



Service Unit Planning Packet



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

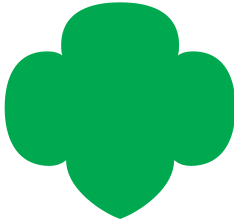
Service Unit End of the Year Assessment

Service Unit Annual Vision Plan

Service Unit

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 Membership Year

1. _____
2. _____
3. _____

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—Membership Goals

	EOY25	MY26 Goal	MY26 to Date	+/- to Goal
New girls				
New adults				
Girls retained				
Adults retained				
Girls early renewal				
Adults early renewal				
New troops formed				
Trainings hosted				
Other				
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:** _____

Notes: _____

Retention: Increase retention, both girls and adults

Task: Ensure that troop leaders complete training.

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

Notes: _____

Task: Recognize 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(s) Goal: 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: _____

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EXPENSES


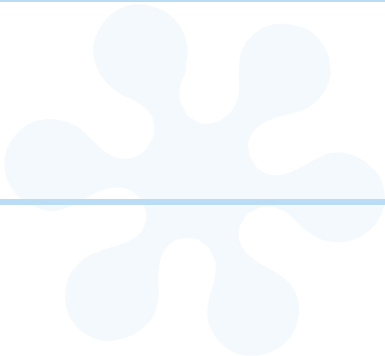
The treasurer, service team, and volunteer support staff work together to develop an annual budget to support the team's Plan for Success. Typically, expenses are distributed according to the needs of the Service Unit in these categories:

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 Area, Quarter



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 fund-raising campaign	Volunteers (Insert role names here) Council staff (Insert role names here)	<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).

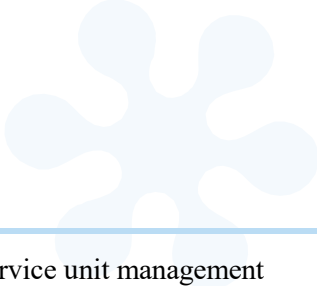

Service unit events—Fall	<p>Volunteers (Insert role names here)</p> <p>Council staff (Insert role names here)</p>	<ol style="list-style-type: none"> 1. Plan an event schedule to support the Girl Scout program (investiture/rededication, camporee/ encampment, thinking day; SU bridging, badge workshops,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

Focus Area	October-December Who's Responsible?	Activities
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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 open houses and recruitment events where there is low participation. 3. Initiate planning to participate in spring kindergarten registration 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. Attend council training for service unit cookie program leads. 2. Hold troop cookie manager training(s). 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 fund campaign</p>	<p>Volunteers (Insert role names here)</p> <p>Council staff (Insert role names here)</p>	
<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.

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 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 fund campaign	<p>Volunteers (Insert role names here)</p> <p>Council staff (Insert role names here)</p>	

<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).
<p>April-June</p>		
<p>Focus Area</p>	<p>Who's Responsible?</p>	<p>Activities</p>
<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. Meet with the council staff to plan and coordinate fall recruitment activities. 2. Order recruitment supplies and materials 3. Participate in spring kindergarten registration events. 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.</p>
<p>Annual Fund Campaign</p>	<p>Volunteers (Insert role names here)</p> <p>Council staff (Insert role names here)</p>	
<p>Service unit events</p>	<p>Volunteers (Insert role names here)</p> <p>Council staff (Insert role names here)</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

Date

Service Unit

What are the things that you are 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 or improve:
