



# Service Unit Planning Packet

*2025-2026*

\_\_\_\_\_ **Service Unit**

## **Included in this packet:**

- Service Unit Annual Vision Plan for Success
- Service Unit Team Roster
- Service Unit Important Days
- Service Unit Membership Goals
- Service Unit Budget
- Service Unit Activities by Focus Area (Quarterly)

## Service Unit Annual Vision Plan for Success

### Girl Scout Mission

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

### GSHNC Strategic Goals

- Grow Membership
- Improve Programming Impact
- Strengthen GSHNC Visibility and Brand
- Increase Revenue
- Operate Effectively

### Essential Responsibilities of the Service Unit:

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

- ◆ Service Unit team members
- ◆ Troop Leaders and program volunteers
- ◆ Girl Scouts

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 2025-2026 Membership Year:

1. \_\_\_\_\_  
\_\_\_\_\_
2. \_\_\_\_\_  
\_\_\_\_\_
3. \_\_\_\_\_  
\_\_\_\_\_

# Service Unit Team Roster

## 2025-2026 Service Unit Team

Position	Name	Email Address	

# Important Dates

\* All dates are subject to change

**Treats and Reads Troop Training Available | End of August**

**Girl Scouts Love State Parks | Sep 13-14, 2025**

**Treats and Reads Sale Starts | Fall 2025**

**Volunteer Kick Off | Fall 2025**

**On-Time Registration Ends | Sep 30, 2025**

**International Day of the Girl | Oct 11, 2025**

**Treats and Reads Sale Ends | Mid October**

**Founder's Day | Oct 31, 2025**

**Board Level Award Forms Open | Nov 15th, 2025**

**SU Finance Report Due | Nov 15th, 2025**

**Treats and Reads Product Delivery | Early November**

**Board Level Award Nominations Due | Jan 1, 2026**

**World Thinking Day | Feb 22, 2026**

**Outstanding Troop Award Form Opens | Spring 2026**

**Girl Scout Birthday | March 12, 2026**

**Girl Scout Week | March 8th - 14th, 2026**

**Service Unit Awards due | April 1st, 2026**

**Outstanding Troop Award Due | April 1st, 2026**

**Girl Scout Volunteer Day | April 22, 2026**

**Early Renewal | April 1st, 2026 - May 31st, 2026**

**Troop Finance Report Due | June 30th, 2026**

**SU Finance Report Due | June 30th, 2026**

**Esprit de Corp Application Due | July 31st, 2026**

## SERVICE UNIT SNAPSHOT & GOALS FOR 2025-2026

Current Troops: _____	Current Girls: _____	Current Co-Leaders: _____	Current Adults: _____
# of Graduating Girls _____	# of Juliettes _____	Sister to Sister Goal: _____	Current Lifetime Members: _____

	Current _____	_____ Goal	% to Goal _____	+/- to Goal
Total Girls:				
New Girls:				
Renewed Girls:				
Adults:				
New Troops:				
Co-Leaders:				
Early Renewal Girls				

<p style="text-align: center;">Girl Program Level</p> <p>Daisy:                      Junior:                      Seniors:</p> <p>Brownie:                    Cadette:                    Ambassadors:</p>	<p>K-5 &amp; M troops:</p> <p>_____ of _____</p> <p>troops</p>	<p>CSA Troops:</p> <p>_____ of _____</p> <p>troops</p>
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## Service Team Best Practices: Preparing for a Successful Year

- Schedule Service Team meetings ahead of time for the year (see last page for details).
- Schedule Service Unit leader meetings ahead of time for the year (see last page for details).
- Who will share meeting schedule with leaders and how (via FB, email, mail, etc.)?:
  
- How will the Service Team members communicate with each other? (e.g. FB Group, email, shared Google docs, etc.)
  
- How will the Service Team plan leader meetings and who will lead them?
  
- How comfortable is the Service Team with holding virtual meetings and events? What will help increase comfort level, if needed?
  
