

girl scouts
of central indiana



Girl Scouts of Central Indiana Service Unit Planning Packet



INCLUDED IN THIS PACKET:

Service Unit Plan for Success

Service Unit Activities By Focus Area

Service Unit Budget

Service Unit Trainings & Resources



Service Unit Annual Vision Plan

Service unit: _____

Girl Scout Mission:

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

Council Strategic Goals:

1. Grow
2. Retain
3. Collaborate



Essential Responsibilities of the Service Unit

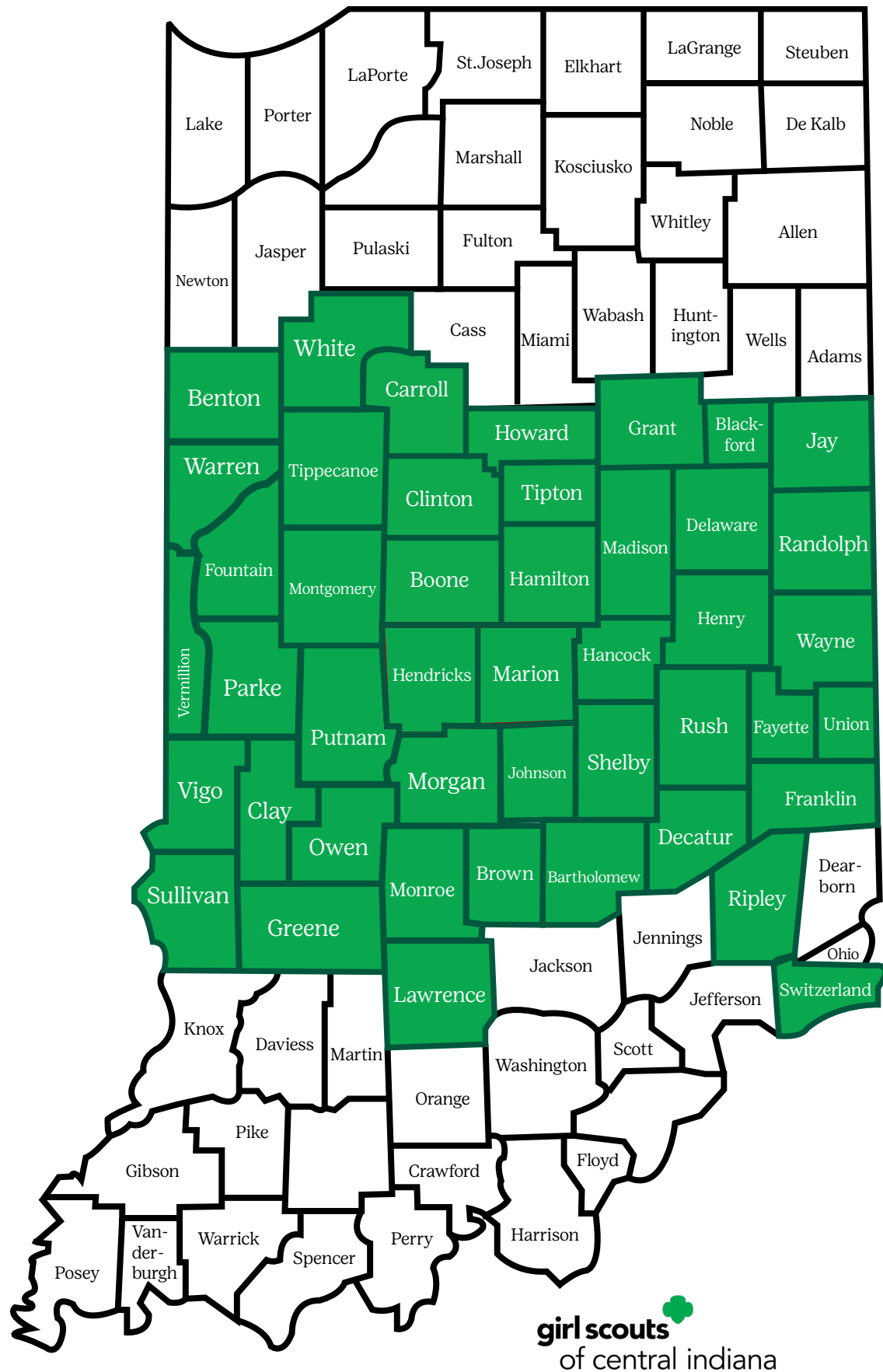
Grow volunteers and girls reflective of the diversity of the community:

