



# SERVICE UNIT Planning Packet



## INCLUDED IN THIS PACKET:

- Service Unit Annual Vision Plan
- Service Unit Team Roster
- Service Unit Plan for Success
- Service Unit Mid-Year Assessment
- Service Unit Budget
- Service Unit Stretch Challenge
- Service Unit Activities by Focus Area, Quarter



# Service Unit Annual Vision Plan

Service Unit

## Girl Scout Mission:

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

### Council Strategic Goals:

- ◆ Reach More Girls
- ◆ Mission Brand Relevance
- ◆ Volunteer Engagement, Training and Support
- ◆ Program Delivery
- ◆ Organizational Effectiveness



## Essential Responsibilities of a Service Unit:

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

- ◆ Service Unit Team members
- ◆ Troop co-leaders and program volunteers
- ◆ Girls

Assist troop co-leaders and volunteers in promoting the delivery of the Girl Scout Leadership Experience:

- ◆ Provide essential enrichment trainings and service unit networking
- ◆ Support 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 \_\_\_\_\_ membership year:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_





## Service Unit Team Roster

POSITION	Filled? (Y or N)	Trained? (Y or N)
Service Unit Manager		
Area Cookie Coordinator		
Area Fall Product Coordinator		
Area Treasurer		
Area Event Director		
Troop Mentor Coordinator		
Troop Mentor		
School Organizer		
Media Coordinator		
Adult Recognitions Coordinator		
Adult Learning Facilitator		
Girl Scouts Give Champion		
Program Coach		
Area Delegates		
Cookie Rally Coordinator		
Cookie Booth Coordinator		

Additional Comments or Notes:

# Service Unit Plan for Success

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Service Unit

## IMPORTANT DATES

### September 2021

18 – Co-Leader Academy

### October 2021

1 – Fall Product Program Begins

15 - Council Level Award

Nominations/Endorsements Due

22 – Fall Product Program In-Person Sales End

23 (Tentative) - Fall Facilitator Conference

27 – Fall Product Program Online Sales/Girl

Delivered Orders End

31 - Juliette Gordon Low's Birthday

### November 2021

7 – Fall Product Program Online Sale Ends

### December 2021

Summer Fun Guide – Digital Release

### January 2022

15 – Cookie Season Begins

31 – Planning Packet - Mid-Year Assessment

### February 2022

7 – Summer Resident Camp Registration Opens

22 – World Thinking Day

### March 2022

7 - Volunteer Day Camp Registration Opens

5 – Annual Meeting

6 – Cookie Season Ends

12 - Girl Scouts' Birthday

### April 2022

1-30 - Volunteer Appreciation Month

22 - Girl Scout Volunteer Day

30 - VolunteerCon and Expo

### May 2022

Spring Renewal

31 – Service Unit Manager, Area Event Director, and  
Area Treasurer Self-Reflection Forms Due

Although we do not anticipate any date modifications, please note that trainings, events, activities, and product sales dates are tentative due to state guidelines and recommendations by the CDC related to any COVID-19 aftereffects. As always, the safety and well-being of our members is top priority, and in the event of any changes, we will communicate updates with our Girl Scout Community as soon as possible. Thank you in advance for your understanding.

Local Dates for Service Unit:

# Service Unit Plan for Success

Service Unit \_\_\_\_\_

## Service Unit Teams Plan for Success—Membership Goals

	EOY 20	20____ Goal	20____ to Date	+/- to Goal
New Girls				
New Adults				
Girls Retained				
Adults Retained				
Girl Spring Renewal				
Adult Spring Renewal				
Day Camp Attendance				
New Troops Formed				
Community Service/ Engagement Events				
Reach More Girl Events				
Fall Product Program				
Cookie Program				
Other:				

## Adult and Girl Member Engagement Goal: Increase Girl/Adult Membership

**Task:** Hold a recruitment opportunity at least three times before December (open house, parent meeting, event, etc.).

Who: \_\_\_\_\_ When: \_\_\_\_\_ Date: \_\_\_\_\_

Notes: \_\_\_\_\_

**Task:** Reach out to schools and daycares to recruit volunteers and girls who are starting school in the fall.

Who: \_\_\_\_\_ When: \_\_\_\_\_ Date: \_\_\_\_\_

Notes: \_\_\_\_\_

**Task:** Hold a “Girl’s Night Out” event or other team building event of your choice.

Who: \_\_\_\_\_ When: \_\_\_\_\_ Date: \_\_\_\_\_

Notes: \_\_\_\_\_

**Task:** \_\_\_\_\_

Who: \_\_\_\_\_ When: \_\_\_\_\_ Date: \_\_\_\_\_

Notes: \_\_\_\_\_

## Retention: Increase Girl and Adult Member Retention

**Task:** Offer local early renewal incentive.

Who: \_\_\_\_\_ When: \_\_\_\_\_ Date: \_\_\_\_\_

Notes: \_\_\_\_\_

**Task:** Recognize volunteers through local and council level awards.

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 co-leaders complete required trainings.

Who: \_\_\_\_\_ When: \_\_\_\_\_ Date: \_\_\_\_\_

Notes: \_\_\_\_\_

## Product Program Goal(s): Increase Girl Participation | Increase Adult Support

**Task:** Encourage Fall Product Program Coordinators and Troop Cookie Coordinators to complete training by deadline date.

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 Girl and Adult Retention and Positive Outcomes

**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: \_\_\_\_\_

\_\_\_\_\_

Date

\_\_\_\_\_

Service Unit

# Mid-Year Assessment

*\*Completed by service unit team by January 31<sup>st</sup>*

*\*Service unit manager completes final review and connects with appropriate departments for additional support*

## GOALS

Review each goal and plan for success!

Identify what helped you meet any of the goals.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

What will you do differently to achieve the remaining goals?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## TEAM

We are proud of our team because:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

We would like to change:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



# ACTION STEPS

Steps we are taking to reach our goals:

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Who is responsible for coordinating these steps and when?

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## IDEAS

Great ideas for the remainder of this year:

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Have you picked delegates? If so, have their names been submitted to the council?

1. 

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2. 

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## RECOGNITION

Which service unit volunteers would the area like to nominate for both council level and local level awards?

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Do any volunteers in your Service Unit qualify for the President's Volunteer Service Award?

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# Service Unit Budget

Service Unit Area Treasurer

Date Completed

	Proposed Budget	Actual	+/-
Interest Income			
Disbanded Troops			
Event Registration			
Camporee Registration			
Other			
Other			
Other			
Other			
Other			
<b>Total income</b>			
<b>EXPENSES</b>			
Administration			
Community Engagement (parades, festivals)			
Resources (Journeys/Guides)			
Adult Learning & Development – Training (supplies, fees)			
Adult Learning & Development - Other			
Adult Learning & Development - Other			
Adult Recognition Awards			
Adult Recognition End of Year Event			
Programs/Events—Camporee			
Programs/Events—World Thinking Day			
Programs/Events—Other			
Programs/Events—Other			
Assistance—Destinations			
Assistance—Camperships (date sent: )			
Assistance - Girl Scouts Give			
Assistance—Membership Assistance (date sent: )			
<b>Total expenses</b>			
<b>GRAND TOTAL (income minus expenses)</b>			

# SERVICE UNIT

## Stretch Challenge

Please outline the 14 steps the area has taken separately.

### Membership Growth

- ☐ 45% of troops engage in Spring Renewal.
- ☐ 2% increase in number of adult volunteers.
- ☐ 2% increase in number of girl members.
- ☐ Host a fall new member kickoff event.
- ☐ Complete 7 action steps to increase membership and visibility - host an Open House or a Girl Scout activity at a community fair, share troop highlights with your local paper, march in a parade, or post recruitment flyers throughout the community (get permission first!).

