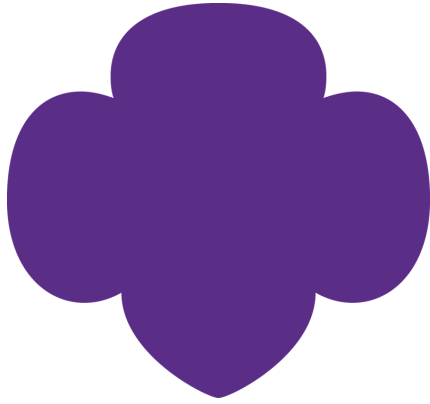


SERVICE UNIT

Planning Packet

2024-2025





Community Engagement

Developing, supporting, and engaging healthy Girl Scouting communities to build girls who make the world a better place.

Your Community Engagement Team

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Service Unit Plan for Success

Service Unit #/Name _____

Girl Scout Mission:

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

Service Unit Strategic Goals for MY25:

1. _____

_____ overseen by: _____

2. _____

_____ overseen by: _____

3. _____

_____ overseen by: _____

Essential responsibilities of the Service Unit Team

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

- Service Unit team members
- Troop leaders
- Program volunteers
- Girls

Assist Leaders and 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 Service Unit meetings and other communication and support
- Coordinate girl-planned Service Unit events
- Participate in Council and community events
- Volunteer recognition

Service Unit Plan for Success (continued)

Membership Goals

Year End MY24 2025 Goal 2025 to goal +/- to goal

New Girls				
New Adults				
New Troops				
Girls Retained				
Adults Retained				
Girls Early Bird				
Adults Early Bird				
Troops with VTK Plans				
Girls - Fall Product Sale				
Adult Recognition				
Girls - Cookie Sale				
Camp Attendance				
Juliettes (IRG's)				

Troop Goals

MY24 Troops/Girls New Troop/Girl Goal Bridging Troops/Girls

Daisy			
Brownie			
Junior			
Cadette			
Senior			
Ambassador			

Leader Support Plans

1. New Leaders: _____
Mentor: _____
2. Junior Leaders: _____
Mentor: _____
3. Girl-Led Focus: _____
Mentor: _____

Service Unit Plan for Success (continued)

Service Unit Official Team Roster

Service Unit Manager	
Service Unit Recruiter	
Service Unit Treasurer	
Service Unit Delegate	
Service Unit Delegate	
Service Unit Alternate Delegate	
Service Unit Alternate Delegate	
Service Unit Annual Giving Chair	
Service Unit Fall Products Sale Chair	
Service Unit Cookie Chair	

Service Unit Team Goals: Rebuilding

1. Identify and develop adult volunteers to shadow any Service Unit Team members in their third year.

2. _____

3. _____

Service Unit Goals: Recruitment

1. Four recruitment events this year: two in the fall, one in the winter and one in the spring

2. _____

3. _____

Service Unit Goals: Retention

1. Fill all SU roles: Manager, Recruiter, Treasurer, Cookies, Fall Product, Giving, Recognition & Delegates

2. _____

3. _____

Service Unit Activities by Focus Area, Quarterly

Recruitment and Registration

Suggested Activities:

July - September

- Work with Council Staff to coordinate and hold fall recruitment activities.
- Request recruitment supplies and materials from Council.
- Recruit and train Service Unit Volunteers to assist with each recruitment activity.
- Communicate regularly with Council about girl and adult placement.
- Plan to participate in kindergarten registration/orientation events.

Volunteer Responsible

October - December

- Communicate with Council Staff to make sure Troops have completed registration.
- Partner with Council Staff and plan additional open houses and recruitment events where there is low participation.

January - March

- Plan and participate in spring kindergarten events.
- Support winter/spring council recruitment activities.

April - June

- Meet with Council Staff to plan and coordinate fall recruitment activities.
- Request recruitment supplies and materials from Council.
- Participate in spring kindergarten registration events.
- Attend annual Service Unit trainings/conferences/events.
- Recruit and train school liaisons or recruiters for each school in the Service Unit.

