



**Service Unit Essentials**



**Community Partner**



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**St. Paul Service Center**  
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# 2011-2012 Service Unit Essentials

(formerly Service Unit Plan of Work)

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## Dear Service Unit Teams,

This is the time of year when we begin to reflect on the accomplishments of the past year and build excitement for the next membership year. In the past membership specialists have worked with Service Teams to complete the Plan of Work for the next membership year. The current process has been re-evaluated with the input of volunteers and staff, and it has been determined that a revised planning tool was needed to incorporate the new trends in River Valleys. This revised tool is called Service Unit Essentials and will help service units support the girls and leaders to implement grade level Program Essentials. Activities in **bold italics** are coordinated with activities in the Program Essentials charts. Your membership specialist will schedule a meeting to review this planning tool. In this document you will find:

- **Service Unit Planning Matrix:** To guide your service unit and coordinate with the Program Essentials charts. The chart should be reviewed periodically throughout the year to ensure girls are getting a complete Girl Scout experience.
- A web link to **Service Unit Finance Report:** This fillable pdf form needs to be completed and returned to your membership specialist by June 30.
- A web link to **Service Unit Roster:** The fillable pdf form provides the names and contact information for service team members, meeting times, locations and website address. This should be returned to your membership specialist by June 30.

In 2012 River Valleys will join the world wide celebration of Girl Scouts centennial year. Along with many activities throughout the year we will come together for the **Centennial Day of Service: 2012 Take Action Project**. Each service unit should select a Centennial Take Action Project coordinator. This volunteer will be the liaison between River Valleys and the service unit for our council wide project. A detailed description of this position along with the documents mentioned above can be found on the River Valleys website.

[www.girlscoutsv.org/forms\\_\\_resources/service\\_unit\\_team\\_resources/](http://www.girlscoutsv.org/forms__resources/service_unit_team_resources/)

Many other resources, i.e. S'More trainings, 100<sup>th</sup> Anniversary activities, Alumnae information, Service Unit Family Event planning and much more are available at **GirlScoutsRV.org**. For your convenience conference call discussions to answer questions about this planning document will be Wednesday May 11, noon-1:00 pm or 7:00-8:00 pm. Your membership specialist will provide you with call-in details upon request.

Yours in Girl Scouting,  
River Valleys Staff

## August thru July (Anytime)

Service Unit's Choice—Service units are free to add activities to serve girls utilizing GSUSA, River Valleys' and/or community program resources. Remember to include girl planning (not just girl "doing"). Service Unit's Choice may include but are not limited to Juliette Low's birthday celebrations, encampments (weekend camps), service projects (Take Action projects), parades, community events, etc. The Service Unit Event Guide contains an event summary report to assist the event organizer with recording the specifics of the event to pass on to future event organizers. Program department has handy event planning guides available at [www.girlscoutsv.org/events/organize\\_an\\_event/](http://www.girlscoutsv.org/events/organize_an_event/).

Work with your membership specialist and/or program staff to ensure that the activity supports at least one of the Program Essentials focus areas: Leadership Progression, Financial Literacy, Career Literacy, STEM (Science, Technology, Engineering, Math), Outdoor Awareness, Healthy Living or Cultural Literacy. If the activity links to an earned award, ensure you are utilizing the leadership journey books and/or the Girl's Guide to Girl Scouting.

Timeline	Scheduled Completed	Activities	Who's Responsible
August	__/___/___ <input type="checkbox"/> (date)	Review & discuss membership goals with membership specialist. Specialist will provide data. <ul style="list-style-type: none"> <li>• Numbers goals</li> <li>• Retention history</li> <li>• Evaluate support needed by membership specialist/effective communication</li> <li>• Explore Service Unit of Excellence award <a href="http://www.girlscoutsrv.org/_asset/ns3vnz/GS_SUExcellence-form_FILL.pdf">www.girlscoutsrv.org/_asset/ns3vnz/GS_SUExcellence-form_FILL.pdf</a> and see if it is a goal the team wants to pursue</li> </ul>	Service Unit Manager(SUM)
	_____ <input type="checkbox"/>	Designate team member/s to attend Fall Launch event. Invitations mailed in July.	Service unit team
	_____ <input type="checkbox"/>	Schedule/reserve fall recruitment locations and submit recruitment supply orders via Office Max.	Org/Recruiter
	_____ <input type="checkbox"/>	Fall Product Program Activity calendar/material becomes available to distribute to troops. <ul style="list-style-type: none"> <li>• Plan and communicate appropriate dates for trainings/ distribution of information August - November</li> </ul>	Prod. Prog. Mgr
	_____ <input type="checkbox"/>	Pick up fall service unit supplies from Office Max, including Volunteer Essentials ( <i>formerly Council Reference Guides</i> ) Cookie Activity Books, etc. and distribute.	SUM
	_____ <input type="checkbox"/>	Remind leaders about background check process.	SUM
	_____ <input type="checkbox"/>	Schedule leader meetings, reserve space if needed and communicate dates/places/times to volunteers.	Service unit team
	_____ <input type="checkbox"/>	Review upcoming council-sponsored program events for the program year and share at leader meeting; reinforce links for Program Essentials.	Resource Coordinator
	_____ <input type="checkbox"/>	Introduce Centennial Take Action Project [CTAP] to leaders. (CTAP calendar/materials received at Fall Launch.)	CTAP SU Coordinator
	_____ <input type="checkbox"/>	Schedule Fast Start dates and promote via Getting Started for Leaders handout and/or recruitment events.	Fast Start Coach

Adult Development /Education = AD/Edu (formerly Recognitions Coordinator)  
 Product Program Manager = Prod. Prog. Mgr  
 Service Unit Manager = SUM

Service Unit Essentials was designed to help simplify the service unit's planning, to better distribute information at relevant intervals, and to help service units support the Program Essentials. In spring of 2012 an online survey will be available to give your feedback on your experiences with the new tool. As Girl Scouts begins its year of Centennial celebration, have a great 2011-2012! Thank you for the time and effort you give to Girl Scouts.

Timeline	Scheduled Completed	Activities	Who's Responsible
September	<p>_____ <input type="checkbox"/></p> <p>_____ <input type="checkbox"/></p> <p>_____ <input type="checkbox"/></p> <p>_____ <input type="checkbox"/></p> <p>_____ <input type="checkbox"/></p> <p>_____ <input type="checkbox"/></p>	<p>Plan and hold recruitment event/s</p> <p>Review upcoming adult training and enrichment opportunities for the year and share at leader meeting.</p> <p>Introduce Girl's Guide to Girl Scouting to leaders.</p> <p>Remind troops to finish requirements in Program Essentials charts for year ending September 30 and turn completed charts in at any council shop to receive girl pins (charts can be submitted anytime). Program Essentials charts for year starting October 1 will be available this month.</p> <p>Start preparing for Centennial Take Action Project (CTAP)—ongoing thru project day in September 2012.</p> <p>Remind existing troops who did not early register to do so now.</p>	<p>Org/Recruiter</p> <p>AD/Edu</p> <p>Resource Coordinator</p> <p>Resource Coordinator</p> <p>CTAP SU Coordinator</p> <p>Registrar</p>
October	<p>_____ <input type="checkbox"/></p> <p>_____ <input type="checkbox"/></p> <p>_____ <input type="checkbox"/></p> <p>_____ <input type="checkbox"/></p> <p>_____ <input type="checkbox"/></p> <p>_____ <input type="checkbox"/></p> <p>_____ <input type="checkbox"/></p> <p>_____ <input type="checkbox"/></p>	<p>Have 70% of service unit troop affiliated girls registered by the October 1 "on time" registration date</p> <p>Receive delegate election information via mail</p> <p>Day Camp Interest Indicators are due by October 15 if the service unit plans to hold a day camp. (<a href="http://www.girlscoutsrv.org/_asset/w1mjn/FY11-Interest-Indicator.doc">www.girlscoutsrv.org/_asset/w1mjn/FY11-Interest-Indicator.doc</a>)</p> <p>Evaluate recruitments/hold additional recruitments.</p> <p>Order Welcome Kits</p> <p>Place girls/recruit additional adults and provide Fast Start to new troops.</p> <p>Connect with and support Juliette (individual) Girl Scouts in the service unit.</p> <p>Fall Product Program begins.</p>	<p>Registrar</p> <p>SUM</p> <p>Day Camp Dir</p> <p>Org/Recruiter</p> <p>Fast Start coach</p> <p>Org/Recruiter &amp; Fast Start coach</p> <p>Juliette mentor</p> <p>Prod. Prog. Mgr</p>
November	<p>_____ <input type="checkbox"/></p> <p>_____ <input type="checkbox"/></p> <p>_____ <input type="checkbox"/></p> <p>_____ <input type="checkbox"/></p> <p>_____ <input type="checkbox"/></p>	<p>Have 85% or more of troop affiliated girls registered—emphasize not to wait until the start of cookie program activity.</p> <p>Hold Delegate elections and submit Delegate information forms/self studies <a href="http://www.girlscoutsrv.org/volunteer/delegates/">www.girlscoutsrv.org/volunteer/delegates/</a> so that delegate gets Kick-off, Annual Meeting, and Dialog information</p> <p>Any girls on wait list forwarded to Membership Specialist for assistance in placing</p> <p><b>Schedule an upcoming Service Unit Family Event</b> <b><a href="http://www.girlscoutsrv.org/events/organize_an_event/">www.girlscoutsrv.org/events/organize_an_event/</a></b></p> <p><b>Cookie Program Activity calendar/material becomes available to distribute to troops.</b></p> <ul style="list-style-type: none"> <li>Plan appropriate dates for trainings/distribution of information Nov-Apr</li> </ul>	<p>Registrar</p> <p>SUM</p> <p>Org/Recruiter</p> <p>Event Org</p> <p>Prod. Prog. Mgr</p>

Timeline	Scheduled Completed	Activities	Who's Responsible
December	<p>_____ <input type="checkbox"/></p> <p>_____ <input type="checkbox"/></p>	<p>Submit delegate information sheets to council by December 7.</p> <p>Mid year check in with membership specialist.</p>	<p>Delegate or SUM</p> <p>SUM</p>
January	<p>_____ <input type="checkbox"/></p> <p>_____ <input type="checkbox"/></p> <p>_____ <input type="checkbox"/></p> <p>_____ <input type="checkbox"/></p> <p>_____ <input type="checkbox"/></p> <p>_____ <input type="checkbox"/></p>	<p><b>Hold Service Unit Cookie Rally (<a href="http://vip.littlebrownie.com">vip.littlebrownie.com</a>) per Program Essentials. Include girl planning.</b></p> <p>Attend Annual Meeting</p> <p>Council level awards nominations are due (<a href="http://www.girlscoutsrv.org/volunteer/recognition/">www.girlscoutsrv.org/volunteer/recognition/</a>)</p> <p><b>Review upcoming camp/summer opportunities for the program year and share at leader meeting.</b></p> <ul style="list-style-type: none"> <li>• Day camp</li> <li>• Resident camp</li> <li>• Encampments/weekend camps</li> <li>• <i>destinations</i></li> </ul> <p>Schedule and hold Family Fundraising Event/campaign if not done already.</p> <p>Check in with first time leaders. Extend a welcome, invite questions.</p>	<p>Product Prog Mgr or Event Coordinator</p> <p>Delegate/s</p> <p>AD/Edu</p> <p>Resource coordinator</p> <p>Family Partnership Annual Giving Coordinator</p> <p>Troop Consultant/ Mentor</p>
February	<p>_____ <input type="checkbox"/></p> <p>_____ <input type="checkbox"/></p>	<p><b>Hold Service Unit Thinking Day event (<a href="http://www.girlscoutsrv.org/events/organize_an_event/">http://www.girlscoutsrv.org/events/organize_an_event/</a>) per Program Essentials. Include girl planning.</b></p> <p>Cookie Go Day</p>	<p>Event Coordinator</p> <p>Troop Cookie Mgr.</p>
March	<p>_____ <input type="checkbox"/></p> <p>_____ <input type="checkbox"/></p> <p>_____ <input type="checkbox"/></p> <p>_____ <input type="checkbox"/></p> <p>_____ <input type="checkbox"/></p>	<p>Girl Scout Birthday March 12-consider distributing bulletin inserts to local faith communities.</p> <p>100<sup>th</sup> Anniversary Celebration Mall of America</p> <p><b>Plan to hold spring Service Unit Family Event if not already done.</b></p> <p>SU level awards nominations are due the 15<sup>th</sup> of the month prior to the service unit's event. (<a href="http://www.girlscoutsrv.org/volunteer/recognition/">http://www.girlscoutsrv.org/volunteer/recognition/</a>)</p> <p>Pick up early registration materials/calendar from Office Max.</p>	<p>Org/Recruiter</p> <p>Troops</p> <p>Event Coordinator</p> <p>AD/Edu</p> <p>Registrar</p>

Timeline	Scheduled Completed	Activities	Who's Responsible
April	_____ <input type="checkbox"/>	Recruit adults for next fall. Begin volunteer on-boarding.	Org/Recruiter & Fast Start Coach
	_____ <input type="checkbox"/>	<b>Early Registration begins.</b> <ul style="list-style-type: none"> <li>Review troop status-submit disband forms as needed</li> <li>Receive early registration goal. Register by June 15.</li> <li>Distribute early registration patches</li> </ul>	Registrar
	_____ <input type="checkbox"/>	National Volunteers Week/Girl Scout Leader Day April 22. <ul style="list-style-type: none"> <li>Say "thanks" to the SU adult volunteers/leaders. Possible sources for simple ideas include membership specialist, websites, or creativity.</li> <li>Hold a rededication or investiture to present membership pins</li> </ul>	SUM
	_____ <input type="checkbox"/>	Attend council Adult Awards/Recognition event.	SUM
May/June	_____ <input type="checkbox"/>	<b>Hold Service Unit Court of Awards (<a href="http://www.girlscoutsrv.org/events/organize_an_event/">www.girlscoutsrv.org/events/organize_an_event/</a>) per Program Essentials. Include girl planning.</b>	Event Coordinator
	_____ <input type="checkbox"/>	Troop bank account finance reports due ( <a href="http://www.girlscoutsrv.org/forms__resources/grants_and_finance/">www.girlscoutsrv.org/forms__resources/grants_and_finance/</a> )	Troop Lead/Treasurer
	_____ <input type="checkbox"/>	Membership recruitment/retention comparison to goal review with membership specialist.	SUM
	_____ <input type="checkbox"/>	Submit service unit roster for upcoming fall (year starting Oct 1), service unit finance report, service unit update info ( <a href="http://www.girlscoutsrv.org/volunteer/service_unit_team_resources">www.girlscoutsrv.org/volunteer/service_unit_team_resources</a> ) to receive service unit funding checks in fall.	SUM/Treasurer & team
	_____ <input type="checkbox"/>	Begin planning for next year with new Service Unit Essentials chart received from membership specialist. Review/discuss with membership specialist.	SUM and team
	_____ <input type="checkbox"/>	Ask for feedback from volunteers and leaders about the year's service unit activities. Sample evaluations can be found in the Service Unit Manager Orientation or use your own format.	SUM and team
June/July	_____ <input type="checkbox"/>	Update/freshen service unit website if applicable.	Webmaster
	_____ <input type="checkbox"/>	Early registration deadline June 15.	Registrar
	_____ <input type="checkbox"/>	Stay in contact with newly recruited adults in preparation for fall.	Org/Recruiter or Fast Start coach
	_____ <input type="checkbox"/>	If not done already, ensure family fundraising funds have been submitted.	Family Partnership Annual Giving Coordinator

Timeline	Scheduled Completed	Activities	Who's Responsible
September 2012	_____ <input type="checkbox"/>	Centennial Take Action Project Day	CTAP SU Coordinator, volunteers and troops