- ◆ Service unit team members
- ◆ Troop leaders and program volunteers
- ◆ Girls

Assist leaders and other troop volunteers in promoting the delivery of the Girl Scout Leadership Experience:

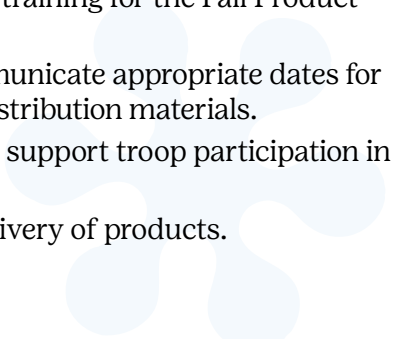
- ◆ Provide essential enrichment training and service unit networking and discussion
- ◆ Support all volunteers throughout the service unit meetings and other communication and support initiatives
- ◆ Coordinate girl-planned service unit events including cookie kick off
- ◆ Participate in council and community events
- ◆ Volunteer recognition
- ◆ Help promote and add Girl Scout members

Girl Scouts of Central Indiana



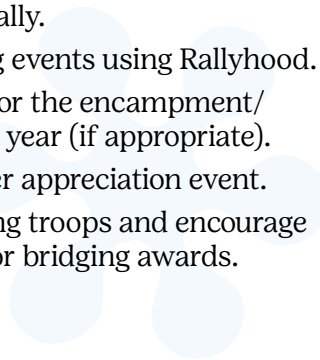
Service Unit Activities by Focus Area, Quarter

Service unit: _____

Focus Area	July-September Who's responsible?	Activities
Supporting new member growth 	Volunteers (Insert role names here) _____ Council staff (Insert role names here) _____ Community growth and support manager	1. Confirm back to school nights and other community events. 2. Engage service unit volunteers to assist with each registration and information nights. 3. Communicate regularly about girl and adult placement.
Retention and troop support	Volunteers (Insert role names here) _____ Council staff (Insert role names here) _____ Community growth and support manager	1. Promote and follow up with existing members to renew. 2. Identify troops in transition, assisting with new leadership, or disbanding. 3. Mentor new leaders through on boarding process helping them have first troop meeting in 30 days. 4. Schedule trainings the SU needs; i.e. CPR, outdoor skills, New Leader Workshop.
Fall Product Program Sept. 2 - Oct. 11	Volunteers (Insert role names here) _____ Council staff (Insert role names here) _____ Product program	1. Attend council training for the Fall Product Program. 2. Plan and communicate appropriate dates for training and distribution materials. 3. Encourage and support troop participation in the program. 4. Arrange for delivery of products. 
Service unit events—Fall	Volunteers (Insert role names here) _____ Council staff (Insert role names here) _____ Program manager	1. Plan a girl-led event calendar to support the Girl Scout program (investiture/rededication, camporee/encampment, Thinking Day; SU bridging, badge workshops, cookie rally, community service, volunteer recognition). 2. Promote events at service unit meetings and through Rallyhood calendar. 3. Form a Girl Scout Advisory Board for event planning or use other methods to engage girls in troops and IRGs.

Service unit management	Volunteers (Insert role names here) Council staff (Insert role names here) Community growth and support manager	1. Schedule leaders' meetings, reserve space if needed, and communicate dates/times/ places to volunteers. Share on Rallyhood SU calendar. 2. Fill service unit team members. 3. Encourage new team members to take position trainings in gsLearn. 4. Develop communication plans and processes for the year (newsletters, Rallyhood, other social media platforms). 5. Invite all troop leaders to Rallyhood SU rally.
Focus Area	October-December Who's responsible?	Activities
Supporting new member growth	Volunteers (Insert role names here) Council staff (Insert role names here) Community growth and support manager	1. Continue to review SU looker report to ensure troops have completed membership registration. 2. In partnership with council staff, plan additional open houses and registration events in schools where participation is low. 3. Share kindergarten round-up dates for 2027.
Retention and troop support	Volunteers (Insert role names here) Council staff (Insert role names here) Community growth and support manager Volunteer services	1. Ensure that girls and adults have renewed their memberships using via LOOKER report. 2. Ensure that all active troops have two currently registered troop leaders and sufficient volunteer support. 3. Connect with and support IRM (Juliettes) in the service unit. 4. Promote the Volunteer Toolkit as a resource for troop leaders. 5. Encourage all new troop leaders to recruit a troop cookie manager.

