

Service Unit Fact Sheet

A Girl Scout service unit is a community of volunteers and girls in a geographic area defined by a cluster of schools. The service unit (or SU) team is an essential support system that organizes training, mentorship, girl program and membership support for volunteers, girls and caregivers.

What service units do:



- Collaborate with professional staff (Girl Scouts San Diego employees) to recruit new girl and adult members, who form new troops or join existing troops.
- Support and develop volunteers and girls to keep troops engaged and provide a wider Girl Scout community.
- Recognize volunteer contributions and efforts.
- Support participation in product sales and the SHARE campaign.
- Administrative duties: Submit required financial reporting, assess and approve activities for troops, and resolve member conflict.
- Engage with the local community to encourage the overall mission of Girl Scouts.

How they do it:



- **Recruitment events:** 73 percent of SUs partner with professional staff to lead recruitment events.
- **Trainings for leaders:** 100 percent train leaders in product sales, troop finances, safety guidelines, outdoor skills and ceremonies.
- **Volunteer recognition:** 100 percent recognize their volunteers in some way, including end-of-year appreciation dinners, giveaways at leader meetings and mailed thank-you notes.
- **SHARE and product sales:** 100 percent participate in the SHARE campaign, fall nut sale and cookie program.
- **Family events:** 66 percent offer events for girls and their families — such as bridging ceremonies, sing-alongs, investiture and award ceremonies, and picnics.
- **Thinking Day celebrations:** 90 percent hold an event to celebrate global sisterhood on Feb. 22. This also provides an opportunity to invite prospective members and showcase girl-led activities.
- **Encampment:** 95 percent design and implement large camping events for troops and girls. 14 percent of those SUs hold two or more encampments annually.
- **Community-wide service projects:** 100 percent of our SUs conduct service projects in their community on an annual basis, 33 percent on a monthly basis.
- **Other girl programming:** 100 percent design and implement other girl programs, which vary greatly and include cookie season kickoff events, father-and-daughter dances, mom-and-daughter teas, derbies, bowling, parades and flag ceremonies.

Core service unit team

Manager	Treasurer	Activity Consultant	Product Sales	Membership Recruiter	Registrar	Recognitions Chair
Lead SU team.	Financial coach for troops.	Promote activities and manage risk.	Manage fall sale and cookie program.	Engage and invite new members.	Maintain integrity of membership records.	Lead adult appreciation efforts.