____

Email _____

Phone _____

Address _____

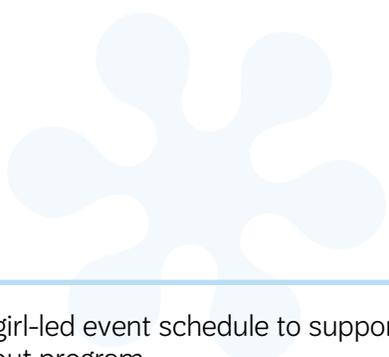
SERVICE UNIT REFERENCE INFORMATION

Service unit name:	#:
GSMW Membership Experience Manager: Name: Phone: Email: Facebook Page:	
Cities/towns served:	State:
County:	Public School District(s):
Service Unit Meeting Location:	Private/Parochial/Religious School(s)/ District(s):
Meeting Schedule:	Time:
Service Unit Team Information:	Service Unit Team Contact Information: Email: Facebook Page: Other:
Other:	Other:
Number of Troops:	Names and Number of Juliettes:

♣ SERVICE UNIT ACTIVITIES BY FOCUS AREA, QUARTER

Focus Area	July-September Who's Responsible?	Activities
Recruitment and Registration 	Volunteers: Service Unit Manager Council staff: Membership Experience Manager	<ol style="list-style-type: none"> 1. Work with council staff to coordinate and hold fall recruitment activities. 2. Order recruitment kit from 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: Service Unit Manager Council staff: Membership Experience Manager	<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: Service Unit Product Manager Council staff: Membership Experience Manager Product Program Manager	<ol style="list-style-type: none"> 1. Attend council training for the Fall Product Program. 2. Plan and communicate appropriate dates for training and confirm troops have received materials. 3. Encourage and support troop participation in the program. 4. Arrange for delivery of products.
Additional Money Earning Activity	Volunteers: Service Unit Treasurer Council staff: Membership Experience Manager Director of Fund Development	<ol style="list-style-type: none"> 1. Review and share annual fund 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 by (date) and encourage participation by (end date).

Service Unit Events—Fall	<p>Volunteers Service Unit Events Coordinator</p> <p>Council staff Membership Experience Manager</p>	<ol style="list-style-type: none"> 1. Plan a schedule of girl-led events to support the Girl Scout program (investiture/rededication, World Thinking Day; service unit bridging, badge workshops, Fall Program Kickoff, 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 Service Unit Manager</p> <p>Council staff Membership Experience Manager</p> <p>Director of Volunteer Experience</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).
<p style="text-align: center;">October-December</p>		
Focus Area	Who's Responsible?	Activities
Recruitment and Registration	<p>Volunteers Service Unit Manager</p> <p>Council staff Membership Experience 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. Engage in and encourage participation in Grow your Troop.
Retention and Troop Support	<p>Volunteers Service Unit Manager</p> <p>Council staff Membership Experience Manager</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. 6. Identify Service Unit Product Manager for the Cookie Program.

<p>Fall Product Program</p> 	<p>Volunteers Service Unit Product Manager</p> <p>Council staff Membership Experience Manager</p> <p>Product Program Manager</p>	<ol style="list-style-type: none"> 1. Encourage and support participation in the product program. 2. Arrange for the delivery of products 3. Coordinate distribution of product and rewards. 4. Send Service Unit to Troop Receipts to Council by the end of the program.
<p>Cookie Program</p>	<p>Volunteers Service Unit Product Manager</p> <p>Council staff Membership Experience Manager</p> <p>Product Program Manager</p>	<ol style="list-style-type: none"> 1. Plan Cookie Rally event 2. Secure/oversee efforts to secure a Service Unit Booth sites. 
<p>Service Unit Events</p>	<p>Volunteers Service Unit Events Coordinator</p> <p>Council staff Membership Experience Manager</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 Service Unit Manager</p> <p>Council staff Membership Experience Manager</p> <p>Director of Volunteer Experience</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	Volunteers Service Unit Manager Council staff Membership Experience Manager	<ol style="list-style-type: none"> 1. Participate in and promote the Adult Membership Drive. 2. Participate in and promote the Daisy Roundup Recruitment efforts. 3. Support winter/spring council recruitment activities.
Retention and troop support	Volunteers Service Unit Manager Service Unit Product Manager Council staff Membership Experience Manager Director of Volunteer Experience	<ol style="list-style-type: none"> 1. Support new leaders through the Cookie Program. 2. Encourage the submission of council adult awards (due midnight February 2nd). 3. Promote training for adult volunteers. 4. Identify bridging troops and encourage collaboration for bridging awards.
Cookie Program	Volunteers Service Unit Product Manager Council staff Membership Experience Manager Product Program Manager	<ol style="list-style-type: none"> 1. Attend Council-led Cookie Program Training for Service Unit Product Managers. 2. Host Watch Party/ hold Troop Product Manager Cookie Training(s). 3. Coordinate distribution of program materials (i.e. order cards). 4. Encourage and support participation in the product program. 5. Compile booth location list to upload in the Cookie Software.
Service Unit Events	Volunteers Service Unit Events Coordinator Council staff Membership Experience Manager	<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 Day Camp (if needed)
Service Unit Management	Volunteers Service Unit Manager Council staff Membership Experience Manager	<ol style="list-style-type: none"> 1. Submit the names of Service Unit delegates and alternates to the council by the deadline. 2. Review Volunteer Essentials with all leaders, focusing on money management and trip processes in preparation for spring travel. 3. Encourage troops to celebrate Girl Scout Week (March 10th-16th).

Focus Area	April-June Who's Responsible?	Activities
Recruitment and Registration	Volunteers Service Unit Manager Council staff Membership Experience Manager	1. Communicate with the Membership Experience Manager any planned recruitment activities for Spring or Summer.
Retention and Troop Support	Volunteers Service Unit Manager Council staff Membership Experience Manager	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.
Product program (cookies)	Volunteers Service Unit Product Manager Council staff Product Program Manager	1. Distribute girl rewards. 2. Notify council of next year's Service Unit Product Manager and submit agreement form.
Service Unit Events	Volunteers Service Unit Events Coordinator Council staff Membership Experience Manager	1. Execute Day Camp 2. Plan an event schedule to support to Girl Scout Program.
Service Unit Management	Volunteers Service Unit Manager Council staff Membership Experience Manager	1. Plan to attend Volunteer Retreat 2. Submit Year-End Financials by June 30th. 3. Submit Service Unit Stretch Challenge.