Product program (cookies) 	Volunteers (Insert role names here) _____ Council staff (Insert role names here) _____ Product program	1. Attend council training for service unit cookie program managers. 2. Hold troop cookie manager training(s). 3. Plan and communicate appropriate dates for training and distribution of program/sale materials 4. Encourage and support participation in the product program. 5. Ensure all troops have a troop cookie manager rostered.
Service unit events—Fall	Volunteers (Insert role names here) _____ Council staff (Insert role names here) _____ Program manager	1. Plan a girl-led event to support the Girl Scout program. 2. Promote current events at service unit meetings and through service unit communications. 3. Promote Kaleidoscope and other council events. 4. Promote and celebrate Juliette Gordon Low's birthday (October 31st). 5. Add events to Rallyhood SU calendar.
Service unit management	Volunteers (Insert role names here) _____ Council staff (Insert role names here) _____ Community growth and support manager	1. Fill county representatives positions for annual meeting by Nov. 15. 2. Begin list of volunteers who merit recognition. 3. What spring training does service unit need? CPR? Outdoor/camporee?

Focus Area	January-March Who's responsible?	Activities
Supporting new member growth	Volunteers (Insert role names here) _____ Council staff (Insert role names here) _____ Community growth and support manager	1. Plan and participate in spring kindergarten round-up events. 2. Support activities to grow Girl Scouts in your area.
Retention and troop support	 Volunteers (Insert role names here) _____ Council staff (Insert role names here) _____ Community growth and support manager	1. Promote April 1 spring renewal adding a SU incentive if possible. 2. Encourage the nominations of council adult awards (due March 1). 3. Support new leaders through the cookie program (new leader mentor).
Product program (cookies)	Volunteers (Insert role names here) _____ Council staff (Insert role names here) _____ Product program	1. Support girl and volunteer cultivation of booth sale sites. 2. Support new leaders through the cookie program.
Service unit events	Volunteers (Insert role names here) _____ Council staff (Insert role names here) _____ Program manager _____ Community growth and support manager	1. Host a cookie rally. 2. Promote spring events using Rallyhood. 3. Reserve a site for the encampment/camporee next year (if appropriate). 4. Plan a volunteer appreciation event. 5. Identify bridging troops and encourage collaboration for bridging awards. 

Service unit management 	Volunteers (Insert role names here) Council staff (Insert role names here) Community growth and support manager Volunteer services	1. Meet one on one with community success growth manager to discuss next year's service team roles and succession planning. 2. Promote current events at service unit meetings and through service unit communications. 3. Reserve a site for the encampment/camporee next year (if appropriate). 4. Attend the council's annual meeting in March.
Focus area	April-June Who's responsible?	Activities
Supporting new member growth	Volunteers (Insert role names here) Council staff (Insert role names here) Community growth and support manager	1. Meet with the council staff to plan and coordinate fall membership activities. 2. Participate in spring kindergarten round-up events. 3. Attend annual service unit trainings/conferences. 4. Promote and enlist school liaisons for each school (K-5) in the service unit.
Retention and troop support	Volunteers (Insert role names here) Council staff (Insert role names here) Community growth and support manager	1. Encourage participation in spring renewal, providing service unit incentives if possible. 2. Identify troops in transition and begin identifying new leadership. 3. Celebrate all volunteers on Leader Day, April 22, and those who receive awards. 4. Host a leader/volunteer appreciation event.
Product program (cookies)	Volunteers (Insert role names here) Council staff (Insert role names here) Product program	1. Celebrate! 2. Distribute girl rewards. 3. Celebrate top earners. 4. Thank all cookie managers and volunteers for helping with this year's program.

