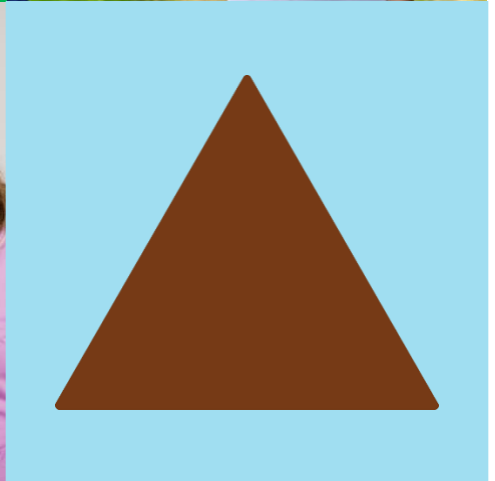


Service Unit Planning Guide



Service Unit Plan for Success



Included in this guide:

[Service Unit Year Overview and Goals](#)

[Service Unit Activities by Focus Area](#)

[Service Unit Budget](#)

[Service Unit Mid-Year Assessment](#)

[Service Unit Year-End Assessment](#)

[Service Unit Contact List](#)

Essential responsibilities of the service unit team

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
- ◆ Recognize and appreciate volunteers

Year Overview



Important Dates – add your service unit events here!

July	August
GSCO Office Closure – June 30-July 4	National S'mores Day – Aug. 11
September	October
Girl Scouts Love State Parks – Sept. 13-13 Fall Product Program – Sept. 20 - Oct. 26 Girl Scout New Year's Eve – Sept. 30	Girl Scout Year starts – Oct. 1 International Day of the Girl – Oct. 11 Founder's Day – Oct. 31
November	December
GSCO Office Closure – Nov. 24-28	Girl Transfer Deadline – Dec. 17 GSCO Office Closure – Dec. 22- Jan. 2
January	February
	Cookie Program – Feb. 1 – March 15 World Thinking Day – Feb. 22
March	April
Girl Scouts Week – March 9 - 13 Girl Scouts Birthday – March 12	Early Renewal – April 1 – June 15 Volunteer Award Nominations – April 1 – May 31 Girl Scout Volunteer Day – April 22
May	June
	Annual Troop Reports Due – June 15

Membership Goals



	EY 2025	2026 Goal	2026 to Date	+/- to Goal
Girl Membership				
Adult Membership				
New Girls				
New Adults				
Girl Retention				
Adult Retention				
Girl Early Renewal				
Adult Early Renewal				
New Troops				
Volunteer Toolkit Year Plans Created				

Work with your VSS/MES to find these numbers and establish goals.

Our Service Unit goals for this membership year:

1. _____

2. _____

3. _____

Working Together to Lead



The service unit team works together with GSCO membership staff to ensure the service unit is growing in its mission to engage girls in Girl Scouts, support volunteers and provide opportunities for girls to grow through Girl Scouts. Meetings with the leadership team are essential to brainstorm, discuss, organize, and plan the service unit meetings, events, and programs. The service unit team should meet with their volunteer support/membership specialist at least three times per year:

Calendar Planning Meeting (July-Aug)

- ❑ Set dates for the lead team and service unit meetings for the upcoming year.
- ❑ Begin planning and scheduling service unit events, trainings, recruitment events, and activities for the upcoming year.
- ❑ Discuss service unit goals from the previous year, the progress made, and changes that should be made for the coming year.
- ❑ Review service unit budget and discuss possible fundraising and expenses for the year.
- ❑ Develop a plan for welcoming new leaders and troops.
- ❑ Invite new prospective team members and/or discuss how to strengthen and grow the team.

Mid-Year Check-in (Nov-Jan)

- ❑ Review goals and track progress
- ❑ Plan and schedule service unit events, trainings, recruitment events and activities for the remainder of the year.
- ❑ Reflect on challenges and create strategies for improvement.
- ❑ Celebrate successes.
- ❑ Plan for volunteer recognition

End of Year (Apr-June)

- ❑ Review the previous year's progress in an end-of-year meeting and work with membership staff to identify areas of growth for the membership year.
- ❑ Plan overall recruitment strategies of the service unit; plan individual recruitment activities, set dates, and assign duties for year-round recruitment.
- ❑ Review school calendars and school profiles or statistics.
- ❑ Share membership statistics for the current and past year and share troop status and spring renewal registration statistics.
- ❑ Note returning troops, possible new leadership needs, bridging girls, graduating girls, potential disbanding troops, and other leadership needs.
- ❑ Complete end of year paperwork (financial report) and set budget for upcoming year.