- Does the Service Unit have a borrowing library with a list of what is available? If so, how is the list shared with troop leaders?
  
- Does the Service Team have any Girl Members? If not, do you have a plan for including them?

## Community Engagement: Share the Girl Scout Experience

- Our team plans to share Girl Scouts with our community in these ways (be sure to note Who/Where/When):
  
- Some ideas for how to share the Girl Scout Experience as a Service Team:
  - ▶ Plan a Bring-a-friend event (virtual or in-person)
  - ▶ Hang GSHNC flyers
  - ▶ Table at community events
  - ▶ Table at school Open Houses
  - ▶ Build-a -Troop Events
  - ▶ GS Open House Night

## Retention: Support our Troops, Volunteers and Girls

### ◆ Support newly formed troops:

- ▶ Who from Service Team welcomes new troop leaders?
  - List at least three ways the team will reach out and support new leaders and new troops.

### ◆ Support continuing troops:

- ▶ List at least 3 ways you're going to support continuing troops:  
Examples: troop check in calls, phone tree, sister troops, age level mentors (what will they do?), troop events, trainings, volunteer socials, renewal incentives, camp, etc.)

### ◆ Volunteer Recognition

- ▶ Board Level award nomination plan:
  
- ▶ How and when will we celebrate our volunteers as a SU:
  
- ▶ Service Unit Award nomination plan:

### ◆ Girl Recognition:

- ▶ We will celebrate our graduating girls:
  
- ▶ We will celebrate our girls earning Higher Awards:
  
- ▶ We will support our Destinations/Traveling girls:
  
- ▶ We will support our bridging girls:

## Fall Product and Cookie Programs: Training/Support for our Volunteers and Girls

- ◆ Fall Product Training details:
- ◆ Cookie Training details:
- ◆ Cookie Pick-Up details:
- ◆ Cookie Rally details:
- ◆ Will Service Team provide any additional support (Cookie Booth in a Bag, Cookie costumes, 1-on-1 leader mentoring, finance workshop, etc.)?

## Events and Opportunities: Keeping Our Girls and Volunteers Engaged

- ◆ What events and opportunities will the Service Unit offer this year? Popular events include:
  - ▶ Founders' Day
  - ▶ World Thinking Day
  - ▶ GS Birthday
  - ▶ Outdoor Skills Day
  - ▶ International Day of the Girl
  - ▶ Camporee
  - ▶ Local parades
  - ▶ GS Pride Day
  - ▶ Pinewood Derby
  - ▶ Program Aide Training

## **Service Unit Leadership Team Meeting Schedule:**

**Leader Meeting Schedule:** Can also include Leader Workshops and other trainings your Service Team wants to offer. GSHNC recommends providing a calendar of Service Unit events and leader meetings to troop leaders each fall.



# Service Unit Budget

2025-2026 Service Unit Budget	Proposed Budget	Actual	+/-
<b>INCOME</b>			
Cookies			
Early Renewal Bonus			
Interest			
Event Registration			
Encampment/Camporee Registration			
Service Unit Supplies			
Service Unit Trainings			
Disbanded Troops			
Other: _____			
Other: _____			
Other: _____			
<b>TOTAL INCOME</b>			
<b>EXPENSES</b>			
Administrative			
New Troop Start-Up			
Resources (Journeys/Guides)			
Early Renewal Incentives			
Adult Development - Trainings (Supplies/Fees)			
Adult Development - Recognitions			
Adult Development - End of Year Event			
Programs/Events - Encampment/Camporee			
Programs/Events - Thinking Day			
Programs Events - _____			
Programs Events - _____			
Financial Assistance - Registration			
Financial Assistance - Program			
<b>TOTAL EXPENSES</b>			
<b>GRAND TOTAL (income minus expenses)</b>			

For actual or proposed amounts over \$500, please explain:

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## Expenses:

The Treasurer, Service Unit Team and Community Engagement Specialist work together to develop an annual budget to support the Team's Plan of Success. Typically, expenses are distributed according to these percentages:

- ◆ Program Services – 40%  
This includes all expenses for providing programming for girls such as service unit events and other activities
- ◆ Volunteer Development and Recognition – 20%  
This includes informal and formal recognitions such as years of service pins, numeral guards and other expenses associates with the support of leaders.
- ◆ Assistance to Individuals – 15%  
This includes requested support for individual girls, such as money for destination trips. Note: Membership assistance and campership are both funded by GSHNC's larger operating budget. Whenever possible, service Teams are encouraged to help with the cost of these requests. Service Teams may also request a report of assistance provided by GSHNC.
- ◆ Resources – 15%  
Appropriate uses for money would include expenses such as providing resources for new troops (Journey books), maintaining a Service Unit Library and providing assistance to existing troops as needed.
- ◆ Administration of the Service Unit – 10%  
This includes expenses for administrative costs including photocopies, paper, postage, and meeting place rental fees.



### GSHNC Service Unit Financial Policies

- ◆ Each Service Unit must maintain records of its financial activities and file the Service Unit Financial Report two times per year (November 15th and June 15th).
- ◆ Service Units are allowed to hold money earning projects for the Service Unit. Money earning projects for Girl Scouts, Hornets' Nest Council are allowed with prior permission from the Product Program department.
- ◆ Any Service Units holding funds shall open a Service Unit bank account in the name of Girl Scouts, Hornets' Nest Council Service Unit \_\_\_\_\_, using Tax ID #56-0563842. Service Units shall keep only enough money in the account to provide for programs for the girls and general cash flow as necessary with a maximum of \$5 per registered girl to be carried over to the next Girl Scout year. Exceptions may be reviewed and approved by the council staff.

Service Unit Name: \_\_\_\_\_

Service Unit Team Member Submitting Form: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Address: \_\_\_\_\_

# Service Unit Activities by Focus Area and Quarter

Focus Area	July to September Who is responsible?	Activities
Recruitment and Registration	<p>Volunteers (insert role names here)</p> <p>GSHNC staff (insert role names here)</p>	<ol style="list-style-type: none"> <li>1. Work with council staff to coordinate and hold fall recruitment activities.</li> <li>2. Recruit Service Unit volunteers to assist with each recruitment activity.</li> <li>3. Host recruitment training for volunteers.</li> <li>4. Communicate regularly with GSHNC about girl and adult placement.</li> </ol>
Retention and Troop Support	<p>Volunteers (insert role names here)</p> <p>GSHNC staff (insert role names here)</p>	<ol style="list-style-type: none"> <li>1. Promote and follow up with existing members during on-time renewal campaign.</li> <li>2. Work with council staff on Troops in Transition (disbanding retention process).</li> <li>3. Mentor new leaders through onboarding process and encourage them to participate in council trainings.</li> <li>4. Schedule any dedicated events for new leaders.</li> </ol>
Treats & Reads Program	<p>Volunteers (insert role names here)</p> <p>GSHNC staff (insert role names here)</p>	<ol style="list-style-type: none"> <li>1. Attend council training for the Treats &amp; Reads Program.</li> <li>2. Plan and communicate appropriate dates for training and distribution of materials to troops.</li> <li>3. Encourage and support troop participation in the program.</li> <li>4. Arrange for pick-up/delivery of products and incentives.</li> </ol>
Annual Sister-to-Sister Campaign	<p>Volunteers (insert role names here)</p> <p>GSHNC staff (insert role names here)</p>	<ol style="list-style-type: none"> <li>1. Review and share annual Sister-to-Sister goal for the year.</li> <li>2. Encourage and support leaders in promoting participation by troop leaders and parents.</li> <li>3. Promote alternative means of support (if appropriate).</li> <li>4. Follow up with troops not participating by (date) and encourage participation by (end date).</li> </ol>

Service Unit Events - Fall	Volunteers (insert role names here)  GSHNC staff (insert role names here)	<ol style="list-style-type: none"> <li>1. Plan a girl-led event scheduled to support the Girl Scout program (bridging ceremony, investiture or rededication, badge workshop)</li> <li>2. Promote events at Service Unit meetings and through Service Unit communications</li> <li>3. Form a Girl Scout Advisory Board for event planning or use other methods to engage girls.</li> </ol>
Service Unit Management	Volunteers (insert role names here)  GSHNC staff (insert role names here)	<ol style="list-style-type: none"> <li>1. Schedule leader meetings, reserve meeting space (if needed) and communicate dates/times/places to volunteers.</li> <li>2. Recruit Service Unit team members to fill vacant positions.</li> <li>3. Encourage new team members to receive appropriate training for their positions.</li> <li>4. Develop communication plans and processes for the year (newsletters, Facebook pages, other social media platforms).</li> <li>5. Encourage Service Unit team volunteers to attend Kick-Off.</li> </ol>
<b>October to December</b> <b>Who is responsible?</b>		
<b>Focus Area</b>	<b>Who is responsible?</b>	<b>Activities</b>
Registration and Recruitment	Volunteers (insert role names here)  GSHNC staff (insert role names here)	<ol style="list-style-type: none"> <li>1. Continue to communicate with council staff to make sure troops have completed membership registration.</li> <li>2. In partnership with council staff, plan additional open houses and recruitment events where there is low participation (virtual).</li> <li>3. Initiate planning to participate in spring Daisy registration events.</li> </ol>
Retention and Troop Support	Volunteers (insert role names here)  GSHNC staff (insert role names here)	<ol style="list-style-type: none"> <li>1. Ensure that girls and adults have renewed their memberships to participate in the Cookie Program using service unit roster reports via Looker or as provided by GSHNC.</li> <li>2. Ensure that all active troops have two currently registered Troop Leaders.</li> <li>3. Connect with and support Juliettes (formerly Indies) in the Service Unit.</li> <li>4. Promote the Volunteer Toolkit as a resource for Troop Leaders.</li> <li>5. Promote adult awards and encourage nominations for Board-level awards.</li> </ol>

Product Program - Cookies	<p>Volunteers (insert role names here)</p> <p>GSHNC staff (insert role names here)</p>	<ol style="list-style-type: none"> <li>1. Attend council training for Service Unit Cookie Program Manager.</li> <li>2. Hold troop cookie manager training(s).</li> <li>3. Plan and communicate appropriate dates for training and distribution of program materials</li> <li>4. Encourage and support participation in the product program.</li> </ol>
Annual Sister-to-Sister Campaign	<p>Volunteers (insert role names here)</p> <p>GSHNC staff (insert role names here)</p>	<ol style="list-style-type: none"> <li>1. Continue to encourage and support leaders in promoting participation by Troop Leaders and parents.</li> </ol>
Service Unit Events - Fall	<p>Volunteers (insert role names here)</p> <p>GSHNC staff (insert role names here)</p>	<ol style="list-style-type: none"> <li>1. Plan a girl-led event schedule to support the Girl Scout program.</li> <li>2. Promote current events at Service Unit meetings and through Service Unit communications.</li> </ol>
Service Unit Management	<p>Volunteers (insert role names here)</p> <p>GSHNC staff (insert role names here)</p>	<ol style="list-style-type: none"> <li>1. Recruit Service Unit team members to fill vacant positions.</li> <li>2. Encourage new team members to receive appropriate training for their positions.</li> <li>3. Encourage troops to celebrate Juliette Gordon Low's birthday (October 31st).</li> </ol>

Focus Area	January to March Who is responsible?	Activities
Recruitment and Registration	Volunteers (insert role names here)  GSHNC staff (insert role names here)	<ol style="list-style-type: none"> <li>1. Plan and participate in spring Daisy recruitment events.</li> <li>2. Support winter/spring council recruitment activities.</li> </ol>
Retention and Troop Support	Volunteers (insert role names here)  GSHNC staff (insert role names here)	<ol style="list-style-type: none"> <li>1. Plan to support the Spring Renewal (Early Bird) campaign.</li> <li>2. Promote Spring Renewal and incentives, adding a Service Unit incentive if possible.</li> <li>3. Support new leaders through the Cookie Program.</li> <li>4. Encourage the submission of council adult awards (Due January 15).</li> <li>5. Promote training for adult volunteers.</li> <li>6. Identify bridging troops and encourage collaboration for bridging awards ceremony.</li> </ol>
Product Program - Cookies	Volunteers (insert role names here)  GSHNC staff (insert role names here)	<ol style="list-style-type: none"> <li>1. Support recruitment of booth sale sites.</li> <li>2. Support Service Unit Product Program Manager, as needed/requested.</li> </ol>
Annual Sister-to-Sister Campaign	Volunteers (insert role names here)  GSHNC staff (insert role names here)	<ol style="list-style-type: none"> <li>1. Continue to encourage and support leaders in promoting participation by Troop Leaders and parents.</li> </ol>

Service Unit Events	Volunteers (insert role names here)  GSHNC staff (insert role names here)	<ol style="list-style-type: none"> <li>1. Plan the spring event schedule to support the Girl Scout program.</li> <li>2. Promote current events at Service Unit meetings and through Service Unit communications.</li> <li>3. Reserve a site for the Service Unit encampment/camporee next year (if applicable).</li> </ol>
Service Unit Management	Volunteers (insert role names here)  GSHNC staff (insert role names here)	<ol style="list-style-type: none"> <li>1. Submit the names of Service Unit Delegates and alternates to the council by the deadline.</li> <li>2. Review Volunteer Essentials with all leaders, focusing on money management and trip processes in preparation for spring travel.</li> <li>3. Encourage troops to celebrate Girl Scout Week (March 12th).</li> <li>4. Complete Service Unit mid-year assessment</li> </ol>
<b>April to June</b>		
<b>Focus Area</b>	<b>Who is responsible?</b>	<b>Activities</b>
Recruitment and Registration	Volunteers (insert role names here)  GSHNC staff (insert role names here)	<ol style="list-style-type: none"> <li>1. Meet with the council staff to plan and coordinate fall recruitment activities.</li> <li>2. Order recruitment supplies and materials from the council.</li> <li>3. Participate in spring Daisy registration events.</li> <li>4. Attend annual Service Unit trainings/conferences/events.</li> </ol>
Retention and Troop Support	Volunteers (insert role names here)  GSHNC staff (insert role names here)	<ol style="list-style-type: none"> <li>1. Encourage participation in Spring Renewal, providing Service Unit incentives, if possible.</li> <li>2. Identify troops in transition and begin the identification of new leadership.</li> <li>3. Host a leader/volunteer appreciation event.</li> <li>4. Submit nominations for Service Unit level volunteer awards.</li> <li>5. Attend GSHNC Annual Meeting.</li> </ol>

<p>Product Program - Cookies</p>	<p>Volunteers (insert role names here)</p> <p>GSHNC staff (insert role names here)</p>	<p>6. Distribute Girl Rewards</p>
<p>Annual Sister-to-Sister Campaign</p>	<p>Volunteers (insert role names here)</p> <p>GSHNC staff (insert role names here)</p>	<p>1. Continue to encourage and support leaders in promoting participation by Troop Leaders and parents.</p>
<p>Service Unit Events</p>	<p>Volunteers (insert role names here)</p> <p>GSHNC staff (insert role names here)</p>	<p>1. Plan an event schedule to support the Girl Scout program.</p>
<p>Service Unit Management</p>	<p>Volunteers (insert role names here)</p> <p>GSHNC staff (insert role names here)</p>	<p>1. Attend GSHNC Annual Meeting</p>