

Service Unit Manager's Guide to Success

The Mission of Girl Scouting

"Girl Scouting builds girls of courage, confidence and character, who make the world a better place."

The Value of Volunteers

The expertise, interests, skills and life experiences of volunteers are essential to shaping fun and enriching leadership experiences for girls and inspiring them to reach their personal best.

The President's Award for Service Units

The President's Award recognizes the efforts of a service unit to enhance Girl Scouting in their community during the membership year.

- Symbol indicates President's Award criteria

Year-round

- The following service team functions are covered:
Service Unit Manager(s); Treasurer; Registrar; Activity Consultant; Membership Organizer(s)/Recruiter(s); Fall Product Coordinator (SUFC); Cookie Coordinator (SUCC); SHARE Coordinator; Council Delegate
Additional team positions may include e-mail distribution, newsletter, training coordinator, recognitions chair, independent girl (IGM) coordinator, community service coordinator, event coordinators and troop consultants.
- Volunteer applications, background checks and volunteer agreement forms are submitted and processed prior to the first troop meeting.
- Send welcome e-mail or call new leaders to be sure they have integrated into service unit (ongoing).
- All troops have at least one adult certified in First Aid and CPR.
- Service unit team works collaboratively year-round to place new and lapsed girls into troops or encourage girls to register as IGMs.
- IGMs are invited to all service unit events.
- Promote SHARE campaign.

- All service unit team positions are filled with registered adult Girl Scout members.
- All new team members complete appropriate training with either the volunteer support or membership development coordinator
- Service unit team maintains communication with troop leaders by holding regularly scheduled monthly meetings and making information available to individuals who cannot attend those meetings.
- Service unit team ensures that the calendar of service unit events is readily available to each troop and independent Girl Scout. Some ways of doing this include a service unit website, newsletter or email distribution list.

Year-round, continued

- All troop leaders and volunteers have received appropriate training. (i.e. Introduction to Girl Scouting, Troop Camp, Event Director, Encampment Director)
- Service unit offers two or more pathways for girls in the area to participate in Girl Scouts (i.e. troop, series, camp, event, travel, special interest)
- Service unit team encourages continuing training for leaders by holding at least two mini trainings. (i.e. troop ideas, journeys, leadership skills, cookies, financials)
- Service unit utilizes girl planning for at least one event.
- Service unit promotes community visibility by creating a public display and/or participating in a community event (i.e. parade, community fair, Girl Scout Spirit day).
- In collaboration with council membership staff, service unit will establish and implement a membership/recruitment plan.
- Service unit team attends a minimum of three service unit enrichment opportunities (i.e. roundtables, VCC, Outdoor Skills, etc.)
- Service unit reached the current year's girl membership goal OR increased girl membership by 1.5%.

August

- Service unit volunteers attend the Volunteer Conference and Celebration (VCC).
 - Service unit team holds a meeting to plan the membership year. (i.e. service unit events, membership re-registration/recruitment plan, and service unit budget).
 - Clarify your role and responsibilities to service unit team members at planning meeting.
 - Determine service unit and team meeting schedules and make plans for reminding leaders to attend (website, email, etc.)
 - Contact troops that have not re-registered.
- Set service unit SHARE goal.

September

- Start service unit and team meetings.
 - Coordinate with the service unit fall product coordinators (SUFC) to set training date for troop fall product coordinators.
 - Encourage leaders to participate in the fall product sales as a way of earning start-up funds for their troop.
 - Encourage troops to host an informational Girl Scout booth at back-to-school nights or open houses.
 - Ensure all continuing girl/adult members have renewed their membership by September 30.
- Service unit holds a fall recruitment event.

October

- Remind leaders that all girls participating in the fall product sales must be registered. Ask leaders to check their troop management to confirm all girls are currently registered.
- Work with the product sales staff members to secure service unit cookie coordinators (SUCC).
- Plan an investiture/rededication ceremony for new and returning leaders.
- Collaborate with your membership development coordinator to host/attend school parent information meetings.
- Ensure all disbanded troops have completed financial reports, closed bank accounts and submitted monies to the service unit treasurer.
- Work with service unit team members to contact girls from disbanded troops. Determine if girls need to be placed in existing troops or registered as an independent girl member (IGM)

November

- Service unit conducts a leader investiture/rededication ceremony at the leader meeting.
- Membership organizers should inform their membership development coordinator of their interest lists by Nov 15.
- Work with service unit team and council membership staff on reaching 90-100% girl goal by Dec.
- Discuss lapsed troop list with service unit team; follow up with the service unit registrar on troops not reregistered but still meeting.
- Encourage service unit team to identify and contact leaders who have not been attending meetings and ensure they are being supported.
- Reassess status of leader training and encourage leaders to complete necessary training.
- Coordinate with service unit cookie coordinator (SUCC) to set training date for troop cookie coordinators (TCM).

December

- Meet with volunteer support coordinator to determine goals for the rest of the year, develop plan.
- Remind leaders that all girls participating in the cookie sales must be registered. Ask leaders to check their troop management to confirm all girls are currently registered.
- Ensure all TCMs are currently registered and completed training.
- Promote council and/or service unit/regional cookie kick-off event(s).

January

- Start finding out who is continuing on the team; discuss succession plans. Keep in mind position terms.
 - Check with the service unit registrar to make sure all troops are currently registered.
 - Hold a service unit/regional cookie kick-off event (optional).
 - Send welcome e-mail or call new leaders to be sure they have integrated into the service unit.
 - Encourage leaders to host a service unit program age-level series or financial literacy series and invite lapsed girls, IGMs and girls on the interest list to attend.
 - Promote council camp opportunities. Invite a camp staff member to a service unit meeting.
- 90% of registered troops (as of Feb. 15) participate in the cookie program. All girls who participate in the cookie program are registered. Remind leaders that non-registered girls may not participate.
- A service unit representative attends Assembly Meeting.

February

- Reassess status of leader training and encourage leaders to take necessary Introduction to Girl Scout training.
- Discuss with service unit team who is or isn't returning as a leader and/or team member. Recruit vacant positions.
- Service unit treasurer attends the treasurer roundtable (service unit manager is encouraged to attend as well).
- Celebrate World Thinking Day, Feb. 22, by encouraging leaders to do troop activities or by having a service unit event.
- Encourage leaders to participate in the Spring Membership Campaign (March through May)
- Promote council award nominations; deadline is April 30.

March

- Service unit registrar attends the registrar roundtable (service unit manager is encouraged to attend as well).
 - Encourage service unit treasurer to conduct leader training on year-end financials.
 - Present troop spending ideas/guidelines to leaders.
 - Encourage leaders to celebrate Girl Scout Week. (i.e. ask girls to wear their Girl Scout uniform to school and/or their place of worship, have girls present flag ceremonies in their community, have a birthday party in honor of their Girl Scout sisters)
 - Check on status of service unit SHARE goal.
- Service unit holds a spring recruitment event (March through May).

April

- April 22 is National Girl Scout Leader Day – celebrate!
- April is SHARE (Share Her Annual Real Expense) month. Encourage leaders/parents to contribute on-line.
- Encourage troops to host a Girl Scout informational booth at the kindergarten registration/open house.
- Submit council award nominations, deadline is April 30.
- Discuss end-of-the-year financial reports that are due from troops to service unit treasurer by June 15.

May

- Service unit manager attends service unit manager roundtable. (attendees to include current, exiting and incoming managers)
 - Service unit encourages volunteers/members to participate in Membership Renewal Campaign.
 - Service unit team works collaboratively to try and restructure disbanding troops by recruiting new leadership.
 - Compile data for the President's Award application, deadline is June 30 for recognition at VCC.
 - Promote the VCC; to be held in August
 - Promote and follow-up on the Spring Membership Campaign. Submit appropriate paperwork by the designated deadline.
- Service Unit holds a recognitions/appreciation event or program for volunteers, sponsors and leaders. (May/June)

June

- Submit President's Award application. Service units submitting applications by June 30 will receive their award at VCC.
 - Work with disbanded troops to complete financial reports, closed bank accounts and submitted monies to the service unit treasurer.
 - One-on-one with volunteer support coordinator to evaluate role, assess TLC needed, share visions, sign reappointment or exit interview if appropriate.
 - Complete your service unit membership planning guide and goal setting for the upcoming year with your volunteer support and membership development coordinators.
 - Work with the product sales staff members to secure service unit fall "nut" coordinator for next year.
 - Encourage leaders to participate in the Membership Renewal Campaign.
- Service unit reaches 100% of SHARE gift goal.
 - Service unit achieved at least 75% troop retention OR met service unit retention goal.
 - 90% of troop financial reports are turned in to the Service Unit Treasurer with submission to council office by June 30.

July

- Continue recruiting for vacant team positions.
- Update team rosters and submit a copy to the council membership staff.
- In collaboration with appropriate council staff, conduct orientations for new team members (July, August, and September.)
- All service unit team members have performance reviews conducted by the service unit manager by September 30.
- All service unit team members have signed their job description for the upcoming year.
- Promote and follow-up on the Membership Renewal Campaign. Submit appropriate paperwork by the designated deadline.
- Membership organizers attend recruitment roundtables (service unit managers are encouraged to attend as well).