**Complete three of the five steps!**

### Programming

- ☐ 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.
- ☐ 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.
- ☐ 85% of K-5 troops use the Volunteer Toolkit on a regular basis.

**Complete three of the five steps!**

### Team Building

- ☐ Fill seven or more Service Unit Team roles with unique individuals.
- ☐ Meet four or more times per year.
- ☐ Hold an open service unit team meeting and invite new members.
- ☐ Treat the team - hold a dinner, have a tea party, or plan a retreat.

- ☐ Send 50% or more of the administrative team to the Administrative Team Conference.
- ☐ Have proper number of delegates representing the area at Annual Meeting.

**Complete four of the six steps!**

### Volunteer Training and Support

- ☐ Set and meet a growth goal for co-leader attendance at co-leader meetings:
  - ◆ Review sections of the Service Unit Basics Manual on leading successful co-leader meetings.
  - ◆ Develop a pre- and post-meeting communication plan.
  - ◆ Follow recommended meeting outline with the goal of creating meetings that are consistently welcoming, interactive, enriching, and worthy of volunteers' time and effort.
  - ◆ Develop incentives for volunteers to attend co-leader meetings.
- ☐ Offer local training and provide at least two adult learning workshops within your unit.
- ☐ Provide a form of recognition to all volunteers at four meetings during the year.
- ☐ Incorporate virtual meeting platforms into various types of meetings.
- ☐ Promote Volunteer Toolkit and VTK Tutorials.
- ☐ Schedule at least 15 minutes of structured networking into leader meetings.

**Under Volunteer Training and Support, complete the first bullet point including the 4 tasks. In addition, complete one step from the remaining list of 5 tasks.**

**Please include specific details as to how the service unit accomplished each step.**

# SERVICE UNIT *Stretch Challenge*



**It's Your Story, So Tell It!**

**Share how you have completed the Service Unit Stretch Challenge!**

**Complete the Service Unit Stretch Challenge Submission Form by May 31<sup>st</sup>:**

**<https://gsnccp.wufoo.com/forms/service-unit-stretch-challenge/>**

**Service Units that meet the challenge will be entered to win one of the following:**

**\$100 off the use of a GS-NCCP Property**

**\$100 credit to the Service Unit account**

**Drawing will take place June 15<sup>th</sup>.**

**We want to hear from you!**

# Service Unit Reference Information

Service Unit Name:	Number:
Membership Director:	County:
Cities/Towns served:	State:
Public School District(s):	Private/Parochial/Religious/Charter Schools:
Service Unit Meeting Location (meeting includes troop co-leaders and other volunteers):	Time:
Meeting Schedule:	
Administrative Team Meeting Location:	Time:
Meeting Schedule:	
Number of Troops:	



# Service Unit Activities

## By Focus Area, Quarter

Focus Area	July-September	Activities
Recruitment and Registration	<p>Who's Responsible?</p> <p>Volunteer/s</p> <p>Council Staff</p>	<ul style="list-style-type: none"> <li>Request recruitment supplies and materials from the council.</li> <li>Work with council staff to coordinate and hold fall Reach More Girls recruitment events.</li> <li>Recruit Service Unit volunteers to assist with each recruitment activity.</li> <li>Host recruitment training for volunteers.</li> <li>Communicate regularly with the council about girl and adult placement.</li> </ul>
Retention and Troop Support	<p>Volunteer/s</p> <p>Council Staff</p>	<ul style="list-style-type: none"> <li>Connect with council staff regarding disbanding troops and focus on retention.</li> <li>Follow up with existing members during renewal campaign.</li> <li>Mentor new troop co-leaders through onboarding process and direct them to gsLearn for other council related trainings.</li> <li>Schedule and plan local Investiture and Rededication event.</li> </ul>
Fall Product Program	<p>Volunteer/s</p> <p>Council Staff</p>	<ul style="list-style-type: none"> <li>Attend council training for the Fall Product Program.</li> <li>Plan and communicate appropriate dates for training and distribution of materials to troops.</li> <li>Encourage and support troop participation in the program.</li> <li>Schedule pick-up/delivery of products to troops.</li> <li>Schedule pick-up/delivery of girl incentives.</li> </ul>
Girl Scouts Give	<p>Volunteer/s</p> <p>Council Staff</p>	<ul style="list-style-type: none"> <li>Review Girl Scouts Give campaign information and share updates at area kick off meeting.</li> <li>Encourage and support troop co-leaders promoting community and Girl Scout troop and family participation.</li> <li>Promote alternative means of support (if appropriate).</li> <li>Follow up with troops not participating in the campaign by September 30th.</li> </ul>