Service unit events	Volunteers (Insert role names here) _____ Council staff (Insert role names here) _____ Program manager _____ Community growth and support manager	1. Host an end of year celebration (adult recognition, bridging, etc.) 2. Reserve a site for the next camporee/ encampment (if applicable). 3. Working with service team, outline events for next year and post on Rallyhood calendar.
Service unit management	Volunteers (Insert role names here) _____ Council staff (Insert role names here) _____ Community growth and support manager	1. Attend service unit team conference in June. 2. Meet with campaign manager to review last year and plan for next year. 3. Discuss with each service team member if they will continue or if new volunteer is needed. 4. Add volunteers to service team growing and energizing team. 5. Submit present GSUSA President's Award nomination form.



Service Unit Annual Vision Plan

Service unit: _____

Important Dates

On-time Registration	Opens July 1
United We Lead	July 11, 2026
Daisy Day	July 19, 2026
Adult Retreat	Aug. 14-16, 2026
Cocktails @ Camp	Sept. 17, 2026
Girl Scouts Love State Parks	Sept. 12-13, 2026
MegAScope	Sept. 19, 2026
Fall Festival	Oct. 3, 2026
CSA Round Up	Oct. 23-25, 2026

Founders Day	Oct. 31, 2026
Kaleidoscope	Nov. 7, 2026
Great Cookie Caravan	Jan. 9, 2027
World Thinking Day	Feb. 22, 2027
Girl Scout 115th Birthday	March 8, 2027
Volunteer Nominations Due	March 1, 2027
Spring Renewal	April 1, 2027
Junior Jam	April 16-18, 2027
Brownie Overnight	April 23-25, 2027

Review SU membership report for current year and fill out this plan for success with your community growth and support manager.

Service Teams Plan for Success—Membership Goals

	EOY 26	20__ Goal	20__ to Date	+/- to Goal
New girls				
New adults				
Girls retained				
Adults retained				
Girls early renewal				
Adults early renewal				
New troops formed				
Mentored troops				
Cookie program bonus				

Growth/Engagement Goal: Increase Girl Membership | Increase Adult Membership

Please list all public, charter, and private schools plus dates of when you'll engage with them.

School:

Who: _____ When: _____ Date: _____

Notes: _____

School:

Who: _____ When: _____ Date: _____

Notes: _____

School:

Who: _____ When: _____ Date: _____

Notes: _____

School:

Who: _____ When: _____ Date: _____

Notes: _____

School:

Who: _____ When: _____ Date: _____

Notes: _____

School:

Who: _____ When: _____ Date: _____

Notes: _____

School:

Who: _____ When: _____ Date: _____

Notes: _____

Retention: Increase retention, both girls and adults

Task: Recognize our volunteers.

Who: _____ When: _____ Date: _____

Notes: _____

Task: Reach out to lapsed members.

Who: _____ When: _____ Date: _____

Notes: _____

Task: Schedule monthly volunteer meetings.

Who: _____ When: _____ Date: _____

Notes: _____

Task: Ensure troop leaders complete training.

Who: _____ When: _____ Date: _____

Notes: _____

Task: Communicate regularly with troop leaders, caregivers, & IRGS.

Who: _____ When: _____ Date: _____

Notes: _____

Product Program Goal: Increase Girl Participation | Increase Adult Support

Task: Hold TCM training, as guided by the council, by the training deadline.

Who: _____ When: _____ Date: _____

Notes: _____

Task: Share info at volunteer meetings and on Rallyhood SU page.

Who: _____ When: _____ Date: _____

Notes: _____

Events and Activities: Increase Retention and Outcomes, Both Girls and Adults

Task: Host an event for Girl Scouts' 115th Birthday.