Service Unit Activities



July-September

<i>Focus Area</i>	<i>Date</i>	<i>Activities</i>
Recruitment and registration		Work with council staff to coordinate and host fall recruitment activities.
		Order recruitment supplies and materials from council.
		Recruit troop and other volunteers to assist with each recruitment activity.
		Communicate regularly with council staff about youth and adult placement.
Retention and Troop Support		Promote and follow up with existing members during on-time renewal campaign.
		Work with council staff on troops in transition (disbanding, leadership change).
		Mentor new leaders through onboarding process.
		Schedule any dedicated events for new leaders.
Fall Product Program		Attend council training for the Fall Product Program.
		Plan and communicate appropriate dates for training and distribution of materials to troops.
		Encourage and support troop participation in the program.
		Arrange for delivery of products.
Service Unit Events		Plan a girl-led event schedule to support the Girl Scout program (investiture/rededication, camporee/encampment, thinking day, bridging, badge workshops, cookie rally, community service).
		Promote events at service unit meetings and through service unit communications.
		Form a Girl Advisory Board for event planning or use other methods to engage youth members.
Service Unit Management		Schedule meetings, reserve space if needed, and communicate dates/times/places to volunteers.
		Recruit new team members to fill vacant positions.
		Encourage new team members to receive appropriate training for position.
		Develop communication plans and processes for the year.
		Encourage registration and attendance for leadership training event(s) (Volunteer Academy).

Service Unit Activities



October-December		
Focus Area	Done	Activities
Recruitment and registration		Communicate with council staff to make sure troops have completed membership registration.
		In partnership with council staff, plan additional open houses and recruitment events where there is low participation.
Retention and Troop Support		Ensure that girls and adults have renewed their memberships to participate in the cookie program and Girl Scout year and all active troops have two Troop Leadership Team members.
		Connect with and support Juliettes in the service unit.
		Promote the Volunteer Toolkit as a resource for troop leaders.
Product Program		Arrange for delivery of fall product.
		Attend council training for service unit cookie program leads.
		Hold troop cookie manager training(s).
		Plan and communicate appropriate dates for training and distribution of cookie program materials
		Encourage and support participation in the Cookie program.
		Reach out to new leaders with additional support during the cookie program.
Service Unit events		Plan a girl-led event to support the Girl Scout program
		Promote current events at service unit meetings and through service unit communications.
Service Unit Management		Recruit service unit team members to fill vacant positions.
		Encourage new team members to receive appropriate training for their positions.
		Encourage troops to celebrate Juliette Gordon Low's birthday (Oct. 31).
		Complete mid-year assessment in December.

Service Unit Activities



January-March		
<i>Focus Area</i>	<i>Done</i>	<i>Activities</i>
Recruitment and registration		Support winter/spring council recruitment activities.
Retention and Troop Support		Plan to support the spring renewal (Early Bird) campaign.
		Promote spring renewal and incentives
		Promote training for adult volunteers.
		Identify bridging troops and encourage collaboration for bridging awards.
		Plan for volunteer appreciation events and volunteer recognition award nominations
Cookie Program		Support recruitment of booth sale sites.
		Assist in securing council booth site agreements.
		Host a cookie rally
		Encourage and support participation in the product program.
		Reach out to new leaders and troop cookie managers with additional support during the cookie program.
Service Unit events		Plan the spring event schedule to support the Girl Scout program.
		Promote current events at service unit meetings and through service unit communications.
Service Unit Management		Review Volunteer Essentials with all leaders, focusing on money management and trip processes in preparation for spring travel.
		Encourage troops to celebrate Girl Scout Week (March 12).
		Attend the council Service Unit Team gathering.

Service Unit Activities



April-June		
<i>Focus Area</i>	<i>Done</i>	<i>Activities</i>
Recruitment and registration		Participate in spring kindergarten/pre-k registration events.
		Support start-up troops in schools/areas without troops
Retention and Troop Support		Encourage participation in spring renewal
		Identify troops in transition and begin the identification of new leadership.
		Host a leader/volunteer appreciation event.
		Nominate volunteers for recognition awards
Cookie Program		Distribute girl rewards.
Service Unit events		Plan the spring event schedule to support the Girl Scout program.
		Promote current events at service unit meetings and through service unit communications.
		Reserve a site for the next camporee/encampment (if applicable). GSCO property reservations can be made one year in advance.
		Host bridging or end of year celebration event
Service Unit Management		Attend the council Service Unit Team gathering.
		Complete end of the year assessment and annual report.
		Start planning process for next year.
		Recruit service unit team members to fill vacant positions.

Service Unit Budget



	Proposed Budget	Actual	+/-
Carry-over Balance (from prior year)			
INCOME			
Early Renewal Bonus			
Interest Income			
Disbanded Troops			
Event Registration			
Service Unit Camp Registration			
Product Program SU Proceeds			
Other:			
Other:			
Other:			
Total Income			
EXPENSES			
<i>Suggested expenses include: start-up funds to support new troops; resources the service unit can check out to troops such as Journeys and Girls Guide to Girl Scouting books; early renewal incentives; adult recognitions; adult volunteer end-of-year event; new troop support; assistance to girls participating in destinations, camp, Take Action Projects, and Highest Awards</i>			
Administration			
Engagement + Recruitment			
Programs/Events – Service Unit Camp			
Programs/Events – World Thinking Day			
Programs/Events -			
Service Unit Meeting Expenses			
Other:			
Other:			
Other:			
Other:			
Other:			
Other:			
Other:			
Other:			
Total Expenses			
GRAND TOTAL (income minus expenses)			

Service Unit Budget



Budget tips

The treasurer, service unit team, and volunteer support staff work together to develop an annual budget to support the team's Plan for Success. A possible suggested breakdown of a yearly budget for a Service Unit:

- 1. Program services—40%** This includes all expenses for providing programming for girls such as service unit events and other activities.
- 2. Volunteer development and recognition—20%** This includes informal and formal recognitions such as years of service pins, numeral guards, and other expenses associated with the support of leaders.
- 3. Assistance to individuals—15%** This includes requested support for individual girls, such as money for a Destinations trip. Project support or grants might include requested support for individual girls or troops for Take Action projects, Highest Awards, or Destinations trips. The service unit should develop a process for distribution of these funds such as an application.
- 4. Resources—10%** Appropriate uses for money would include expenses such as providing resources for new troops (Journey book), maintaining service unit libraries, and providing assistance to existing troops as needed.
- 5. Start-up money for new troops—10%** This is for the one-time grant for a new troop. Troops are not expected to reimburse the service unit.
- 6. Administration of the service unit—5%** This includes expenses for administrative costs including photocopies, paper, postage, and meeting place rental fees.

Mid-Year Assessment



GOALS

Review each goal in the Plan for Success
Identify what helped you meet the goals.

What will you do differently to achieve the remaining goals?

TEAM

I'm proud of our team because:

I would like us to change:

Mid-Year Assessment



ACTION STEPS

Steps we are taking to reach our goals:

Who is responsible for coordinating these steps and when?

IDEAS

Great ideas for the remainder of this year:

RECOGNITION

Who in your service unit would you like to nominate for volunteer awards?

What steps need to be taken to qualify for the Service Unit of Excellence?

Year-End Assessment



GOALS

Review each goal in the Plan for Success
Identify what helped you meet the goals.

What will you do differently to achieve the remaining goals?

TEAM

I'm proud of our team because:

I would like us to change:

Year-End Assessment



COUNCIL SUPPORT

I appreciate Girl Scouts of Colorado because:

I wish Girl Scouts of Colorado would:

IDEAS

Great ideas for next year:

RECOGNITION

Who in your service unit has earned a recognition or award this year?

Who would you like to see nominated for next year?

Service Unit Contact List



Service Unit Leadership- Operations	Service Unit Leadership- Member Support
First, Last Name: Phone: Email:	First, Last Name: Phone: Email:
Finance Coordinator/Treasurer	New Leader Support Coordinator
First, Last Name: Phone: Email:	First, Last Name: Phone: Email:
Communications Coordinator	Learning and Support Coordinator
First, Last Name: Phone: Email:	First, Last Name: Phone: Email:
Service Unit Leadership- Program	Recognitions Coordinator
First, Last Name: Phone: Email:	First, Last Name: Phone: Email:
Service Unit Cookie Manager	Juliette Coordinator
First, Last Name: Phone: Email:	First, Last Name: Phone: Email:
Service Unit Fall Product Manager	Recruitment Coordinator
First, Last Name: Phone: Email:	First, Last Name: Phone: Email:
Events Coordinator	GSCO Volunteer Support Specialist
First, Last Name: Phone: Email:	First, Last Name: Phone: Email: