



Service Unit Planning Packet MY27



INCLUDED IN THIS PACKET:

Service Unit Vision Plan & Vision Board Service

Unit Plan for Success

Service Unit Planning Documents

Service Unit Budget

Service Unit Activities By Focus Area

Service Unit End of the Year Assessment

Service Unit Annual Vision Plan

Girl Scout Mission:

To build girls of courage, confidence, and character, who make the world a better place.



Strategic Goals:

1. Tailor recruiting and retention efforts to increase membership.
2. Increase the number of girls participating in Girl Scout programs.
3. Offer quality, year-round volunteer trainings and develop facilitator teams.



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 2026-2027 Membership Year

1. _____
2. _____
3. _____

SERVICE UNIT VISION BOARD

Write what your vision is for your Service Unit! It may take a little bit of time to get there, but you can do it!

Membership growth

What percentage of growth would you like to see this year in the following areas?

- _____ of troops participate in early Renewal.
- _____ increase in adult volunteers.
- _____ increase in girl members.
- _____ increase in number of troops

Team building

Fill _____ positions on our Service Unit Team.
They are:

We would like to: _____

Programming

We would like to host _____ events this year. In order to do that, we need the following:

Volunteer Training & Support

We would like to better support our volunteers by:

We would love to see the following happen in our Service Unit:

Service Unit Plan for Success

Service Unit

IMPORTANT DATES

On-Time Registration | Opens July 1
Operation: Go Get Her | End of July-September
Founder's Day | October 31
Cookie Program | Begins January
World Thinking Day | February 22

Girl Scouts Birthday | March 12
Volunteer Appreciation Month | April
Early Renewal | Opens April 1
Extended Year Membership | Opens April 1
Summer Camp | June -July

Service Teams Plan for Success— Goals				
	EOY 26	MY27 Goal	MY27 to Date	+/- to Goal
New girls				
New adults				
Girls retained				
Adults retained				
Girls that renew early				
Adults that renew early				
New troops formed				
Trainings hosted				
Friends & Family Campaign dollars raised				
Other				
Other				

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

Task: Host recruitment opportunities at least twice during Operation: Go Get Her (open house, interest meetings, etc.).

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

Notes: _____

Task: Host recruitment opportunities at least twice during Operation: Go Get Her (open house, interest meeting, etc.).

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

Notes: _____

Task:

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

Notes: _____

Task:

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

Notes: _____

Task:

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

Retention: Increase retention, both girls and adults

Task: Ensure that troop leaders complete training.

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

Notes: _____

Task: Recognize and appreciate volunteers.

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

Notes: _____

Task: Reach out to lapsed members.

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

Notes: _____

Task:

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

Notes: _____

Task:

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

Notes: _____

Task:

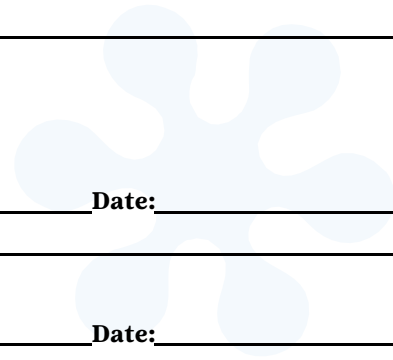
Who: _____ **When:** _____ **Date:** _____

Notes: _____

Task:

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

Notes: _____



Product Sale Program Goals: Increase girl participation | Increase adult support

Task: Host a 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: _____

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

Notes: _____

Task: _____

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

Notes: _____

Task: _____

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

Notes: _____

Task: _____

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

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

Notes: _____

Task: _____

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

Notes: _____

Task: _____

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

Notes: _____

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 the needs of the Service Unit in these categories:

- 1. Program services-** This includes all expenses for providing programming for girls such as service unit events and other activities.
- 2. Volunteer development and recognition-** This includes informal and formal recognitions such as years of service pins, numeral guards, and other expenses associated with the support of leaders.
- 3. Service Unit Resources-** 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.
- 4. Administration of the service unit-** This includes expenses for administrative costs including photocopies, paper, postage, and meeting place rental fees.