Service Unit Events - Fall	Volunteer/s  Council Staff	<ul style="list-style-type: none"> <li>◆ Promote events at Service Unit meetings and through Service Unit communications.</li> <li>◆ Plan a girl-led event schedule to support the Girl Scout program (Investiture/Rededication, Camporee, World Thinking Day; Service Unit Bridging, badge workshops, Cookie Rally, community service, etc.).</li> <li>◆ Form a Girl Scout Advisory Board for event planning or use other methods to engage girls.</li> </ul>
Service Unit Management	Volunteer/s  Council Staff	<ul style="list-style-type: none"> <li>◆ Recruit for vacant admin team positions and encourage new members to complete appropriate training for their positions.</li> <li>◆ Schedule area/leaders' meetings, reserve space if needed, and communicate dates/ times/ places to volunteers.</li> <li>◆ Promote and attend council offered trainings/ conferences/events – Administrative Team Conference (ATC), Co-Leader Academy, and Fall Facilitator Conference.</li> <li>◆ Develop communication plans for the year – Rallyhood, newsletter, private Facebook page, and/or other approved social media platforms).</li> </ul>

Focus Area	October - December	Activities
Recruitment and Registration	Who's Responsible? Volunteer/s  Council Staff	<ul style="list-style-type: none"> <li>◆ In partnership with council staff, plan additional open houses and recruitment events where there is low participation.</li> <li>◆ Continue to communicate with council staff to make sure troops have completed membership registration.</li> <li>◆ Initiate planning to participate in spring kindergarten registration events.</li> </ul>
Retention and Troop Support	Volunteer/s  Council Staff	<ul style="list-style-type: none"> <li>◆ Promote the Volunteer Toolkit and VTK Tutorials as a resource for troop co-leaders.</li> <li>◆ Direct co-leaders and fellow volunteers to gsLearn for Girl Scout specific trainings and leadership development trainings.</li> <li>◆ 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.</li> <li>◆ Connect with and support Individually Registered Members.</li> </ul>



Focus Area	January-March	Activities
Recruitment and Registration	<p>Who's Responsible? Volunteer/s</p> <p>Council Staff</p>	<ul style="list-style-type: none"> <li>Support winter/spring council recruitment activities.</li> <li>Consider planning a "Cookie Tasting" or a "Bring a Friend" recruitment event with cookie season theme.</li> <li>Encourage troops to participate in Girl Scout Week activities like Girl Scout Sunday.</li> <li>Connect with local schools regarding upcoming spring kindergarten events.</li> </ul>
Retention and Troop Support	<p>Volunteer/s</p> <p>Council Staff</p>	<ul style="list-style-type: none"> <li>Promote upcoming council spring renewal program and incentives (Early Bird Renewal Campaign) and include a service unit incentive, if possible.</li> <li>Support new co-leaders through the cookie program.</li> <li>Ensure the area has delegate representation at Annual Meeting and encourage interested volunteers to attend Annual Meeting.</li> <li>Promote gsLearn online trainings for adult volunteers.</li> <li>Identify bridging troops and encourage collaboration for bridging awards.</li> </ul>
Product Program - Cookies	<p>Volunteer/s</p> <p>Council Staff</p>	<ul style="list-style-type: none"> <li>Support recruitment of booth sale sites and cookie booth safety.</li> <li>Work in partnership with the Area Cookie Coordinator, Cookie Booth Coordinator, Cookie Rally Coordinator, and Troop Cookie Coordinators to ensure a smooth and organized cookie season.</li> <li>Promote realistic goal setting and encourage troops to place cookie orders accordingly.</li> </ul>
Girl Scouts Give	<p>Volunteer/s</p> <p>Council Staff</p>	<ul style="list-style-type: none"> <li>Use World Thinking Day as a springboard and the Girl Scouts Give Patch Program as a guide to discuss and celebrate diversity, equality, and inclusion.</li> <li>Consider redirecting excess troop funds to the campaign to give a local girl the Girl Scout experience.</li> <li>Complete your commitment to earn patches, retail rewards, recognition, program opportunities and other great prizes by promoted deadline dates.</li> </ul>

Service Unit Events - Spring	Volunteer/s   Council Staff	<ul style="list-style-type: none"> <li>◆ Promote upcoming events at service unit meetings and through service unit communications.</li> <li>◆ Plan the spring event schedule to support the Girl Scout program and incorporate GSLE centered activities.</li> <li>◆ Reserve a site for Camporee for the upcoming year.</li> <li>◆ Brainstorm local Day Camp themes and plans, if applicable.</li> </ul>
Service Unit Management	Volunteer/s   Council Staff	<ul style="list-style-type: none"> <li>◆ Submit the names of Area Delegates and Alternates to the council by deadline date.</li> <li>◆ Review Safety Activity Checkpoints with co-leaders, focusing on travel safety and travel tips in preparation for spring/summer travel.</li> <li>◆ Encourage troops to celebrate Girl Scout Week and participate in Girl Scout Sunday at a local place of worship.</li> </ul>
Focus Area	April-June	Activities
Recruitment and Registration	Who's Responsible? Volunteer/s   Council Staff	<ul style="list-style-type: none"> <li>◆ Meet with council staff to plan and coordinator fall recruitment activities and events.</li> <li>◆ Participate in spring kindergarten registration events.</li> <li>◆ Attend council offered trainings/conferences/events - VolunteerCon and Expo.</li> <li>◆ Connect with School Captains regarding upcoming Open Houses.</li> </ul>
Retention and Troop Support	Volunteer/s   Council Staff	<ul style="list-style-type: none"> <li>◆ Identify troops in transition (disbanding) and begin the identification process of new leadership.</li> <li>◆ Continue to promote participation in spring renewal efforts (Early Bird), providing service unit incentives if possible.</li> <li>◆ Host a co-leader/volunteer appreciation event and enjoy team building activities.</li> <li>◆ Work in partnership with the area's Adult Recognitions Coordinator to plan a local level adult recognition award's ceremony.</li> <li>◆ Share best practices for completing troop financial reports and remind troops of the submission deadline date.</li> </ul>



Product Program - Cookies	<p>Volunteer/s</p> <p>Council Staff</p>	<ul style="list-style-type: none"> <li>Encourage troops who have not already done so to consider how they will utilize troop cookie proceeds - travel, camping, Girl Scouts Give campaign, troop supplies, and so much more.</li> <li>Distribute girl rewards in a timely manner to troops and encourage troops to deliver/distribute incentives with girls as soon as possible.</li> <li>Communicate significant area excess cookies and/or cookie debt with the council's Product Program department.</li> </ul>
Girl Scouts Give	<p>Volunteer/s</p> <p>Council Staff</p>	<ul style="list-style-type: none"> <li>Promote Girl Scouts Give year 3 that launches in August with enhanced campaign updates.</li> <li>Share additional Girl Scouts Give campaign opportunities with volunteers and families that missed the giving deadline.</li> <li>Consider ways the area will help your Girl Scout Sisters in the upcoming year through local events.</li> </ul>
Service Unit Events	<p>Volunteer/s</p> <p>Council Staff</p>	<ul style="list-style-type: none"> <li>Collaborate with the Area Treasurer and review fund availability for desired events.</li> <li>Begin planning an area event schedule for the upcoming year.</li> <li>Reserve sites and locations for future events.</li> <li>Work in partnership with Media Coordinator to promote remaining and upcoming events.</li> <li>Plan local volunteer-led local Day Camp, if applicable, with guidance from council's Program department and references to Safety Activity Checkpoints.</li> </ul>
Service Unit Management	<p>Volunteer/s</p> <p>Council Staff</p>	<ul style="list-style-type: none"> <li>Collaborate with Service Unit team members to complete and submit the area financial report.</li> <li>Connect with the area's Adult Recognition Coordinator for end of year local level awards and celebration.</li> <li>Begin planning for the upcoming Girl Scout year – complete Service Unit Planning Packet, verify returning team members, promote trainings, establish a meeting pattern, create a local calendar of events, make any needed updates to social media pages, etc.</li> <li>Brainstorm ways to engage Service Unit volunteers during the summer.</li> </ul>

## Service Unit

### LIFETIME MEMBERSHIP

Spring renewal and end-of-year activities provide annual opportunities to retain members with [lifetime membership](#) by recognizing long-time volunteers and graduating Ambassadors' achievements and milestones.



### Service Unit Teams - Plan for Success - Lifetime Membership Goals

	EOY 21	2022 Goal	2022 to Date	+/- to Goal
\$200 - 10 Year+ Volunteer Lifetime Membership				
\$200 - Young Alum Lifetime Membership				
\$400 - Lifetime Membership				

**Retention:** Increase retention among 12th-grade girls and longtime dedicated volunteers.

**Task:** Recognize your current volunteers with ten or more years of service by gifting or subsidizing the \$200 discounted lifetime membership for them.

Who: \_\_\_\_\_ When: \_\_\_\_\_ Date: \_\_\_\_\_

Notes: \_\_\_\_\_

**Task:** Ensure that all adult members know about the three categories of lifetime membership available - \$200 for young alums, \$200 for volunteers with ten or more years of service, and \$400 for adults.

Who: \_\_\_\_\_ When: \_\_\_\_\_ Date: \_\_\_\_\_

Notes: \_\_\_\_\_

**Task:** Congratulate graduating 12th graders by gifting or subsidizing them the \$200 young alum lifetime membership.

Who: \_\_\_\_\_ When: \_\_\_\_\_ Date: \_\_\_\_\_

Notes: \_\_\_\_\_

**Events and activities:** Increase retention and outcomes for graduating girls and adults.

**Idea:** Host a lifetime membership recognition ceremony (virtual or in-person).

Who: \_\_\_\_\_ When: \_\_\_\_\_ Date: \_\_\_\_\_

Notes: \_\_\_\_\_

**Idea:** Host or coordinate with your council an event that celebrates graduating Girl Scouts and bridges them to alums.

Who: \_\_\_\_\_ When: \_\_\_\_\_ Date: \_\_\_\_\_

Notes: \_\_\_\_\_

**Idea:** Host a storytelling event connecting multiple generations of young alums and adult members.

Who: \_\_\_\_\_ When: \_\_\_\_\_ Date: \_\_\_\_\_

Notes: \_\_\_\_\_

## LONG-TERM VOLUNTEERS AND LIFETIME MEMBERSHIP

During Girl Scouts' 55th National Council Session on October 25, 2020, the National Council resolved that Girl Scouts of the USA should offer discounted lifetime membership dues of \$200 to registered volunteers with ten or more years of service. To qualify, they must:

- ◆ Be a current member
- ◆ Be in their tenth year (or more) of service as a volunteer. Girl membership years do not apply.
- ◆ Not already be a lifetime member.

*Your service unit should have access to Looker to pull reports that identify potential qualified members. Ambassador troop leaders and parents of graduating Girl Scouts are optimal candidates. This is an honor-system membership that can be purchased in [MyAccount](#).*

**Service unit recognition:** Determine if the service unit can gift or subsidize the cost of lifetime membership to adult volunteers as a form of recognition. If the membership is a gift from someone outside their household, contact your council to assist in the purchase. Consider hosting a lifetime membership ceremony for new and existing lifetime members at various events.

**Renewal checklist:** Use the checklist that follows to assist in the discussions you have with long-time volunteers encouraging them become lifetime members.

- ☐ Check in to see how they're doing and let them know that you and the service unit appreciate their commitment to Girl Scouts and that you hope they plan on being around for several more years. If the troop is closing because of graduating girls, offer alternative options in the next service unit meeting.
- ☐ Ask if they've heard about the exciting offer to those with ten or more years of volunteer service and explain that they can now renew as a lifetime member at the discounted rate of \$200.
- ☐ If you're a lifetime member, share why it's important to you.
- ☐ Clarify that \$25 of the \$200 membership fee funds a year of Girl Scouting for a girl in an underserved community in their area. Their lifetime membership donation is also tax deductible, as allowed by law.

## YOUNG ALUM LIFETIME MEMBERSHIP

Girl Scouts now offers \$200 young alum lifetime memberships for all who became registered Girl Scouts before age 18 and are under age 30 at the time of purchase. Beginning April 1, 2021, you may also purchase a lifetime membership as part of spring renewal for a Girl Scout younger than 18 who is graduating from high school.

**Service unit recognition:** Determine if your service unit can afford to gift or subsidize the cost of lifetime membership for graduating girls. If the membership is a gift from someone outside a girl's household, contact your council to assist in the purchase. Consider hosting a lifetime membership ceremony during bridging to alums or graduation celebrations.

*Ways to encourage troops and families to renew older girls as lifetime members:*

- ☐ Email troop leaders in your service unit. (Please see sample email.)
- ☐ Urge troop leaders and parents of graduating Ambassadors to consider lifetime membership as a graduation gift to recognize their commitment to Girl Scouts and keep them connected to Girl Scouts for life.
- ☐ Share that \$25 of the \$200 funds a year of Girl Scouting for a girl in an underserved community in your area. Also, their lifetime membership donation is tax deductible, as allowed by law.

## EXISTING LIFETIME MEMBERS

Lifetime members are dedicated individuals. Be sure to praise and recognize them to show membership at large what a lifetime member means to the Movement. Keeping lifetime members informed about the happenings in the service unit (if they're active members) ensures that they understand how to stay involved.

**Service unit recognition:** Facilitate a recognition ceremony for lifetime members at an in-person or virtual event that new and existing lifetime members would be attending. Consider handing out a scroll that commemorates the occasion and that lifetime members can take with them. The ceremony should be led by lifetime members, such as local council staff, service unit leadership, and well-known community volunteers and leaders. Additionally, recognize select lifetime members—who have already received formal volunteer awards—with lifetime member merchandise.

### Ways to keep your lifetime member connected to the service unit:

- ☐ Include them on select service unit communications.
- ☐ Host a quarterly event for lifetime members and include the recognition ceremony.
- ☐ Send them an invitation to ceremonies such as rededication, highest awards, and bridging.
- ☐ Ask if they would like to be a guest speaker at events or troop meetings.
- ☐ Provide opportunities to mentor girls working on highest awards.

## EMAIL TO TROOP LEADERS IN YOUR SERVICE UNIT

Renewal is here! Now's the perfect time to ensure that all members of your service unit are aware of the discounted opportunity to become lifetime members. Please review the text below and copy and paste the content into an email to troop leaders in your service unit. You can customize the message as needed if your service unit is gifting lifetime memberships.

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*Email begins here*

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Hello, troop leaders!

It's that time of year: renewal! I'm reaching out to share exciting news about lifetime membership opportunities as well as information for troop leaders with 12th-grade girls.

When you become a lifetime member of Girl Scouts, you'll never pay a membership fee again!

- \$400 Adult Lifetime Membership, for anyone age 18 or older
- \$200 10 Year+ Volunteer Lifetime Membership, if you're a renewing volunteer who's served for ten or more years
- \$200 Young Alum Lifetime Membership, for Girl Scout alums under age 30

There are many benefits to becoming a lifetime member, including an annual call with Girl Scouts of the USA's CEO, discounts to female-founded brands, and the knowledge that \$25 of your lifetime member dues funds one year of Girl Scout membership for a girl in a local underserved area. Learn more about the benefits at <http://www.girlscouts.org/lifetime>.

*Troop Leaders with Graduating 12th Graders:*

Soon your graduating girls will be on to the next stage of their lives. Here are a few tips to keep in mind:

- Bridge the girls to alums and keep them connected to Girl Scouts.
  - Make sure they've listed their personal email addresses in MyAccount at <https://mygs.girlscouts.org/my-account> and are opted in to emails; this way, they'll receive the monthly Girl Scout Network newsletter from GSUSA starting this summer.
  - Share the Beyond Ambassadors page found at <http://www.girlscouts.org/stayconnected> with your girls, where they'll find everything they need to stay connected to Girl Scouts for years to come.
- Lifetime membership
  - In anticipation of their graduation and bridging to alums, your girls' caregivers will receive communications starting April 1 about the opportunity to gift their girls a lifetime membership.
  - Should the girls in your troop decide to apply their funds toward lifetime membership for graduating girls, we encourage you to coordinate with their caregivers to avoid any duplication.
  - If 12th-grade girls in your troop have program credits (sometimes called "cookie dough") that they would like to use toward lifetime membership, they should contact the council for help facilitating the purchase.

Yours in Girl Scouting,  
[NAME]

# Lifetime Membership Recognition Ceremony

*For this ceremony – which was influenced by an American Girl article, “An Opening Ceremony: In Honor of Girl Scout Founder’s Day, October 31st, 1923” by Leslie Varick Perkins – lifetime members should stand in a semicircle and repeat after the leader.*

## Opening

**Leader:** Lifetime membership in Girl Scouts reflects your dedication to the Girl Scout Movement and the leadership development and growth of girls and young women. As a lifetime member, you ensure that Girl Scouts will always have the support they need to reach their full potential and change the world. Please repeat after me.

## Main Section

**Leader:** Lifetime members stand for honor  
*Lifetime members repeat*

**Leader:** We are righteous in our belief of the Girl Scout mission  
*Lifetime members repeat*

**Leader:** Lifetime members stand for loyalty  
*Lifetime members repeat*

**Leader:** We are steadfast in our dedication to female leadership  
*Lifetime members repeat*

**Leader:** Lifetime members stand for service  
*Lifetime members repeat*

**Leader:** We are committed to helping others  
*Lifetime members repeat*

**Leader:** Lifetime members stand for courage, confidence, and character  
*Lifetime members repeat*

**Leader:** In ourselves and the girls and women we support  
*Lifetime members repeat*

*Leader thanks lifetime members with the Girl Scout handshake.*

## Closing

**Leader:** In the words of Girl Scout founder Juliette Gordon Low, "The work of today is the history of tomorrow, and we are its makers." Thank you for your commitment to our Movement. And now, please join me in reciting the Girl Scout Promise.

**All:** On my honor, I will try to serve God\* and my country, to help people at all times, and to live by the Girl Scout Law.

\*Members may substitute for the word God in accordance with their own spiritual beliefs.



# Lifetime Membership



Thank you for accepting, for a lifetime, the principles and beliefs of the Girl Scout Promise and Law. You are one of our Movement's most dedicated champions of the next generation of change-makers - who will make our world a better place.

We stand for *honor* - we are righteous in our belief of the Girl Scout mission.

We stand for *loyalty* - we are steadfast in our dedication to female leadership.

We stand for *service* - we are committed to helping others.

We stand for courage, confidence, and character – in ourselves and the girls and women we support.



*The work of today is the history of tomorrow, and we are its makers. - Juliette Gordon Low*