Retention and Troop Support

Suggested Activities:

July - September

- Promote and follow up with existing members during on-time renewal campaign.
- Work with Council Staff on Troops in Transition (disbanding/retention).
- Mentor New Leaders through onboarding process and encourage them to participate in Council training.
- Schedule any dedicated events for new leaders.

October - December

- Ensure that girls and adults have renewed memberships to participate in the cookie program using SU reports via Looker/Council.
- Ensure that all active Troops have two currently registered Troop Leaders with current background checks, and completed Volunteer Essentials course.
- Connect with and support Juliettes in the SU.
- Promote the Volunteer Toolkit as a resource for Troop Leaders.
- Reach out to new leaders with additional support during the Fall Product Sales.

January - March

- Plan for spring renewal (Early Bird) campaign.
- Promote spring renewal and incentives, adding a Service Unit incentive if possible.
- Support New Leaders through the cookie program.
- Encourage the submission of Council Awards and Recognitions.
- Promote training for adult volunteers.
- Identify bridging Troops and encourage collaboration for girl and Volunteer Awards.

Retention and Troop Support (continued)

Suggested Activities:

April - June

- Encourage participation in spring renewal, with Service Unit incentives if possible.
- Identify Troops in transition and begin the identification of new leadership.
- Host a Leader/Volunteer appreciation event.
- Submit nominations for Council Awards and Recognitions/Volunteer Awards.
- Submit Troop Financial Report by 6/30/25.

Volunteer Responsible

Product Program

Suggested Activities:

July - September

- Attend 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.

October - November

- Hold Troop Fall Product Chair training(s).
- Plan and communicate appropriate dates for training and distribution of program/sale materials.
- Encourage and support participation in the product program.
- Submit final orders for Fall Product Sale.

January - March

- Attend council training for Service Unit cookie program leads.
- Hold Troop Cookie Chair training(s).
- Plan and communicate appropriate dates for training and distribution of program/sale materials.
- Encourage and support participation in the product program.
- Submit Cookie Sales initial order/rewards.

April - June

- Distribute girl rewards.
- Thank your Cookie Chair.

Family & Friends Giving Campaign

Suggested Activities:

July - September

- Continue efforts for annual camp fundraiser.
- Plan/participate in special events to support annual camp fundraiser (will count towards annual giving goals).
- September – identify SU Annual Giving Chair. Make sure they are in the role by 9/30.

October - December

- Ensure troop leaders receive fundraising information/materials.
- Donate to Annual Giving Campaign and lead participation by troop leaders and parents.
- SU Giving Chair – liaison with Philanthropy Team to reach goal.

January - March

- Ensure participation by troop leaders and parents in current campaigns.
- SU Annual Giving Chair – liaison with Philanthropy Team to reach goal(s).

April - June

- Implement phase 2 of annual camp fundraiser.

Service Unit Management

Suggested Activities:

July - September

- Schedule Leader Meetings, reserve space if needed, and communicate dates/times/places to Volunteers.
- Recruit Service Unit members to vacant positions.
- Submit any Service Unit roster changes to Council by 9/1.
- Encourage new team members to receive appropriate training for their positions.
- Develop communication plans and processes for the year (newsletters, Facebook pages, other social media platforms).
- Submit Service Unit End of Year Report for MY25 by 7/15.

October - December

- Recruit Service Unit team members to fill vacant positions.
- Submit the names of SU delegates and alternates to the council.
- Encourage new team members to receive appropriate training for their positions.
- Encourage troops to celebrate Juliette Gordon Low’s birthday (October 31st).

January - March

- Confirm the names of SU Delegates and Alternates by mid-February.
- Attend the council’s Annual Meeting, if applicable.
- 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 10th).

April - June

- Submit SU roster to Council by 9/1/25.
- Celebrate your Volunteers.
- Attend the council’s Volunteer Appreciation Celebration.

Volunteer Responsible

Service Unit Events

Suggested Activities:

July - September

- Plan a girl-led event schedule to support the Girl Scout program. (investiture/rededication, camporee/community camping, World Thinking Day, SU bridging, Badge workshops, cookie rally, community service).
- Promote events at Service Unit meetings and through Service Unit communications.
- Form a Girl Scout Advisory Team for event planning or use other methods to engage girls.
- Submit end of year financial report.

