



Dear Service Unit Teams,

Thank you for all you have done in the 2020-2021 Girl Scout year! We know this has been a unique and challenging year for our volunteers, families, and girls. You have done an incredible job showing how Girl Scouts can be a force for good in your communities.

This resource is to help you plan for your 2021-2022 Girl Scout year. We hope you find this planning resource to be helpful as you schedule your service unit activities for the next membership year. We understand this may feel awkward or challenging, given the number of unknowns in front of us, but we encourage you to plan your year as you normally would and discuss contingencies should the year end up looking different.

Your Membership Manager can facilitate a conversation with you and your Service Unit team to discuss and work on your plan together. This plan is yours to keep, reference, and modify if needed. We do ask that you turn in a copy to your Membership Manager by September 10th so that we can ensure we're giving you the best support possible this year. Your Membership Manager is happy to work with you to brainstorm, plan, or clarify objectives.

If you have questions or need assistance, please don't hesitate to reach out. We are always here to help!

Thank you,
Bethany

Bethany Cunningham
Senior Director, Membership Innovation
Customer Experience

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This calendar is a guide of what service units should be covering during the Girl Scout year. While not all the items in the calendar are required, they are recommended to provide a full, enriching experience for girls in the area.

Fall	Winter	Spring	Summer
<p>SEPTEMBER</p> <ul style="list-style-type: none"> • Fall Product begins • Back to school events • Update troop catalog • Recruitment events • On time registration • Investiture/rededication • Spirit Week activities <p>OCTOBER</p> <ul style="list-style-type: none"> • Fall Product ends • SU CPC trainings begin • Investiture/rededication • New leader orientation <p>NOVEMBER</p> <ul style="list-style-type: none"> • Girl placement • Onboarding of new troop leaders • Cookie Program troop initial orders due 	<p>DECEMBER</p> <ul style="list-style-type: none"> • CU CPC initial orders due • Ensure troops are registered and prepared for cookie sale • Digital Cookie opens • Begin adult award nomination process <p>JANUARY</p> <ul style="list-style-type: none"> • Cookie Program begins • Cookie booth sign up <p>FEBRUARY</p> <ul style="list-style-type: none"> • Cookie Program ends • Ensure delegates are registered for annual meeting 	<p>MARCH</p> <ul style="list-style-type: none"> • Cookie sale ends • Cookie reward orders due <p>APRIL</p> <ul style="list-style-type: none"> • Determine returning service unit team members <p>MAY</p> <ul style="list-style-type: none"> • End of year wrap up • Troop retention • Troops disbanding • Bridging/court of awards • Review service unit team roster and plans for next year • Extended Year recruitment • Early Bird renewals • Gold Award Ceremony 	<p>JUNE</p> <ul style="list-style-type: none"> • Camp • SU Plan yearly schedule • Parades/community events • Day/Twilight Camp • Schedule/reserve fall recruitment location <p>JULY</p> <ul style="list-style-type: none"> • Camp • Order recruitment supplies <p>AUGUST</p> <ul style="list-style-type: none"> • Volunteer Kickoff • Troop Updates • Confirm back-to-school volunteer coverage • Train Open House volunteers • New GSUSA badge release
<p>SEPTEMBER</p> <ul style="list-style-type: none"> • Fall Product begins • Membership year ends (30) • Spirit Week <p>OCTOBER</p> <ul style="list-style-type: none"> • Membership year begins (1) • Nominate a volunteer for an Adult Award (1) • Juliette Gordon Low's Birthday (31) 	<p>JANUARY</p> <ul style="list-style-type: none"> • Cookie Program begins <p>FEBRUARY</p> <ul style="list-style-type: none"> • Delegates identified (12) • Adult Award nominations (15) • World Thinking Day (22) 	<p>MARCH</p> <ul style="list-style-type: none"> • Girl Scout Week • Girl Scout Birthday (12) <p>APRIL</p> <ul style="list-style-type: none"> • Volunteer Appreciation • Annual Meeting • Adult Awards announced • Girl Scout Leader Day (22) 	<p>JUNE</p> <ul style="list-style-type: none"> • Finance reports due (15) • SU team members identified (30) • Extended Year & Early Bird campaigns end (30)

ONGOING ACTIVITIES: Service Unit Team Meetings, Service Unit Leader Meetings, Event/Camp Planning, Review Budget, and Family Partnership Campaign

Service Unit Action Plan

October 1, 2021 - September 30, 2022

Instructions:

Complete BOTH sections of your SU Action Plan and submit it to your GSNETX Membership Manager by September 10, 2021.

What you need to fill out:

2021-2022 Service Unit Activities Calendar

Please edit and customize this to fit the needs of your SU.

Consider this checklist as you make decisions:

- How often will you have leaders' meetings? How often will you have SU team meetings? (Remember, there is no "rule" saying you MUST have these monthly!)
- Are there GSNETX program providers that you could work with to help facilitate your SU events and activities?
- Will you have any SU Family Partnership events or ongoing activities?
- What will your SU do to support troops and their cookie program participation?
- Does your SU have any annual events or traditions that you would like to continue this year? Are any of these recognizing all of the volunteers (SU team members, troop leaders, troop cookie managers, troop volunteers, etc.) in your area?
- When looking at your calendar, are you offering something for all PGLs?
- Do your events help promote the 4 pillars? (STEM, Outdoor Leadership, Life Skills, Entrepreneurship)
- Do your events help promote the 5 Girl Scouts outcomes? (Strong sense of self, positive values, challenge seeking, healthy relationships, community problem solving)
- Are there any opportunities for you to collaborate with neighboring areas and SUs
- Do your activities create a sense of belonging for all members?

2021-2022 Service Unit Activities Calendar

2021-2022 Team Roster & Support Needs:

Fill out your SU team roster for the upcoming membership year. This will be used to update GSNETX's membership system and ensure we are able to support and engage with you. If you need to update any of these team roles throughout the year, please use the [Volunteer Status & Troop Changes Form](#).



Service Unit Activities Checklist

Use this checklist as your guide while filling in your Service Unit Activities Calendar.

Focus	Month	Activities	Volunteers
Recruitment & Registration		Promote Girl Scouts at community events	SU Recruiter, School Liaisons, ALL volunteers!
		Promote Girl Scouts through social channels	
		Schedule/reserve fall recruitment location(s) by August 21	
		Recruit volunteers for Meet the Teacher	
		Host SU fall recruitment event in August or September, or as part of Spirit Week (Sep 13-17)	
Retention & Troop Support		Contact existing troops who did not early register	Registrar, Troop Organizer
		Encourage troop leaders to update their troop	
		Ensure girls are registered as members to participate in the Cookie Program	
		Promote Early Bird at leader meetings and by email	
		Welcome new leaders	
Product Sales		Fall Product: Plan and communicate appropriate dates for trainings. Distribute Fall Product Program materials to troops (August–October)	SU FPC SU CPC
		Cookies: Plan and communicate appropriate dates for training. Distribute Cookie Program materials to troops (October–March)	
Family Partnership		Review Family Partnership goal with SU team	Family Partnership Coordinator
		Schedule, promote Family Partnership event(s)	
		Ensure Family Partnership funds are submitted in a timely manner	
Finance		Submit SU Finance Report by June 15 to receive SU funding in the fall	Treasurer
		Submit Troop Finance Reports by June 15	
Miscellaneous & Governance		Schedule leader meetings, reserve space if needed, and communicate dates/places/times to volunteers	SUM & Entire Team
		Submit Delegate Information Form(s)	
		Promote Volunteer Recognition Awards	
		Certificates of Insurance for meeting facility locations (forms signed by GSNETX)	
Service Unit Events		Juliette Gordon Low Birthday, October 31	Events Coordinator
		Cookie Rally	
		World Thinking Day, February 22	
		Girl Scout Birthday, March 12	
		Court of Awards	
	Other (please list): _____		



Service Unit Activities Calendar

Fill in details about scheduled events, or community service projects. Build your activities year here.

