

Service Unit Awards - Esprit de Corps Award 2026

Purpose:

The Service Unit Team structure is designed to provide direct support to Girl Scout volunteers who work most closely with girls. This award is to recognize those Service Unit Teams who, by working together, accomplish the goal of providing that support in an outstanding manner, reflective of the goals and mission of Girl Scouting. This year's award covers activities from June 2025 to May 2026. Service Units who fulfill the Esprit de Corps requirements will be recognized at the 2027 Annual Meeting.

Guidelines:

- Use this document as a guideline and tracker for requirements, and submit a finished tracker to Council to receive your award. A perfect score is 125. Scores of 100 or above qualify for the award.
- The Service Unit Team, with guidance from GSHNC staff, must develop a Plan of Success based on the council's goals and objectives. This plan must be submitted to the Volunteer Engagement Manager by August 31, 2026.
- Regular Service Unit Team meetings must be scheduled and held to monitor the progress of the Service Unit goals described in your Plan of Success. Adjustments may be made to your Plan of Success as needed.
- For help in finding your Service Unit yearly goals and progress towards those goals, contact your Community Engagement Specialist.

Esprit De Corp Award Points Tracker

Category	Total Points Possible	Points Earned
Service Unit Management (All Categories)	75	
New Member Recruitment (All Categories)	25	
Retention and Volunteer Support (All Categories)	25	
TOTAL POINTS	125	

Service Unit Management (75 points possible)

CATEGORY: Service Unit Team	Total Points Possible	Points Earned
All team members are registered Girl Scouts	1	
All Service Unit team members have completed appropriate training and/or demonstrated competence for the positions they hold. Attach a list of Team members, positions held and date of training or example of competence to your award submission.	5	
All Service Unit Council Reports have been submitted: <ul style="list-style-type: none"> ◆ Service Unit Plan of Success - August 31st ◆ Service Unit Team Roster – submitted with your Plan of Success ◆ Service Unit Financial Report - November 15th ◆ Service Unit Financial Report - June 15th 	5	
TOTAL POINTS	11	

CATEGORY: Communications	Total Points Possible	Points Earned
Did 50% or more of troops within the Service Unit regularly attend Service Unit Meetings?	5	
Our Service Unit created a plan and regularly communicated with leaders. Describe your most effective means of communication.	5	
TOTAL POINTS	10	

CATEGORY: Sister-to-Sister Campaign	Total Points Possible	Points Earned
List 3 ways in which the Service Unit has supported the Sister to Sister Campaign, including events or education for girls and adults to give what is personally meaningful.	1	
Did the Service Unit meet their Sister to Sister fundraising goal that was created in partnership with the GSHNC Advancement Department?	5	
TOTAL POINTS	6	

CATEGORY:Service Unit Team Work	Total Points Possible	Points Earned
Write a shortdescription ofsomething innovativethattheteam has developed that has contributed to its success this year.	5	
TOTAL POINTS	5	
CATEGORY:Community Service	Total Points Possible	Points Earned
Did your Service Unitplan and conduct at leastoneService Unit-wide community service project? Give a description of your community service activities.	5	
Did at least 50% of the troop(s) participate in community service projects?	5	
TOTAL POINTS	10	
CATEGORY:Community Visibility	Total Points Possible	Points Earned
The Service UnitTeam has cultivated contactsin thecommunity, other than recruitment efforts, through scheduled talks to civic groups, community fairs, exhibits, etc. Provide examples that describe how this was accomplished.	5	
Did at least 50% of the troops in the Service Unit participate in activities to make Girl Scouting more visible in the community?	5	
TOTAL POINTS	10	

CATEGORY:Product Program Support	Total Points Possible	Points Earned
Werealleligible troops trained toparticipate intheGirlScout Treats & Reads and Girl Scout Cookie Program?	5	
Did your Service Unit Treats and Reads Product sales increase?	5	
Did your Service Unit Girl Scout Cookie Product sales increase?	5	
TOTAL POINTS	15	
CATEGORY:Service Unit Programs	Total Points Possible	Points Earned
Did yourServiceUnit host atleast 4 programs/events throughout the year, either on your own or in partnership with another Service Unit?	5	
List the two most successful events with a brief description.	4 (2 points each)	
TOTAL POINTS	9	
GRAND TOTAL FOR SERVICE UNIT MANAGEMENT	75	

Insert your Grand Total Number in the Points Earned Column for Service Unit Management on Page 1.

New Member Recruitment (25 points possible)

CATEGORY:Service Unit Participation	Total Points Possible	Points Earned
Did your Service Unit host a non-traditional recruitment, such as bring-a-friend events?	2	
Did your Service Unit host a Daisy-specific recruitment event?	3	
TOTAL POINTS	5	
CATEGORY:Girl Membership	Total Points Possible	Points Earned
Did Girl Membership increase from previous year?	5	
Did the Service Unit meet their new Daisy membership goal?	5	
Was the Service Unit overall membership goal obtained?	5	
TOTAL POINTS	15	
CATEGORY:Adult Membership	Total Points Possible	Points Earned
Did you increase the number of trained leaders to effectively serve the number of interested girls within your Service Unit?	5	
TOTAL POINTS	5	
GRAND TOTAL FOR NEW MEMBER RECRUITMENT	25	

Insert your Grand Total Number in the Points Earned Column for New Member Recruitment on Page 1.

Retention and Volunteer Support (25 points possible)

CATEGORY:Retention	Total Points Possible	Points Earned
Did at least 50% of girls participate in Early Renewal Registration?	5	
Was the Service Unit girl renewal/retention membership goal obtained?	5	
Did you encourage Lifetime Membership within your Service Unit?	1	
Supporting our new leaders/volunteers is vital in retention. List 3 examples in which your Service Unit has mentored new volunteers.	3 (1 point each)	
Did the Service Unit incorporate ways of participation for individually registered girls and adults within the Service Unit? List 3 ways this was accomplished.	3 (1 point each)	
TOTAL POINTS	17	

CATEGORY:Enrichment Opportunities	Total Points Possible	Points Earned
<p>The ServiceUnit held regularlyscheduled Service Unitmeetings and incorporated at least 3 enrichment opportunity workshops for the volunteers. List 3 examples of Enrichment Opportunities and Trainings provided by the Service Unit.</p>	<p>3 (1 point each)</p>	
TOTAL POINTS	3	
CATEGORY:Adult Membership	Total Points Possible	Points Earned
<p>With assistancefrom theService UnitAwardsCoordinator and committee, ensure that deserving volunteers are recognized for the service they have given to the Service Unit/troop. Describe how ALL volunteers are recognized in your Service Unit.</p>	5	
TOTAL POINTS	5	
GRAND TOTAL FOR RETENTION AND VOLUNTEER SUPPORT		25

Insert your Grand Total Number in the Points Earned Column for Retention and Volunteer Support on Page 1.