October - December

- Plan a girl-led event schedule to support the Girl Scout program.
- Promote current events at Service Unit meetings and through Service Unit communications.

January - March

- 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 encampment/camporee next year (if appropriate).

April - June

- Plan an event schedule to support the Girl Scout program.
- Reserve a site for the next camporee/community camping (if applicable).

Glossary of Terms

GSUSA: Girl Scouts of the United States of America

Council: GSUSA is divided into 112 local Councils. Each Council is federated, and creates its own policies and procedures.

GSHH: The Girl Scouts Heart of the Hudson, Inc. council covers Dutchess, Orange, Putnam, Rockland, Sullivan, Ulster, and Westchester counties.

Service Unit: GSHH is divided into 92 Service Units. SUs cover specific areas or communities that may be based on school districts, towns and other areas.

Community Engagement Specialist: GSHH Staff in the Community Engagement Team that support members with rebuilding, recruitment and retention.

Recruitment: Efforts to bring in new members (girls and adult volunteers) into Girl Scouting.

Retention: Events and activities, occurring throughout the membership year that encourage current Girl Scouts to remain active and renew.

Conversion: The process of turning a lead into a member.

Lead: Person who has expressed interest in Girl Scouts, but has not joined as a member yet.

Looker: Online tool that provides current (within one business day) membership information for Girl Scout employees and volunteers to leverage in providing the best possible service and support to our members.

Badge: Girl Scout's National Proficiency Badges are worn on the front of the uniform and have a distinct shape and color that corresponds to each grade level. For example, Brownie badges are triangles, Junior badges are circles, and Cadette badges are diamond-shaped.

Rededication: A ceremony for returning members to kick off the troop year and renew their commitment to the Girl Scout Promise and Law.

Investiture: A ceremony in which a new member makes her Girl Scout Promise and receives her membership pin.

Bridging: When girls advance from one Girl Scout program level to the next. Bridging is celebrated with a ceremony.

Juliette: A Girl Scout youth member who is registered individually, not as a member of a troop.

World Thinking Day: February 22. Each year has its own theme. On this day, Girl Scouts everywhere honor their global community by doing activities around this special theme.

Camporee/Community Camping: Gathers multiple Girl Scout troops for camping and activities, generally with a common theme, working towards building courage, confidence, character, and leadership while having fun! It is an opportunity to share Girl Scout sisterhood in the great outdoors.

Annual Giving: Annual request of donation from Girl Scout families and adults. Requirement for non-profits.

Annual Camp Fundraiser: Philanthropic campaign to raise funds for maintenance of GSHH Camps.

Fall Product/Nuts & Mags Sale: Council-sponsored program that combines educational activities with money earning opportunities for the troops. The Fall Product Program is directed toward family and friends, and enables troops to earn start up money by selling magazine subscriptions as well as nuts and candy.

Girl Scout Cookie Program: Largest girl-led entrepreneurial program in the world where Girl Scouts learn five skills that are essential to leadership, to success, and to life: Goal Setting; Decision Making, Money Management; People Skills; and Business Ethics.

Service Unit Team: A team of eight leadership volunteers who lead leaders and the Girl Scouting community in an area.

Service Unit Manager: The manager of the SU Team who coordinates with GSHH CE staff to oversee and support all other roles, and execute rebuilding, recruitment and retention.

Treasurer: Manages finances of Service Unit and submits annual report.

Recruiter: Coordinates recruitment, lead management and onboarding of adult volunteers and girls.

Cookie Chair: Facilitates training and distribution of materials to troops, coordinates cookie season and orders.

Fall Product Chair: Facilitates training and distribution of materials to troops for fall product sales program.

Giving Chair: Provides training and materials to troops and families for giving campaigns.

Recognition Chair: Coordinates education about and nominations for the adult recognition program, volunteer appreciation and girl bridging.

Delegate/Alternate Delegate: Provides input from operational volunteers to the GSHH Board of Directors.



Date Completed: _____

Service Unit Manager(s):

Print: _____ Signature: _____

Print: _____ Signature: _____

Community Engagement Specialist:

Print: _____ Signature: _____

Your Plan

Your Year

Start Here