You can get started by brainstorming your ideas for each category here:

Service Unit Team Information

List person's name, SU Position, and contact information


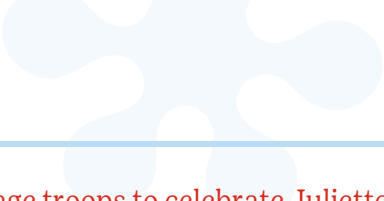
	
	


Service Unit Activities by Focus

Focus Area	July-September Who's Responsible?	Activities
Recruitment and registration 	Volunteers (Insert names here) Council staff (Insert names here)	<ol style="list-style-type: none"> 1. Work with council staff to coordinate and hold fall recruitment activities. 2. Order recruitment supplies and materials. 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 (Insert names here) Council staff (Insert names here)	<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 or have new troop leadership teams). 3. Mentor new leaders through onboarding process and encourage them to participate in council training.
Fall Product Program	Volunteers (Insert names here) Council staff (Insert names here)	<ol style="list-style-type: none"> 1. Attend council training for the Fall Product Program. 2. Plan and communicate appropriate dates for training and distribution of materials to troops. 3. Encourage and support troop participation in the program. 4. Arrange for delivery of products. 
Annual fundraising campaign (Friends and Family)	Volunteers (Insert role names here) Council staff (Insert role names here)	<ol style="list-style-type: none"> 1. Review and share annual Friends and Family campaign 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).

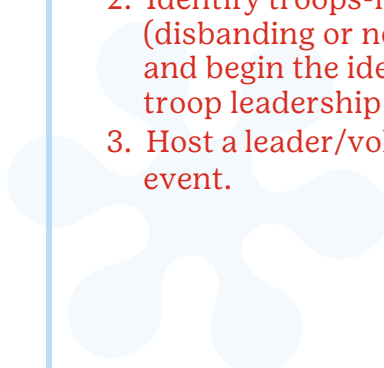
Service unit events—Fall	<p>Volunteers (Insert role names here)</p> <p>Council staff (Insert role names here)</p>	<ol style="list-style-type: none"> 1. Plan an event schedule to support the Girl Scout program (investiture/rededication, camporee/encampment, thinking day; SU bridging, badge workshops, cookie rally, 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 (Insert role names here)</p> <p>Council staff (Insert role names here)</p>	<ol style="list-style-type: none"> 1. Schedule Service Unit 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).


Focus Area	October-December Who's Responsible?	Activities
Recruitment and registration	<p>Volunteers (Insert role names here)</p> <p>Council staff (Insert role names here)</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 recruitment events where there is low participation. 3. Initiate planning to host spring recruitment events for pre-K and kindergarten girls. 4. Initiate planning to host spring adult only recruitment events.
Retention and Troop Support	<p>Volunteers (Insert role names here)</p> <p>Council staff (Insert role names here)</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 at least two currently registered troop leadership team members. 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 in preparation for the cookie program.

<p>Product program (cookies)</p> 	<p>Volunteers (Insert role names here)</p> <p>Council staff (Insert role names here)</p>	<ol style="list-style-type: none"> 1.Ensure Service Unit Cookie Product Program Lead or Team and taken council training. 2.Work with council staff to ensure troops who are participating in the Cookie Program are “Product Ready.” 3.Plan and communicate appropriate dates for training and distribution of program/ sale materials 4. Encourage and support participation in the product program.
<p>Annual fundraising campaign (Friends and Family)</p>	<p>Volunteers (Insert role names here)</p> <p>Council staff (Insert role names here)</p>	<ol style="list-style-type: none"> 1.Review and share annual Friends and Family campaign 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). Follow up with troops not participating by (date) and encourage participation by (end date). 
<p>Service unit events—Fall</p>	<p>Volunteers (Insert role names here)</p> <p>Council staff (Insert role names here)</p>	<ol style="list-style-type: none"> 1. Encourage troops to celebrate Juliette Gordon Low's birthday (October 31st) 2. Promote current events at service unit meetings and through service unit communications.
<p>Service Unit management</p>	<p>Volunteers (Insert role names here)</p> <p>Council staff (Insert role names here)</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. Submit the names of service unit delegates and alternates to the council by the deadline (when applicable).