AUGUST	SEPTEMBER	OCTOBER
Volunteer Kickoff (7th) National S'mores Day (10th) Fall Recruitment (girl & leader) Troop Updates Back to Girl Scouts: Renewals SU Action Plan due (31st) SU Fall Product Training Products Sales Roadshow	GSNETX Spirit Week (13th-18th) North Texas Giving Day (23rd) Fall recruitment (girl & leader) Troop Updates Back to Girl Scouts: Renewals Support disbanding troops Membership Year ends (30th) SU Cookie Trainings	Membership Year Begins (1st) Adult Awards Nominations Open (1st) gsnexus.org/recognitions International Day of the Girl (11th) Founder's Day (31st) Fall recruitment (girl & leader) Troop Updates TCM Trainings
August SU Activities: <hr/> <hr/> <hr/> <hr/> <hr/>	September SU Activities: <hr/> <hr/> <hr/> <hr/> <hr/>	October SU Activities: <hr/> <hr/> <hr/> <hr/> <hr/>
NOVEMBER	DECEMBER	JANUARY
Adult Awards Nominations Fall recruitment (girl & leader) Troop Updates Fall Product - troop shipments Cookie Program GSNETX offices & shops closed (23rd-26th)	Adult Award Nominations Troop Updates Camp In, Camp Cookie Local parades & service projects Cookie Program GSNETX offices & shops closed (22nd-3rd)	Adult Award Nominations Troop Updates Confirm Delegates/Alternative Delegates Cookie Program, Cookie Booths Daisy Launch Recruitments
November SU Activities: <hr/> <hr/> <hr/> <hr/> <hr/>	December SU Activities: <hr/> <hr/> <hr/> <hr/> <hr/>	January SU Activities: <hr/> <hr/> <hr/> <hr/> <hr/>



Service Unit Activities Calendar

Fill in details about scheduled events, or community service projects. Build your activities year here.

FEBRUARY	MARCH	APRIL
Daisy Launch Recruitments Troop Updates Camp In, Camp STEM Confirm Delegates/Alternative Delegates (12th) Adult Awards Nominations Close (15th) World Thinking Day (22nd) Cookie Program ends	Girl Scout Sunday (6th) Girl Scout Week (6th-12th) Girl Scout Jummah (11th) Girl Scout Sabbath/Shabbat (11th-12th) Girl Scout Birthday (12th) GSNETX Annual Meeting (TBD)	Volunteer Appreciation Month Adult Recognition Luncheon (TBD) Girl Scout Leaders Day (22nd) Early Bird Renewal begins (1st) Extended Membership begins (1st) Support disbanding troops Camp In, Camp Out
February SU Activities:	March SU Activities:	April SU Activities:
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
MAY	JUNE	JULY
Gold Award Ceremony Bridging Ceremonies Family Partnership Year ends (31st) Continue Early Bird Renewal Continue Extended Membership Support disbanding troops Day & Residence Camp	Bridging Ceremonies Family Partnership Year begins (1st) SU Financial Reports due (15th) Early Bird Renewal ends (30th) Extended Membership ends (30th) Support disbanding troops Day & Residence Camp	President's Award Applications due (11th) Day & Residence Camp
May SU Activities:	June SU Activities:	July SU Activities:
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

SU # _____

2021-2022 Service Unit Roster

Choose priority activities for your Service Unit,
and write which month you will complete them.



SERVICE UNIT ROLE	VOLUNTEER NAME
Service Unit Role	
Service Unit Manager	
SU Treasurer	
SU Cookie Program Coordinator	
SU Event Coordinator	
SU Recruiter	
SU Troop Organizer	
SU Registrar	
SU Fall Product Coordinator	
SU Family Partnership	
SU Adult Recognition Specialist	
SU School Liaison	
SU Activity Approval Signer	
SU Delegate(s)	
Alternative Delegate(s)	
SU Juliette Coordinator	
SU Community Service Coordinator	
SU Public Relations Coordinator	
Other – Please list:	

Service Unit Support Needs

October 1, 2021 - September 30, 2022

Please fill out this portion thoughtfully to ensure we are able to best serve you.

1. What are the dates, time(s) and location(s) of the SU Leader meetings? SU Team meetings?

2. In what area do you need the most support?

3. What is one thing that GSNETX can do to help your SU during the 2021-2022 membership year?

4. Any other feedback, suggestions, ideas, etc.?
