

Welcome to Your Service Team Role!

We are SO excited you have chosen to be part of a key element of the Girl Scout experience in your community! Volunteers are the heart of Girl Scouts, and we are happy to have you on board in this role. As a Service Unit Team member, you are a direct representation of Girl Scouts. A well-functioning service unit increases awareness about the Girl Scout Movement, supports Girl Scout volunteers in the area, and increases the reach of Girl Scouting through membership, service, hosting events, and providing programming. These actions are critical to sustaining and expanding the Girl Scout Movement. Thank you for taking this step into leadership with GSNI, and we look forward to seeing the amazing things you do!



Service Unit Communication Liaison

As a Service Unit Communication Liaison, you will collaborate with the Service Unit Manager (SUM) and Service Unit Team, so you are not alone in your role! The Membership Engagement Specialist (MES) is also available for questions and can share what other service units are doing and/or connect you with another Communication Liaison. When asked to communicate information, you will usually receive a complete write-up to review and share out to members. Depending on how you are sharing the information, you might include a graphic or make the write-up visually appealing to the readers. It is a team effort!

What a Communication Liaison Does

How a Communication Liaison Does It

Share important information with service unit members	
Collaborate with the team to decide how to communicate with members.	Service units can communicate through email, social media, newsletters, Rallyhood, etc. You can share your skill set with the team to determine the best way to communicate with members.
Pass along information conveyed from the service unit team and MES.	Prepare the information sent to you by the team and/or MES and then send out through the preferred platform(s). Communication Liaisons gain access to Looker, which has the service unit's membership details*. <i>*Details can be exported into Excel® to create a variety of distribution lists such as leaders, families, Girl Scout level, etc.</i>
Ensure new volunteers and families are connected to receive the service unit news.	Continually check the Looker report to make sure all leaders and families are included on your distribution list. <i>*Member information must be kept secure and confidential.</i>

Potentially take notes at service unit meetings.	Attend service unit meetings and if requested take notes at the meeting. The notes would be shared through email or social media for the troops that do not send a representative to the meeting.
Keep social media pages updated and organized.	Request admin access to all service unit social media pages, which allows you to add, delete, and approve/decline posts from others. Review the files and posts to remove and/or update as needed. Annually review the members on the page(s) to remove volunteers and families who are no longer with the service unit.
Encourage troops to share stories and photos of their activities.	At service unit meetings, ask the leaders to share stories and photos of their troop activities* either on the service unit social media pages and/or email them to you to share in other communications such as a newsletter. <i>*Remind leaders to confirm each youth has a photo release on file. If not, then the leader should request the family make the change in their MYGS account or the youth's face should be blurred.</i>

Important Topics by Month

July

Take a break!

August

- Attend Service Unit Team Planning Meeting
- Determine communication methods and timeframes for submissions

September

- Share how the team will communicate with members at the service unit meeting

October

- New year = new report
- Start new year communications

New Membership Year begins October 1

November

- Continue sharing information as needed through the membership year

December

Enjoy your holidays!

January

Cookie season begins!

February

March

April

Renewal begins!

May

- Renew your role
- Attend Service Unit Planning Packet year-end review

June

Take a break!