Who: _____ When: _____ Pop-up shop? _____

Notes: _____

What council support is needed? _____

Task: Bridging/investiture

Who: _____ When: _____ Pop-up shop? _____

Notes: _____

What council support is needed? _____

Task: Caregiver/Girl Scout events

Who: _____ When: _____ Pop-up shop? _____

Notes: _____

What council support is needed? _____

Task: Cookie rally

Who: _____ When: _____ Pop-up shop? _____

Notes: _____

What council support is needed? _____

Task: World Thinking Day

Who: _____ When: _____ Pop-up shop? _____

Notes: _____

What council support is needed? _____

Task: _____

Who: _____ When: _____ Pop-up shop? _____

Notes: _____

What council support is needed? _____

Task: _____

Who: _____ When: _____ Pop-up shop? _____

Notes: _____

What council support is needed? _____

Task: _____

Who: _____ When: _____ Pop-up shop? _____

Notes: _____

What council support is needed? _____

Service Unit Budget

Use this tool, or one that works for your team. Budget events so that they are affordable for all girls.

Date completed: _____

	Proposed Budget	Actual	+/-
CARRY-OVER BALANCE (from prior year) INCOME			
Total income			
EXPENSES			
Total expenses			
GRAND TOTAL (income minus expenses)			

Updates coming: service unit treasurer training, resources including tracking sheet, and new annual report.

Service Unit Roster

Service unit: _____

Team Member's Name and Role	Email and Phone Number
Service unit manager:	
Community liaisons - by school or community:	
Registrar:	
Treasurer:	
New leader mentor(s):	
Cookie manager:	
Fall product manager:	
Council facilitator:	
Event planning:	
Secretary/social media:	
Additional roles:	

Membership success growth manager: _____

Phone: _____ Email: _____

Customer care: 317.924.6800

Service Team Trainings and Resources

Online Trainings in gsLearn

- ◆ GSUSA Service Unit Training – Developing and Growing the Service Unit Team
- ◆ GSUSA Service Unit Training – Effective Meetings
- ◆ GSUSA Service Unit Training – Goal Setting & Planning
- ◆ GSUSA Delivering Inclusive Program
- ◆ GSUSA Navigating Conflict with Confidence
- ◆ GSUSA Resilient. Ready. Strong. Patch
- ◆ 434 GSCI Tri-Leadership Approach
- ◆ 434 GSCI Succession Planning

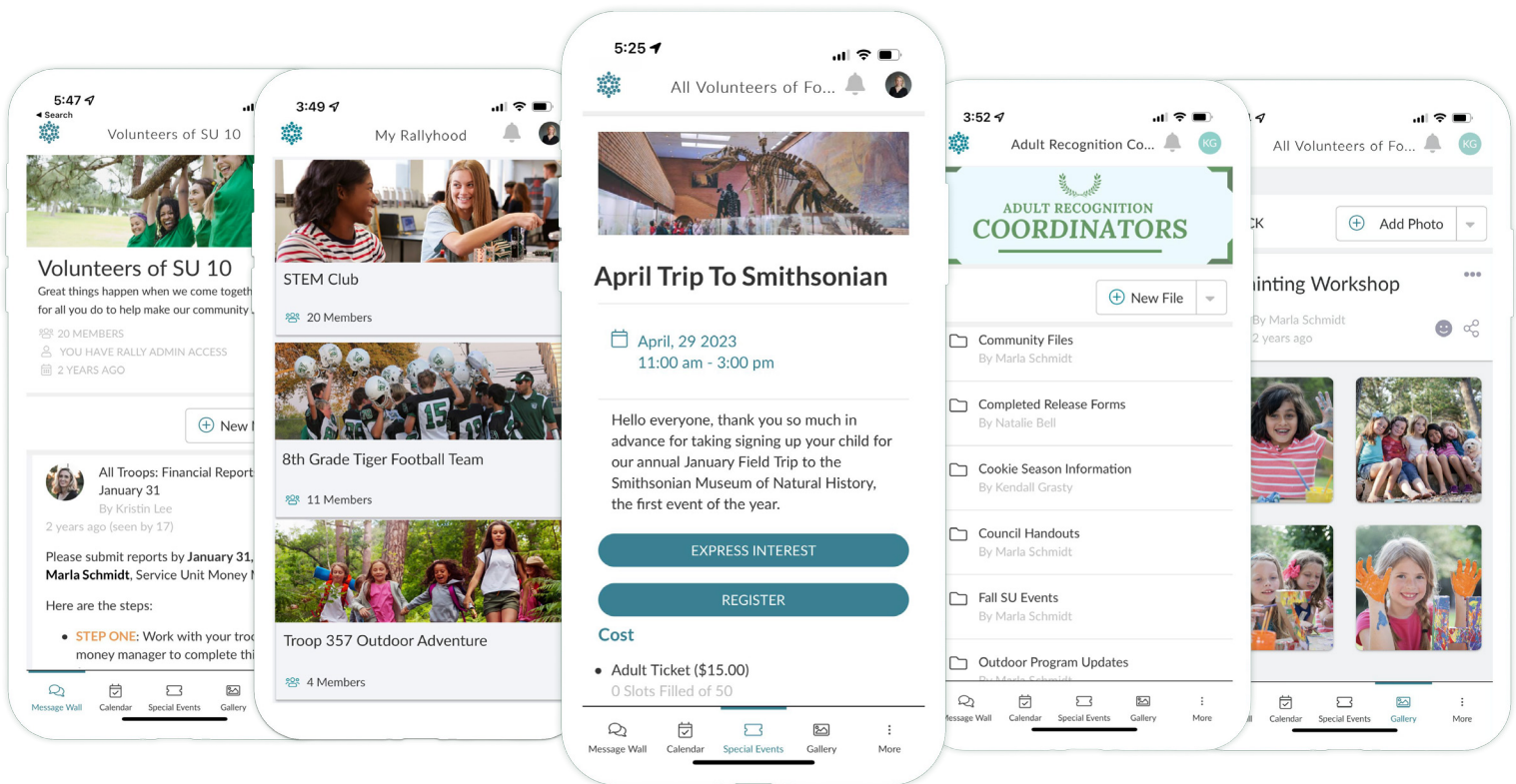
Service Team Resources

- ◆ [GSCI Website/ Members/For Volunteers/ Service Team Resources](#)
 - ◆ Service Team Position Descriptions
 - ◆ SU Volunteer Recognition Toolkit
 - ◆ [GSCI Volunteer Nomination Form](#)
 - ◆ [GSCI Master List of Awards](#)
 - ◆ [GSCI Potential Legacy Award](#)
 - ◆ [Volunteer Years of Service Award](#)
 - ◆ [Fillable Volunteer Years of Service Award Certificate](#)
 - ◆ [SU Volunteer Recognition Invitation](#)
 - ◆ [SU Annual Financial Report](#)
- ◆ Rallyhood – Join the SU Manager Rallyhood, connect with other SU managers and receive monthly information
 - ◆ SU/ST Agendas
 - ◆ Short and Snappy mini trainings
- ◆ New Leader welcome guide

GIRL SCOUTS ON THE GO WITH RALLYHOOD!

Download the Rallyhood App Today!

Now it is easier and more fun to stay engaged and organized with all of your groups on the go. Together, we can do great things!



ONE app with all the tools you need.

All your groups organized in one place.

Manage events and collect payments.

Store, share, and archive folders and files.

Privately or publicly share photos and albums.

- Tag your colleagues with **@Mentions** in Message Wall Posts and they will receive an email and app **Notification**.

- See a **View Count on Every Message**, so you can be more in-the-know about which messages are resonating most.

- Stay **Logged Into Your Account**, so you are always connected.

- Join the GSCI Volunteer Hub

Join



iPhone



Android





Service Unit Rallyhood Cadence Calendar

January

[Upload pictures from your Cookie Rally](#)

February

[Cookie support - tips & tricks throughout the season](#)

March

[Add Spring Renewal opening day reminder](#)

April

[Promote spring service unit events](#)

May

[Celebrate the end of the year](#)

June

[Post a poll for ideas for next year](#)

August/September

[Post SU calendar and events for MY27](#)

November

[Personalize your SU banner](#)

December

[Create an event for Cookie Rally & send everyone an invite](#)

Goals



1. Have 1-2 monthly posts for your service unit
2. Share links that are often used during this season
3. Do shout outs for those who help
4. Introduce and welcome new leaders
5. Instead of posting on both Rallyhood and another platform – share a brief statement about something on Facebook, etc. and share that all information is in your SU rally