Focus Area	January-March Who's Responsible?	Activities
Recruitment and registration	<p>Volunteers (Insert role names here)</p> <p>Council staff (Insert role names here)</p>	<ol style="list-style-type: none"> 1. Plan spring pre-K and kindergarten events. 2. Support winter/spring council recruitment activities.
Retention and Troop Support 	<p>Volunteers (Insert role names here)</p> <p>Council staff (Insert role names here)</p>	<ol style="list-style-type: none"> 1. Plan to support the spring renewal (Early Bird) campaign. 2. Promote spring renewal and incentives, adding a service unit incentive if possible. 3. Support new leaders through the cookie program. 4. Encourage the submission of council adult awards (insert due date). 5. Promote training for adult volunteers. 6. Identify bridging troops and encourage collaboration for bridging awards.
Product program (cookies)	<p>Volunteers (Insert role names here)</p> <p>Council staff (Insert role names here)</p>	<ol style="list-style-type: none"> 1. Support recruitment of booth sale sites. 2. Support troops with the Cookie Program
Annual fundraising campaign (Friends and Family)	<p>Volunteers (Insert role names here)</p> <p>Council staff (Insert role names here)</p>	<ol style="list-style-type: none"> 1. Review and share annual Friends and Family campaign 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). Follow up with troops not participating by (date) and encourage participation by (end date).

<p>Service unit events</p> 	<p>Volunteers (Insert role names here)</p> <p>Council staff (Insert role names here)</p>	<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.
<p>Service Unit management</p>	<p>Volunteers (Insert role names here)</p> <p>Council staff (Insert role names here)</p>	<ol style="list-style-type: none"> 1. Review Volunteer Essentials with all leaders, focusing on money management and trip processes in preparation for spring travel. 2. Encourage troops to celebrate Girl Scout Week (March 12th).

April-June		
Focus Area	Who's Responsible?	Activities
<p>Recruitment and registration</p>	<p>Volunteers (Insert role names here)</p> <p>Council staff (Insert role names here)</p>	<ol style="list-style-type: none"> 1. Participate in spring pre-K and kindergarten recruitment events and assist with starting new troops. 2. Meet with the council staff to plan and coordinate fall recruitment activities. 3. Order recruitment supplies and materials 4. Recruit and train school liaisons (Service Unit Recruiters) for each school in the service unit.
<p>Retention and troop support</p>	<p>Volunteers (Insert role names here)</p> <p>Council staff (Insert role names here)</p>	<ol style="list-style-type: none"> 1. Encourage participation in spring renewal, providing service unit incentives if possible. 2. Identify troops-in-transition (disbanding or need new leadership) and begin the identification of new troop leadership team members. 3. Host a leader/volunteer appreciation event. 

<p>Product program (cookies)</p>	<p>Volunteers (Insert role names here)</p> <p>Council staff (Insert role names here)</p>	<p>Distribute girl rewards and provide feedback on the Cookie Program.</p>
<p>Annual fundraising campaign (Friends and Family)</p>	<p>Volunteers (Insert role names here)</p> <p>Council staff (Insert role names here)</p>	<ol style="list-style-type: none"> 1. Review and share annual Friends and Family campaign 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). Follow up with troops not participating by (date) and encourage participation by (end date). 
<p>Service unit events</p>	<p>Volunteers (Insert role names here)</p> <p>Council staff (Insert role names here)</p>	<p>Execute any end of the year celebrations for Service Unit volunteers and girls.</p>
<p>Service Unit management</p>	<p>Volunteers (Insert role names here)</p> <p>Council staff (Insert role names here)</p>	<p>Begin planning for the upcoming Girl Scout year with the Service Unit Team.</p>

END OF THE YEAR ASSESSMENT

Service Unit:

What things are you most proud of from this year?

What were your biggest challenges and how did you overcome them?

We are proud of our team because:



We would like to change/ improve/ add:
