



## **SERVICE UNIT AWARD FOR EXCELLENCE LEVEL II NOMINATION APPLICATION**

The Service Unit Award for Excellence Level II is a River Valleys award that recognizes a service unit's accomplishments in moving toward River Valleys' goals and objectives the previous membership year. A nomination application, endorsement letter from the service unit, and letter of endorsement from the service unit's membership specialist is required. Nomination deadline: For April events the due date is March 15, for May events the due date is April 15 and for June events the due date is May 15. Recognition is a certificate and a ribbon.

### **Award Requirements:**

#### **Level I**

- Effective communication was maintained with the membership specialist, leaders, Juliette Girl Scouts, and the community.
- A Family Fundraising campaign was conducted.
- Early registration was promoted.
- At least one trained leader per troop (orientation, Fast Start training and Leadership Essentials).
- All service team members have completed required training for their position(s).
- All reports required by the membership department were submitted on time.
- Service unit retained 75% of their leaders and 75% of their girls from 2009-10 to 2010-11.
- Reached 96% of their membership goal for the previous membership year.
- An endorsement letter from membership specialist summarizing the service units' communication with them, leaders, Juliette Girl Scouts, and their community.
- Membership specialist's signature on nomination application verifying criteria has been met.

#### **Plus**

- Reached 100% of their girl membership goal for the previous membership year.
- Provide a list of service unit events held in the previous membership year with a brief summary demonstrating the value each event had for your service unit (growth in participation, increase in girl retention, focused on inclusiveness, increased girl planning, etc.). Put special focus on the four core events for the previous year's service unit plan [recruitment, cookie rally, family partnership campaign, rededication/recommitment (i.e. court of awards/bridging ceremony and early-bird registration).
- Demonstrate the action taken to include diversity in programming and recruitment efforts.
- Provide a summary of all service unit recruitment efforts conducted the previous membership year and show how efforts have grown over the previous year.

### **Nomination Instructions:**

- Coordinate the required number of endorsement letters.
- Provide each letter writer with what to address in endorsement letter listed on page 2.
- Complete nomination application. Person completing the nomination application may provide one of the required letters of endorsement.

Submit completed nomination application with the required number of endorsement letters. Due date is dependent on the date of your service unit's local recognition event (see above). Instructions are on page 3 of this form. Note: Service unit's membership specialist must verify that requirements were met.

- Note: Service unit's membership specialist must verify that requirements were met.
- Incomplete endorsement letters and/or application may result in disqualification of the nomination.
- Please do not use staples if submitting hard copies.
- Award frequently asked questions (FAQ), Award descriptions and letter writing tips are available at [www.girlscoutsrv.org](http://www.girlscoutsrv.org)

Distribution of Awards: All awards will be distributed at a local event established by each service unit or another venue as determined by the nominator and/or award recipient.

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## Service Unit Information:

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

Service Unit Manager(s): \_\_\_\_\_

E-mail address(es): \_\_\_\_\_

Phone number(s): \_\_\_\_\_

Service Center:  Brooklyn Center  Northfield  Redwood Falls  Rochester  St. Paul

## Service Unit Contact Person for Nomination

Name: \_\_\_\_\_ Volunteer position: \_\_\_\_\_

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

Day Phone: \_\_\_\_\_ Alternative phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

## What to address in endorsement letters:

Service unit's letter should address Part A and B; Membership specialist endorsement letter only needs to address Part A. Please do not staple pages.

### Part A:

How did your service unit communicate effectively with each of the following?

1. Your membership specialist
2. Leaders in you service unit (include leaders not present and monthly meetings)
3. Your community (e.g. articles in local paper, partnerships with local organizations, presence at community events, publicity for joining, etc.)

### Part B:

4. Provide a list of service unit events held in the previous membership year with a brief summary demonstrating the value each event had for your service unit (e.g. growth in participation, increase in girl retention, focused on inclusiveness, increased girl planning, etc.). Put special focus on recommended events from 2008-09 service unit plan (recruitment, cookie rally, family event, bridging/court of awards).
5. What action has your service unit taken to include diversity in programming and recruitment efforts?
6. Provide a summary of all service unit recruitment efforts conducted the previous membership year and show how efforts have grown over the previous year.

## Membership Specialist Verifications:

Please confirm that the service unit has met the following criteria:

- SU conducted a Family Fundraising campaign
- SU promoted early registration
- At least one trained leader per troop (orientation, Fast Start training and Leadership Essentials)
- All service team members have completed required training for their positions(s).
- Any reports required by the membership department for the previous membership year were submitted on time.
- Service unit retained at least 75% of leaders and girls for the membership year 2010-11 (as compared to the 2009-10 membership year.) \_\_\_\_\_% of leaders were retained and \_\_\_\_\_% of girls were retained.
- SU reached at least 100% of their membership goal for the 2008-09 membership year. SU reached \_\_\_\_% of goal.
- Endorsement letter summarizing the service unit's communication with membership specialist, troop leaders, Juliette scouts, and community.

Membership specialist's Name: \_\_\_\_\_ Phone: \_\_\_\_\_

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I verify that the applying service unit has met all of the above criteria for the Service Unit Award for Excellence Level II.

**Membership Specialist's Signature:** \_\_\_\_\_

*(It counts as a signature if application is e-mailed by membership specialist to awards@girlscoutsrv.org)*

## Endorsement Letter Writers:

It is the responsibility of the nominator to make sure the required letter of endorsement from the service unit's membership specialist and the required letter from the service unit are submitted with this nomination application.

SU Endorser name: \_\_\_\_\_ email: \_\_\_\_\_

*(Service Unit Award for Excellence Level II requires one letter from the membership specialist and one letter from a SU volunteer)*

**Note:** This nomination application requires that your membership specialist verify that the requirements have been met. Send your nomination application and endorsement letter to your membership specialist who will then complete the **Membership Specialist Verifications** section, attach their endorsement letter, and then forward application and other documents according to the instructions below. Please submit to your membership specialist at least two weeks prior to the application due date, to allow the membership specialist enough time to complete the application.

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## SEND COMPLETED APPLICATION AND ENDORSEMENT LETTERS

### By Email:

- One candidate nomination per email
- Attach nomination application and required endorsement letters to e-mail (must be submitted together)
- Include candidate name and award in subject line of email
- Send nomination to awards@girlscoutsrv.org

**By Fax to:** Adult Awards at 763-535-7524

**By Mail:** River Valleys  
Adult Awards and Recognitions  
5601 Brooklyn Blvd.  
Brooklyn Center, MN 55429

### Questions?

800-845-0787, or awards@girlscoutsrv.org