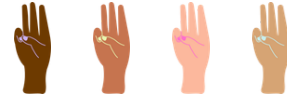


Welcome to Your Service Team Role!

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 Manager (SUM)



As a Service Unit Manager, your role involves managing people, programs, and relationships while upholding the Girl Scout mission, Promise, and Law. You will collaborate with the Service Unit Team and the Membership Engagement Specialist (MES), so you are not alone in your role! It is a team effort!

What a Service Unit Manager Does

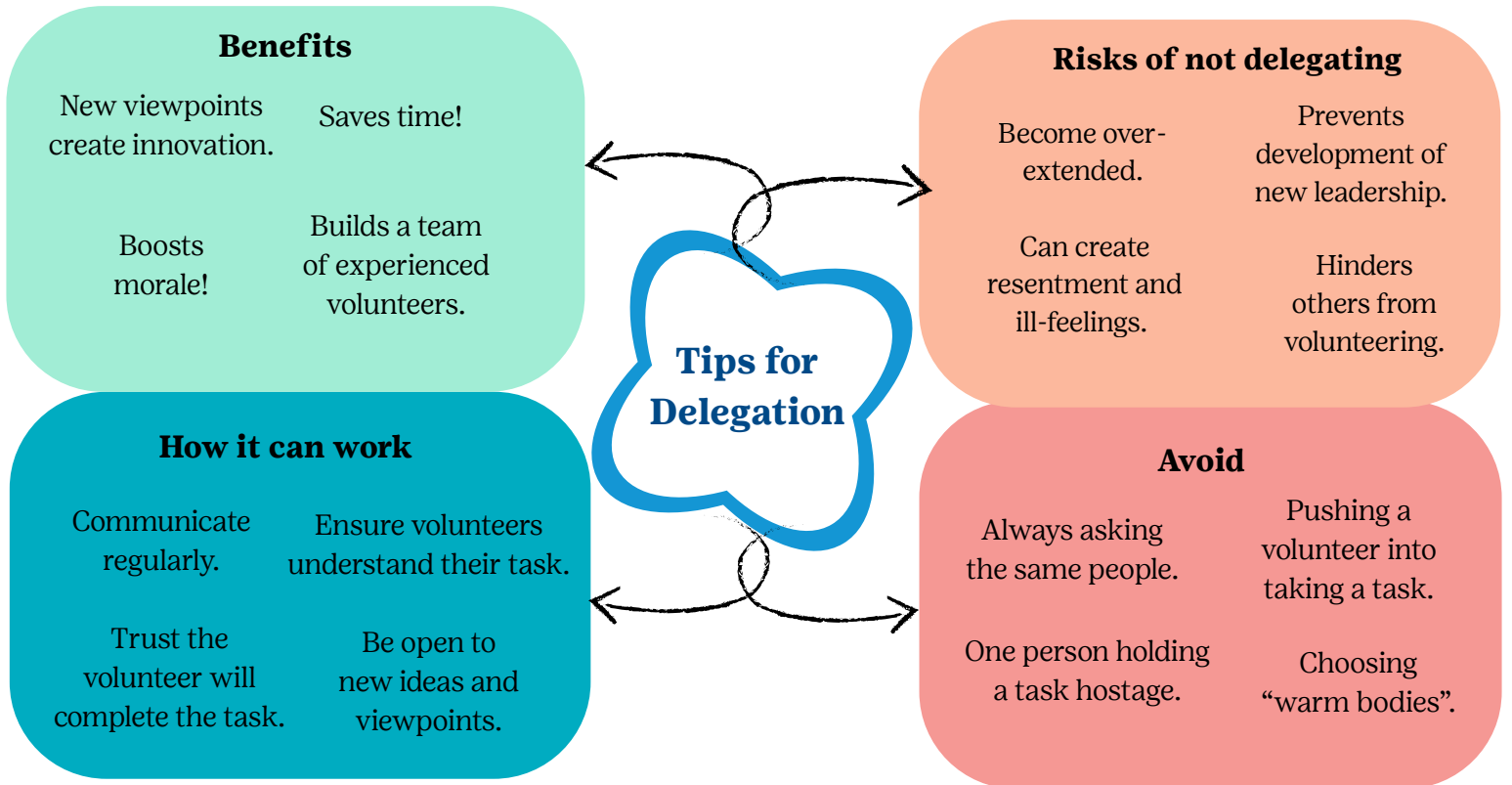
How a Service Unit Manager Does It

Manage the Service Unit Team and members	
Contact new leaders and volunteers to connect them to the service unit.	Personally reach out to each new volunteer to introduce yourself, let them know how and when to contact you, and invite them to the service unit meetings.
Assist the team members with their position responsibilities.	Keep an open line of communication with the team members and be available to brainstorm ideas or when issues arise. Be willing to step in to lend an extra hand when needed.
Recruit Service Unit Team members	Working with MES and the team, fill open positions and create succession plans for each role.
Create a welcoming environment for all and be accessible for mentoring, questions, and conflict management.	Ways to be welcoming: • Explain acronyms for new members. • Assign greeters at meetings and events. • Use ice breakers. • Pair new leaders with mentors. • Host interactive discussions. • Recognize and appreciate contributions. Conflict management resources: Behavior, Health, and Safety.
Communicate regularly with service unit members through a variety of means, including hosting service unit meetings.	Work closely with the Communication Liaison to ensure service unit information is communicated to members in multiple ways to best reach them. Examples include meetings, social media, emails, texts, newsletters and/or various apps like Rallyhood.

Collaborate with the Service Unit Team to:	
Grow service unit membership and retain existing members.	Ensure the Registrar and GS Organizers: • Develop and implement recruitment strategies • Schedule and cover back-to-school events • Obtain the necessary recruiting supplies Assist by attending recruiting events as needed and promoting the annual renewal campaign.
Host quality events focused on the Girl Scout Leadership Experience.	Partner with the Event Coordinator and team to develop a variety of fun and educational events. Ensure the events follow policies, procedures, and are well promoted.
Recognize service unit volunteers and youth.	Assist the Recognition Chair with • Showing gratitude to volunteers. • Encourage members to submit nominations for GSNI's Adult Recognition Awards. • Support and attend any bridging and Highest Awards ceremonies.
Ensure the service unit and Girl Scouts has a positive and impactful presence in the local community.	• Build community engagement by participating in community parades, events, and service projects. • Model the values of Girl Scouts in the community. • If issues arise, address them quickly and respectfully.

Champion GSNI	
Strive to achieve the service unit goals set by GSNI.* <i>*The service unit goals and Plan of Action Packet will be shared with you each August.</i>	Host the Plan of Action meeting with the team to brainstorm ideas to achieve goals. Periodically review the status of goals and adjust plans as needed. Hold a year-end review to discuss final outcomes, successes, and challenges.
Inform service unit members about Girl Scout policies and standards.	Stay informed and updated on the current GSNI and GSUSA policies, procedures, and guidelines. At the beginning of the year, hold a demo of the Online Support for Volunteers page on GSNI's website. Throughout the year, reinforce guidelines, ensure they are upheld, and communicate changes.
Promote the Fall Product and Girl Scout Cookie Programs.	Provide support to the Fall Product and Cookie Coordinators to ensure a smooth program.
Foster a relationship with the MES to stay connected to GSNI and GSUSA.	Invite the MES to the annual planning meeting, team meetings, and reach out when conflicts arise. Develop a line of communication to share updates, concerns, new ideas, or any pertinent information.

Empowering the Service Unit Team



Important Topics by Month

July

- Check service unit team renewals
- Start back-to-school recruiting planning

August

- Host Service Unit Team Planning Meeting
 - Recruit for open service unit team positions
- Fall recruitment begins!**

September

- Share the team's plans and goals with leaders
- Send renewal and Honor Troop reminders
- Back to troop reminders
- Promote Fall Product Program

October

- Investiture/Rededication
 - Welcome new leaders
- Juliette Low's Birthday!*
- New Membership Year begins October 1**

November

- Fall Product Program wrap-up
 - Promote cookie training
 - New leader/troop check-in
- Service Project Idea: Veteran's Day*

December

- Promote cookie program, GSNI's Adult Recognition Nominations, and GSNI camp registration
- Enjoy your holidays!**

January

- Review the service unit goals and plans
 - Prep for cookie booths and service unit cookie delivery
- Cookie season begins!**

February

- New leader/troop check-in
 - Start spring recruiting planning
- World Thinking Day*

March

- Discuss extended year option for new members
 - Promote GSNI's Annual Meeting
- Girl Scout Birthday/Week*

April

- Promote early renewal and end of year checklist
- Volunteer Appreciation
Girl Scout Leader Day*
- Renewal begins!**

May

- Renew your role
- Host Service Unit Planning Packet year-end review
- Recruit for open service unit positions

June

- Remind leaders to submit financials
- Ensure Service Unit Annual Finance Report is completed

Service Unit Meetings

PURPOSE	SPACE	SUPPLIES	AGENDA	SET THE TONE
 Service Unit Meetings are a valuable opportunity to share updates, generate ideas, and build relationships.	 • Select a church, school, or community building with a large room. • Determine a meeting day and time with the team. • Arrange seating to optimize viewpoints. • Virtual/hybrid meetings are an option.	 • Agenda. • Sign-in sheet. • Name tags. • Badges/patches to distribute. • Materials for craft/swap or training.	 Decide with the team: • Length of meetings (only 1-1.5 hours). • Topics to discuss. • Best order of topics and time needed. • Enrichment activities. • Ways to include networking.	 • Assign a greeter. • Start and end on time. • Adhere to the agenda. • Speak clearly and vary your speed and pitch. • Multiple presenters. • Open discussions. • Smile and make eye contact. • Keep things positive and upbeat!

Sample Service Unit Meeting Agenda

Opening

Girl Scout Promise and Girl Scout Law

Welcome and Introductions

Have everyone introduce themselves to help volunteers become familiar with others and feel connected.

Service Unit News and Updates

- **Registrar:** Membership numbers, discuss recruiting and renewal efforts, and where volunteers are needed.
- **Treasurer:** Account balance report, upcoming expenditures, and any reminders.
- **Event Coordinator:** Details about upcoming events, recaps on past events, and request for volunteers.
- **Fall Product and Girl Scout Cookie Coordinators:** Details, distribution of materials and rewards, and deliveries.

GSNI Updates

MES shares GSNI updates and events. If MES cannot attend, they will send you everything to share on their behalf.

Open Forum

Time for questions, concerns, moments of gratitude, or any topics leaders want to discuss.

Enrichment Activity

Note: Can be in the middle of meeting to break up the information sharing or at the end of the meeting.

Activity Ideas:

- **Training:** GSNI website demo, financial submissions, registrations/renewals, travel requirements, Safety Activity Checkpoints (SAC), bridging ceremonies, Highest Awards, GSLE tips, etc.
- **Guest speaker:** GSNI staff, community partner, Girl Scouts, or field experts.
- **Crafts and swaps:** leaders can share their ideas or bring the materials for leaders to create the craft or swap then take it back to their troop as an activity.
- **Networking:** divide into groups or lead a whole group discussion to facilitate relationship building.