

SERVICE UNIT

TROOP COOKIE MENTOR

ORIENTATION MANUAL



Notes

TABLE OF CONTENTS

Welcome to the Service Unit Team.....	4
Service Unit Responsibilities and Functions	5
Purpose of the Service Unit Team	7
The Service Unit Team.....	8
Best Practices as a Service Unit Troop Cookie Mentor.....	9
Promoting the Girl Scout Leadership Experience	10
The 5 Skills: Shaping a Girl's Future	11
Volunteer Position Description	14
Interaction with the Service Unit Cookie Program Chair.....	16
Helpful Hints.....	16
Working with Troop Cookie Chairs.....	16
The Service Unit Cookie Team	17
Providing a Welcoming Troop Cookie Chair Training.....	18
Communication.....	19
Communicating with Troop Cookie Chairs	20
Available Resources	22
Recognitions	24

WELCOME TO THE SERVICE UNIT TEAM!

Thank you for your interest in serving as the Service Unit Troop Cookie Mentor for your Service Unit. This position is important to the Girl Scout movement. As a Service Unit Troop Cookie Mentor, you will facilitate service to girls through the cookie program.

So much happens behind the scenes in Girl Scouts. Most people have no idea how many adults it takes to keep our troops running smoothly. Thank you for taking on a role that supports leaders in building a great experience for girls. Your position is to assist with the management and coordination of the cookie program within the Service Unit including:

- Understand the purpose of a Service Unit
- Learn techniques to effectively communicate throughout the cookie program
- Describe the responsibilities of the Service Unit Troop Cookie Mentor
- Identify strategies for assisting in a successful Service Unit cookie program

You will work closely with the Service Unit Cookie Program Chair, who will work directly with the Product Sales Manager. The Membership Specialist and Service Unit Manager are also available to help and support you.

This manual is a resource for volunteers who are excited about welcoming, informing, and supporting their Service Unit by assuming the position of Service Unit Troop Cookie Mentor. The information in this manual will help you engage volunteers, connect them to the Service Unit, help them have a successful cookie program by answering product sales questions and many other Girl Scout related questions.

SERVICE UNIT RESPONSIBILITIES AND FUNCTIONS

In order to fully understand your position as Service Unit Troop Cookie Mentor, it is imperative that you first understand the purpose of the Service Unit.

Girl Scout Pathways



Service Unit Responsibilities and Functions



The Service Unit has been delegated the responsibility to organize and service Girl Scout troops/groups and girls within its boundaries. This includes troop organization, recruitment, and placement of girls and adults. This also includes supporting the volunteer on-boarding process, celebrating and recognizing volunteers, and annual reflection.

The Service Unit provides ongoing assistance to existing troops and other pathways, which includes consulting service, recognition of adults, community contact, and inter-troop programs.

The Service Unit serves as an important link between Council and troops. It is important to communicate to Council what triumphs and challenges your Service Unit is experiencing and to pay careful attention to notices and information that come from GSGLA and GSUSA. Participation in Council-wide meetings and events as well as administration of GSGLA annual product sales are also important Service Unit responsibilities.

SERVICE UNIT FUNCTIONS

I. ADMINISTRATION

- Responsible for all aspects of Girl Scouting in a given geographic area
- Supervise and support volunteer leadership and Service Unit Team members
- Recommend volunteer leadership and Service Unit Team members for selection, appointment, and when needed, for reassignment
- Call meetings of Leaders and Service Unit Team
- Act as Liaison between Council and Service Unit
- Approve various troop/girl activities
- Partner with Mission Delivery

II. SERVICE UNIT

- Recruitment
- Meetings of volunteers
- Coaching of volunteers
- Peer group support and sharing

- Securing parent and adult support
- Establishing community contacts
- Ongoing support to direct service volunteers
- Inter-troop program
- Recognition of adult volunteer

III. TROOP ORGANIZATION

- Recruit and support on-boarding of Troop Leaders, Co-Leaders/Assistant Leaders and other pathway volunteers
- Assist in finding meeting places
- Recruit and place girl members
- Develop potential sponsors
- Cultivate volunteer support
- Membership registration (Online and Early Bird)
- Re-engage lapsed membership within Service Unit

IV. SERVICE TO GIRLS

- Troop/Group and other pathway programs
- Girl Scout Leadership Experience
- Knowledge of Girl Scout program and standards
- Participation in the Girl Scout organization through workshops and the Service Unit structure

V. SERVICE TO VOLUNTEERS

- Provisions for interaction among Leaders
- Coaching for troops/groups
- Acquaint volunteers with existing and new resources
- Identification of learning needs
- Coordination of troop activities within Service Unit

VI. FINANCIAL COORDINATION

- Oversees troop finances
- Promotion and support of Council product sales activities

VII. COMMUNICATIONS

- Send notifications of meetings and activities
- Keep accurate and complete records of all meetings and make such records available to the Service Unit
- Handle all correspondence for Service Unit

VIII. GSGLA SUPPORT

- Keep accurate dates for terms of office of Service Team members
- SUM attends Quarterly Service Unit Manager meetings
- Recommendations for appointment for various other Council positions, including Product Sales, Program, Girl Scout volunteers, and other community relations

XI. APPROVAL REQUIRED BY SUM

- Service Unit Events
- Troop Camping
- Troop Travel
- Troops to participate in money-earning activities
- Intent to charter a bus
- Intent to conduct saddle animal activities

- Year-End Financial reports
- Troop Disband Notice
- May designate requisite approvals to other Service Team members

PURPOSE OF THE SERVICE UNIT TEAM

In the Service Unit, there are essential responsibilities that must happen to ensure we are working towards the mission and goals of the Girl Scout organization. These functions are carried out by a group of volunteers working together as the Service Unit Team. While each team member has a specific job, a solid support system and shared responsibilities make the Service Unit function more smoothly.

Before the Service Unit Team can work to support girls and adults, each member must not only know and understand the role of the Service Unit Team, but also the Girl Scout Leadership Experience and GSGLA Goals.

The Service Unit Team is responsible for:

- Extending membership – recruit volunteers and girls reflective of the diverse community
 - Service Unit Team members
 - Leaders and volunteers for a variety of pathways including troops and series
 - Girl membership at all grade levels
 - Supporting the on-boarding of volunteers
 - Assist girls' and volunteers' registration through eBiz
- Providing direct support to girls and adults
 - Enrichment training
 - Service Unit networking and discussion groups
 - Support to all volunteers through a variety of communication methods including Service Unit Leader Meetings
 - Girl planned Service Unit events that promote a connection between troops in the Service Unit and enhance the troop experience
 - Participation in council and community events, including the Girl Scout Cookie Sale, Fall Product Sale, and Family Partnership
 - Volunteer recognition
 - Provide Service Unit events which incorporate the Girl Scout Leadership Experience
 - Within each of the functions of the Service Unit, support will be consistent, flexible, and provide ease of access to the Girl Scout experience
- Community engagement
 - Educate the community about the benefits of Girl Scouting

THE SERVICE UNIT TEAM

Your Relationship to the Service Unit Team

Your Service Unit Manager has the responsibility to ensure all duties of the Service Unit are carried out. S/he recruited the Service Unit Cookie Program Chair to fulfill some very critical functions that guarantee that the Troop Cookie Chairs will understand and be able to assist the girls and adults in their own troops. As a result of that, you were selected as the Cookie Mentor to help promote healthy communication and be a role model to troop leaders and girls.

Service Unit Team Positions

This is a suggested listing of service team positions. Additional positions may be added to suit the needs of your Service Unit.

- Manager
 - Directing all aspects of the Service Unit
 - Promoting the Girl Scout Leadership Experience
 - Recruitment and retention of both girls and adults
 - Celebrating and recognizing volunteers
- Treasurer
 - Manages the service unit checking account
 - Assists troops with all financial matters
 - Facilitates Annual Troop/Group Finance reports (including collecting and reviewing with you)
 - Maintains accounting for Independent Girl Scouts within the Service Unit
- Events Coordinator
 - Manages and approves events for the service unit
 - Assists troops in hosting events
- Troop Consultant
 - Provides support to troop leaders
 - Reviews troop trips and activities
 - Approves overnight activities
 - Is familiar with Safety Activity Checkpoints
- Recruiter
 - Coordinates recruitment events
 - Manages girl and adult placement
- Product Chairs (Fall and Cookie)
 - Train and support troop product chairs and troop leaders
 - Manage product sales tasks per council guidelines
- And other positions...Cookie Mentor, Mediator Squad Rep



BEST PRACTICES AS A SERVICE UNIT TROOP COOKIE MENTOR

You are there to support the volunteers and council. You will pass on an extraordinary gift to your Service Unit ~ your time, knowledge, and experience.

Share - your knowledge and past experiences with volunteers

- Planning
- Your love of Girl Scouting
- Your leadership skills

Encourage – volunteers when they have moments of doubt

- Help problem solve
- Be positive
- Report unresolved issues to your service unit cookie program chair

Guide - volunteers in promoting a high-quality Girl Scout program in a safe setting

- Understanding and completing necessary forms
- Engaging parents
- Safety Activity Checkpoints

Create – a friendly, welcoming atmosphere for the Service Unit

- Frequent communication
- Respond promptly when contacted
- Share skills

Challenge – volunteers to expand their knowledge to better help girls lead

- Training opportunities
- Meeting ideas
- Level resources

Inspire – volunteers to become successful in Girl Scouting

- Informal recognition
- Share progress
- Recommend for formal recognitions

Take Action – with your Service Unit team and Mission Delivery team

- Assist with Service Unit cookie training as needed
- Recognize deserving volunteers

PROMOTING THE GIRL SCOUT LEADERSHIP EXPERIENCE

Everything we do is aimed at helping each girl develop her own unique leadership skills. The Girl Scout program – *what girls do in Girl Scouting* – is based on the Girl Scout Leadership Experience, a national model that helps girls become leaders in their own lives as they grow. The cookie program is no exception.

Using the Girl Scout Leadership Experience as our guide:

- Activities are designed to give girls the opportunity to **DISCOVER** themselves, **CONNECT** with others, and **TAKE ACTION** to make the world a better place.
- Activities are **GIRL-LED**, which give the girls the opportunity to **LEARN BY DOING** in a **COOPERATIVE LEARNING** environment.

Implementing the Girl Scout Leadership Experience:

- **Girls First** – Build a team relationship. Allow girls to benefit from adult guidance and mentoring.
- **Girl Choice** – with younger girls, use girl choice.
- **Journeys & Badges** – Use *Journey* and *Girls Guide to Girl Scouting* to facilitate girl development. Use the *Adult Journey Guide*.
- **Feedback** – Solicit girl and parent feedback. Everyone's feedback counts.
- **Team Work** – Work with younger/older troops to help facilitate bridging requirements and girl development. Requirements are found in *Girls Guide to Girl Scouting*.

The National Program Portfolio has two main parts – the National Leadership Journeys and *The Girl's Guide to Girl Scouting*. Complemented by the Girl Scout Cookie program, Girl Scout travel, and Girl Scout awards, the National Program Portfolio is designed to help girls develop as leaders and build confidence by learning new skills. It also ensures that Girl Scouts at every level are sharing a powerful, national experience—*girls together changing the world!*

The Girl's Guide **Handbook Section** is designed just for girls, and allows girls to personalize their Girl Scout experience by scrapbooking and documenting their activities

- **Legacy Badges:** Artist, The Girl Scout Way, Citizen, Cook, First Aid, Athlete, Naturalist,
- **Financial Literacy Badges:** Girls can earn a different Financial Literacy Badge each year. Daisies earn Financial Literacy "leaves."
- **Cookie Business Badges:** Girls can earn a different Cookie Business Badge each year. Daisies earn Cookie Business "leaves."
- **Skill Building:** Brownie through Senior: Outdoors, Performance, Animals, Practical Life Skills, Healthy Living, Manners, Do It Yourself, Digital Arts, Adventure, Craft, Storytelling, Creative Play, Investigation, Science & Technology, Innovation
- **PLUS:** Make Your Own, My Promise, My Faith Pin, Journey Summit Pin, PA, CIT, VIT, Bronze/Silver/Gold Awards

Journeys include three series of subjects for each Girl Scout program level:

- **It's Your World – Change It!**
- **It's Your Planet – Love It!**
- **It's Your Story – Tell It!**

The 5 Skills: Shaping A Girl's Future

The benefits of the Girl Scout Leadership Experience will enhance lifelong skills.

GOAL SETTING

DECISION MAKING

MONEY MANAGEMENT

PEOPLE SKILLS

BUSINESS ETHICS

Why do they matter?

Because when a Girl Scout has learned these skills, she'll be poised for success in her career. Think about it:

When employers interview job candidates, they all look for the same things. This is true whether the employer is a bank, high-tech company, university, hospital, publishing house, car dealership, accounting firm—or even the local pet store. They want:

- Someone who can set goals and meet deadlines.
- Someone who works well with others.
- Someone who understands customers.
- Someone who can influence others.
- Someone who is honest, trustworthy, and reliable.

5 SKILLS – SHAPING A GIRLS' FUTURE

Many schools now endorse fundraisers at the beginning of the school year to supplement their budgets, but the Girl Scout cookie Program is very different. The Girl Scout Cookie Program is a real PROGRAM that TEACHES life skills in the context of running a girl-led business. As the largest financial literacy program for girls in the country, the Girl Scout Cookie Program contains powerful components that no school fundraiser can match, including primed and willing consumers ready to support this generation of Girl Scouts. The Girl Scout Cookie Program has a proven history of developing young entrepreneurs who go on to make a difference in their lives and in their communities.

Today, GSUSA promotes the benefits of educating adults on the *5 Skills for Girls* that girls acquire by participating. Parents need to hear and understand these dynamic benefits. Girl Scouts teaches many wonderful qualities to maturing girls, but the Cookie Program can uniquely boast the *5 Skills for Girls*.



GOAL SETTING: Your Girl Scout will set sales goals when she participates in the Cookie Program. Learning how to set a goal individually and as a group and then creating a plan to reach them helps her develop cooperation and team Building.

Goal Setting – Sounds simple, doesn't it? But it is so powerful! We emphasize goal setting at the girl, troop, Service Unit, and Council level. Everyone needs goals in life to get where you want to go. Otherwise, how do you know when you've achieved anything? The fundamental goal to set is 'what Girl Scout activity do you want to do with your troop and how many boxes do you need to sell to make that happen?' This is supported by many interim goals. When a girl sets a goal and then makes a plan to achieve it, she learns that the goal can be anything she wants it to be.

In Real Life: When there is a school science project due a week from Monday, she will have the skills to allocate her time towards its completion. She won't tell you Sunday night that there is a project due in the morning and needs to go to the store for supplies. Wouldn't it be nice to never be in that situation again?

Decision Making – As a girl-led experiential program, Girl Scouts empowers girls to make decisions on all their troop's activities. In order to achieve the girl and troop goals, many decisions need to be researched, pondered, and finalized (During the program, if a specific booth sale is successful, or not, or a presentation to a business owner is successful, or not, the girl finds herself at a new decision point). Girls find themselves making and reevaluating decisions constantly. She learns to appreciate good results, and more importantly, to adjust to disappointing results of her decisions. Decision-making skills will help her every day throughout her life.

In Real Life: As she evaluates career opportunities, she can more effectively process all the possibilities. She can research colleges and determine the criteria needed to help with college applications because she knows a complicated decision requires preparation and consideration.

Money Management – All of Girl Scouting is girl-led whereas they collectively determine what their Girl Scouting year will entail, and if they want to travel somewhere for their experience. As the girl gets older, travel becomes a more common goal. Younger girls typically take local troop trips together. All of these experiences cost money. Together with their adult leaders, the girls plot through a budget process to determine how much funding they will need, and then determine how many boxes will need to be sold. As girls develop the concepts around having to work to earn money for something they want, that is an important life skill.

In Real Life: Girls will appreciate the effort it takes to earn money the next time she asks for something because she knows that everything we want in life costs money and we have to work for it.

People Skills – Younger girls can be naturally shy with people they do not encounter regularly. Asking Grandma to support her Cookie Program may be easy, but what about a neighbor she hardly knows? At a booth sale, there can be an indifferent customer. Girls learn to read people's expressions and body language and find ways to turn the situation into a positive. She can explain she is raising money to fund her Gold Award, and how that Gold Award will make a lasting improvement on her community. The customer will see they can make a direct impact on their community by supporting a girl in a small way.

In Real Life: An ability to work with and see other points of view will help her find the solution when there is a disagreement on her sports team. In her career, she will benefit because businesses want employees who are persuasive, can get along with others, and build consensus.

Business Ethics – We can all share a bad customer service story that happened to us recently. We also know which businesses have lost our faith forever. Girls will learn first-hand how hard it can be to earn a customer and how easy it is to lose one. When a customer complains that a box is damaged, the girl knows to replace it without hesitation and with a smile. Friendly customer service when making sales and keeping promises to deliver product as the customer expects, teaches these basic business ethics.

In Real Life: Girls learn that if she doesn't keep her commitments, there are consequences. She becomes a more responsible young adult in all kinds of situations. Her friends, classmates and teachers count on her and think of her as trustworthy. This will make her a natural leader as people gravitate towards her when looking to solve problems.

When a troop embraces the Cookie Program well, they follow the program materials available, and utilize the marketing materials from council. The program curriculum can make troop meetings a breeze, as there is enough material to last the whole year. We strive hard to make the Cookie Program as clear and simple as possible even though there are so many moving parts. After years of experience, we have witnessed thousands of girls learn the *5 Skills for Girls* and have a blast at the same time. It is the consummate Girl Scout experience!



VOLUNTEER POSITION DESCRIPTION – SERVICE UNIT COOKIE TROOP MENTOR

Summary:

The Service Unit Troop Cookie Mentor assists the Service Unit Cookie Program Chair by mentoring Troop Cookie Chairs with all aspects of the cookie program, including: training girls, the importance of setting goals and how to reach them, using eBudde, product ordering, Gift of Caring, setting up cookie booths and best practices for money handling, delivery and managing parent participation.

Term of Appointment:

The Service Unit Troop Cookie Mentor position is appointed from October 1 through September 30 for a term of 1 year. January through March is the most concentrated time of commitment.

Appointed by/ Accountable to:

Service Unit Cookie Program Chair (SUCPC) and Product Sales Manager (PSM)

Duties and Responsibilities:

- Attend Cookie Program and eBudde software training as provided by GSGLA
- Attend Service Unit meetings and Service Unit Cookie training to connect with new troops and promote the cookie program
- Work closely with SUCPC to motivate, encourage and support new troops as needed, helping them to navigate through the cookie program to achieve success.
- Be familiar with the *Cookie Program Troop Guide* and all support resources for troops on the GSGLA website
- Assist SUCPC with reinforcing training for TCCs in the Service Unit as needed , including GSUSA safety guidelines, Council procedures, program activities, the importance of setting goals and how to reach them, customer service, courtesy and respect for customers and each other
- Maintain close communication with TCCs and SUCPC throughout the program
- Assist SUCPC with calling troops that have not submitted an Initial Order to query the reason and offer assistance.
- Work with the Service Unit Cookie Program Chair and Product Sales Manager to identify and reach out to encourage troops who are close to reaching the next reward level mid-way through the program.
- Celebrate and acknowledge troop successes!
- Adhere to all GSGLA deadlines as outlined in the *Cookie Program Troop Guide*.

Core Competencies: All GSGLA Volunteer will effectively demonstrate these behaviors:

- **Girl focused:** Empower girls to choose and adapt activities, learn by doing, cooperate with others, and reflect on what they've accomplished (as well as on current issues that involve their interests and needs) while having fun.
- **Demonstrates personal integrity:** Demonstrate dependability, honesty, and credibility.
- **Demonstrates adaptability:** Adjust, modify own behavior, and remain flexible and tolerant in response to changing situations and environments.
- **Demonstrates effective oral communication:** Express ideas and facts clearly and accurately.
- **Fosters diversity:** Understand, respect, and embrace differences.

- **Demonstrates adequate computer skills:** Access to e-mail and the Internet, plus knowledge of social media.
- **Additional requirements:**
 - Must be in good standing with Girl Scouts of Greater Los Angeles (GSGLA), be a registered adult member of Girl Scouts of the United States of America (GSUSA), complete a Volunteer Application/Criminal Background Check and update these items every three years.
 - Believe in the purpose and philosophy of Girl Scouting, and adhere to the principles of the Girl Scout movement and the goals of GSUSA and GSGLA
 - Have a working knowledge of the goals, objectives and policies of GSGLA. Is accepting and willing to promote these items with a focus on One Mission, One Goal.
 - Is familiar with the appointed service area.
 - Performs tasks willingly and effectively; and is a team player.
 - Ability to communicate effectively under pressure while maintaining good working relationships with volunteers, staff, and parents.
 - Demonstrates planning, organizing, recruiting, problem solving, human relations, and supervisory skills.
 - Is willing to bring issues to the appropriate person and respect decisions made.
 - Has the ability and willingness to make decisions, handle multiple tasks, and delegate responsibility.
 - Has the commitment and the time needed to perform specified duties.
 - Has a working knowledge of eBiz and eBudde
 - Is able to work as part of the Service Unit Team in partnership with the Service Unit Cookie Program Chair
 - As a supportive partner with the Service Unit Team, I agree to fulfill my duties in the Service Unit listed below for the upcoming membership year.

Volunteer - Print Name _____

Email _____ Service Unit _____

Signature _____ Date _____

Service Unit Manager - Print Name _____

Signature _____ Date _____

Product Sales Manager - Print Name _____

Signature _____ Date _____

INTERACTION WITH THE SERVICE UNIT COOKIE PROGRAM CHAIR

Throughout the cookie program, you will be in direct communication with the Service Unit Cookie Program Chair. Here are a few things that you will engage in:

- Work with the Service Unit Cookie Program Chair to identify the new troops in your Service Unit, or those who may need additional assistance, and how you can best support them
- Run eBudde reports to determine the need to address concerns.
- Assist the SUCPC with contacting TCCs that did not place initial orders and/or are within a few boxes of reaching the next reward level- offering assistance with helping them place orders and/or help girls set and reach attainable goals.
- Keep the Service Unit Cookie Program Chair abreast of interaction with troops. Make sure to include the troop number in the subject line of email correspondence with your SUCPC , and include contact info for easy reference.
- Assist the Service Unit Cookie Program Chair in any means necessary including training and assisting Troop Cookie Chairs in running a successful cookie business.

HELPFUL HINTS

- Create a separate email account for cookies. This should be aside from your own personal email account.
- Ensure the Troop Cookie Chairs have your email address and phone number for questions.
- Inform Troop Cookie Chairs to include their Troop Number in the subject line of each email. This way, you can quickly look up the Troop's information in eBudde if necessary.
- Inform Troop Cookie Chairs to include their contact information so you can help them most efficiently.
- Establish a policy for responding to emails and/or questions (i.e., allow at least 48 hours for a response or emails will be checked on particular days).
- Be prepared to share best practices and helpful hints in having a great cookie season.

WORKING WITH TROOP COOKIE CHAIRS

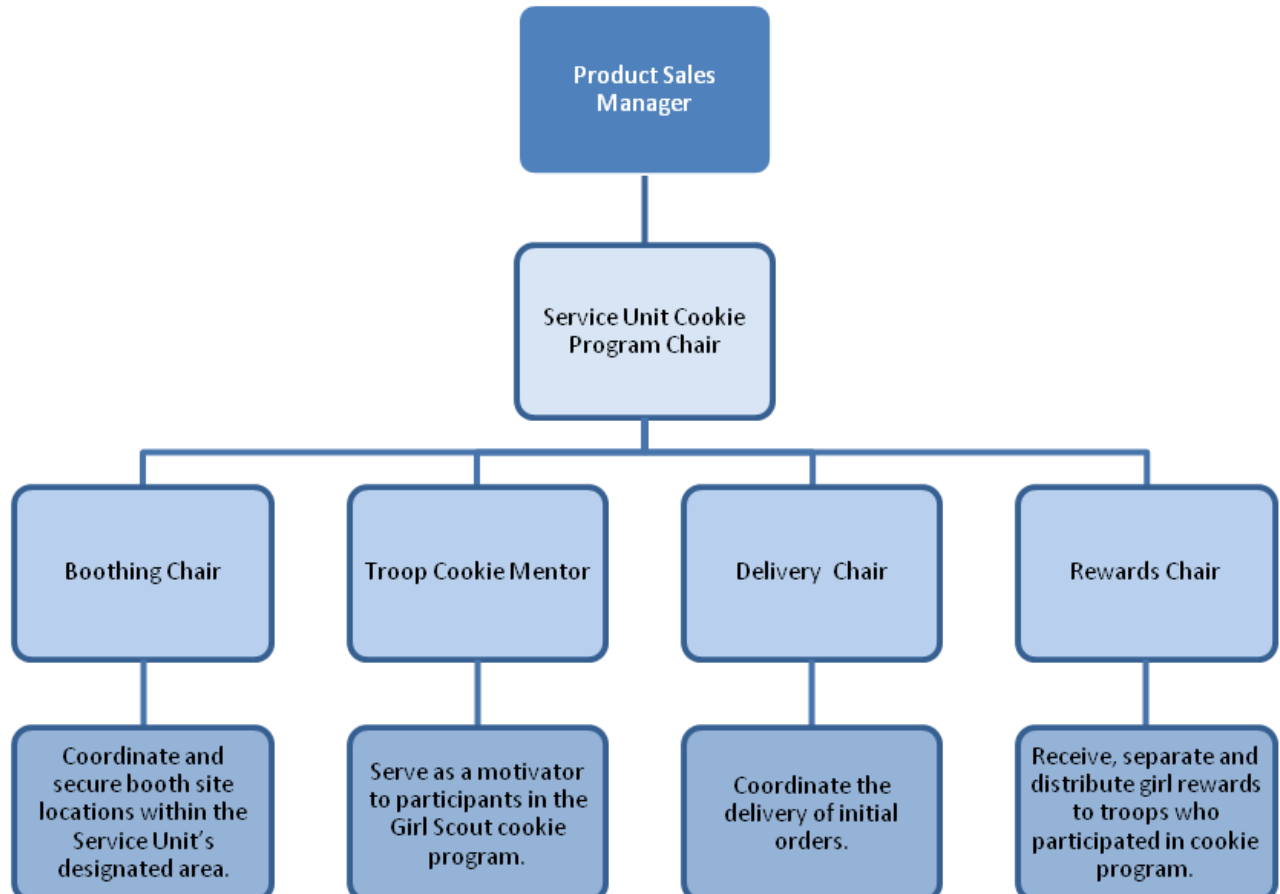
It is essential that you make an effort to keep the lines of communication open for Troop Cookie Chairs to contact you about issues and concerns. This is the reason why effective communication plays a dynamic part in the cookie program. The Service Unit Cookie Program Chair will be required to manage the overall cookie program process for all of the troops in the service unit. The Cookie Mentor position is critical to help ensure that all troops get the support that they need.

Below are basic discussions that should happen with a new and/or experienced troop who requires mentoring in some form or fashion:

- Explain the purpose of the cookie program (*5 Skills for Girls*).
- Assist the Troop Cookie Chairs in understanding the importance of setting goals and how to reach them.
- Discuss Gift of Caring and other service opportunities.
- Review last year's sales statistics with Troop Cookie Chairs and see what the next goal could be.
- Review important dates and deadlines. Meeting deadlines is critical to the success of the program.
- New TCCS and parents do not inherently know how to booth. Review and reinforce boothing guidelines. Assist with boothing tips (such as how to set up a cookie booth and how to safeguard money)and share best practices.
- Review *Safety Activity Checkpoints*, *Volunteer Essentials*, as well as the *Troop Cookie Chair Guide* with Troop Cookie Chairs when necessary.

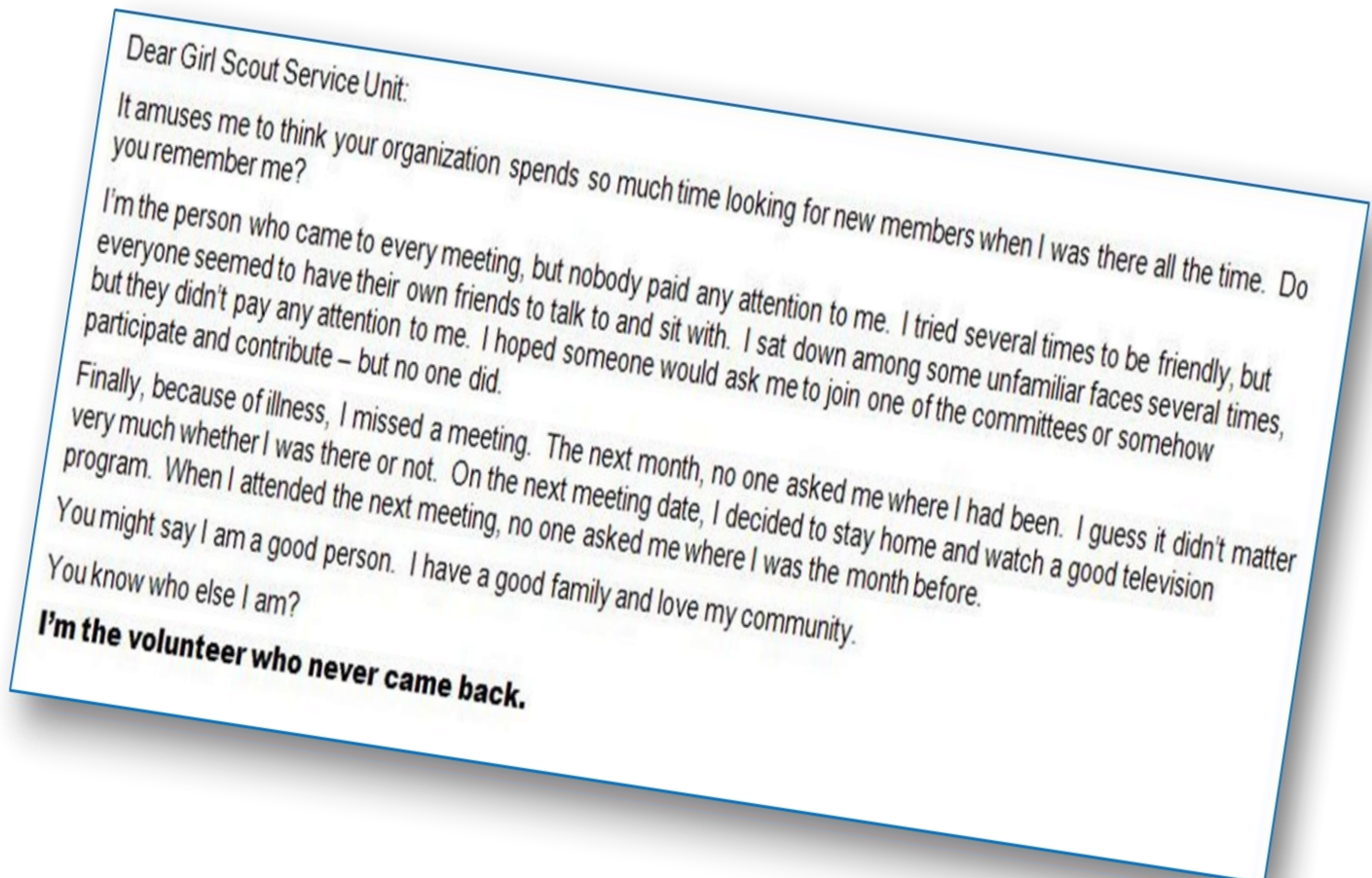
THE SERVICE UNIT COOKIE TEAM

The Service Unit Cookie Program Chair and the Service Unit Manager will recruit and appoint volunteers to be on the Service Unit Cookie Team. These positions are recommendations only; they are not required. The Service Unit Cookie Team will perform as indicated below:



PROVIDING A WELCOMING TROOP COOKIE CHAIR TRAINING

You will be visible to the Troop Cookie Chairs throughout the cookie program, but especially at the Troop Cookie Chair training. *Do you remember what it was like when you attended your first troop cookie training?* Wouldn't it have been easier if there was someone there you knew who could introduce you and explain the ins and outs? As the Service Unit Troop Cookie Mentor, you will help set the tone for the Service Unit cookie training and program.



Don't let the individuals you engage with be the volunteer who never came back or the Troop Cookie Chair who quit before s/he even got started! Take action with the Service Unit Cookie Program Chair and brainstorm welcoming ideas to make the Troop Cookie Chair training a positive experience!

Here are some ideas to get you started:

- Arrive before the training and introduce yourself to TCCs
- Ask the Service Unit Cookie Program Chair to provide time in the training to identify new TCCs
- Have a mock booth sale set up to distribute cookies for tasting for the attendees
- Share your enthusiasm for the cookie program. Troop Cookie Chairs will take their cue from you.
- Regularly thank Troop Cookie Chairs and recognize special achievements (i.e., recognize the troop who (1) sold the most product, (2) conducted the most booth sales or (3) added the most girls during the last year's cookie program)

COMMUNICATION

Now, the training is completed and the questions start coming -- how do you respond? It's important for the Troop Cookie Chairs to know how you will communicate with them during the cookie program. Everyone is different ~ establishing how to communicate with Troop Cookie Chairs from the beginning will prevent problems in the future.

Do you know how each generation communicates?

Generations	Communications	Messages that Motivate
<i>"The Greatest Generation"</i> Prior to 1945	Formal - written	Your experience is respected
<i>Boomers</i> 1946 - 1964	In person	You are valued, you are needed
<i>Gen X</i> 1965 - 1980	Direct and immediate E-mail Voice Mail	Forget the rules. Do it your way.
<i>Nexters – Gen Y</i> 1980 - 2000	Text messaging Twitter Facebook	You will work with other bright, creative people.

Communicating by social media is becoming popular and is an acceptable way to communicate for adults as well as girls. The term "social media" refers to the tools that allow the sharing of information and creation of communities through online networks of people. It is a method to have two way conversations online. For more information regarding social media and computer safety, refer to the Girl Scout Safety Activity Checkpoint for "Computer/Online Use."

Consistent communication with Troop Cookie Chairs is just one way to be successful. Here are others:

- Understand and support the Girl Scout mission, vision, and values
- Promote the Girl Scout Leadership Experience
- Provide timely and effective communication
- Provide guidance; not directive
- Be willing to invest time, energy, and personal know-how to assist the growth of another person
- Be discreet and maintain confidences

You should work with the Service Unit Cookie Program Chair to determine the best means of communicating with the Troop Cookie Chairs. The communication should be consistent within the Service Unit.

No matter what communication methods are used, make certain the Troop Cookie Chairs are aware how you will be corresponding with them throughout the cookie program.



COMMUNICATING WITH TROOP COOKIE CHAIRS AND HELPING THEM TO COMMUNICATE WITH THE PARENTS IN THEIR TROOPS

One of the most important goals is to help set the expectation of the Troop Cookie Chairs to be active and engaged participants. Your key responsibility in this area is to work with the Troop Cookie Chairs and to maintain contact when needed. You should also encourage the Troop Cookie Chairs to develop a troop support committee – parents who have specific, assigned tasks, such as cookie mom, treasurer, cookie booth parent, and driver. It is very important that those relationships are built early on.

Most leaders/volunteers are helpful and supportive and sincerely appreciate your time and effort on behalf of Girl Scouts. And you almost always have the same goal, which is to make Girl Scouting an enriching experience for girls.

Perhaps the most important tip for communicating with leaders/volunteers is to use “I” statements instead of “you” statements. You want to clearly communicate what you observe or need and how they can help.

- “You” statements may make a person feel defensive. Here are examples of “you” statements:
 - “Your daughter just isn’t responsible enough to work at a cookie booth.”
 - “You’re not doing your share to sell Girl Scout cookies.”
- “I” statements tell someone what you need from her/him. Here are examples of “I” statements:
 - “I’d like to help your daughter learn to take more responsibility. I’d like to practice booth selling.”
 - “I’d really appreciate your help with a cookie booth sale on Saturday at Petco.”

Suggestions for TCCs for some specific situations:

If a parent or guardian....	You can say...
Is uninvolved and asks how s/he can help but seems to have no idea of how to follow through or take leadership of even the smallest activity.	“I do need your help. Here are some written guidelines on how you could help me prepare for our cookie booth sales this year.”
Constantly talks about all the ways you could make the troop better.	“I need your leadership. Can you give some ideas for helping the girls exceed their cookie goals? That would be really helpful!”
Tells you things like, “Denise’s mother is on welfare, and Denise really doesn’t belong in this troop because they can’t afford to buy cookies.”	“I appreciate your letting me know. Girl Scouting is for all girls. I could use your help to teach the girls to be sensitive to others’ feelings. Also let’s make sure we have enough parents to chaperone at the booth sales so Denise and the other girls can booth since this doesn’t cost them a thing, but time.”

Shifts parental responsibilities to you and is so busy with his/her own life that s/he allows no time to help.	"I love volunteering for Girl Scouts and want to make a difference. I especially love seeing the girls set and reach goals. Could you take a few moments from your busy schedule to let me know how you can help the troop reach its full potential during the cookie program; I'd really appreciate it?"
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AVAILABLE RESOURCES

GSGLA Website

One of the most important functions of a Service Unit Cookie Program Chair is to provide Troop Cookie Chairs with support so as they work with girls in their own troops they have the resources they need to deliver a high-quality Girl Scout cookie program in a safe setting.

Sharing your knowledge and experience by answering questions and clarifying information helps Troop Cookie Chairs become successful in the cookie program as well as in Girl Scouting as a whole.

Many Troop Cookie Chairs will establish relationships with you because of the interaction the two of you will share. Since a very important part of what you do is helping leaders, you need to become familiar with GSGLA's website. Here are some links to get you started:

There is a wealth of information accessible to all volunteers at a given time on the GSGLA website:
<http://girlscoutsla.org>

- Adult Learning
- Become a Leader or Volunteer
- Cookies & Nuts
- Cool Tools
- eBiz (see Resource section in this Workbook)
- Family Partnership
- Forms
- On-line Event Calendar
- Pixie List – GSGLA classifieds
- Registration information
- Safety Activity Checkpoints
- Volunteer Essentials
- Volunteer of The Month

Encourage Troop Cookie Chairs to like *GSGLA Cookie and Nut Friends* on Facebook for breaking cookie news and fun updates throughout the program!



There are resources available to help in your Girl Scouting experience. For the cookie program, GSGLA's Product Sales Team conducts an in-depth training with helpful PowerPoint presentations and reference materials. The Troop Cookie Chair Guide is distributed to all Troop Cookie Chairs. There is also the Service Unit Cookie Program Chair Guide that will provide you with additional insight and helpful information in fulfilling your role as the Service Unit Cookie Program Chair.

Troop Cookie Chair Guide

- One of the primary resources that you will refer to often is the Troop Cookie Guide.
- The guide will:
 - List important dates and activities.
 - Progress you through the cookie program from beginning to end while providing detailed steps.
 - Provide a reference list at the end of the book.
 - Include necessary forms to be used during the cookie program.
 - Include step-by-step instructions on providing eBudde transactions.
 - Provide a glossary of words and acronyms used during the cookie season.
- Several reference materials will be provided to ensure a successful cookie business for all participants.
- The online version can be used to hyperlink to the appropriate section by using the Table of Contents page.

Service Unit Cookie Program Chair Guide

- This guide is not all inclusive of the Troop Cookie Chair Guide. These are two separate and distinct guides.
- This guide is primarily for the Service Unit Cookie Program Chair; however, because of the counseling and instruction that you will provide troops, you should refer to it often as well.
- Instructions are provided for documentation needed by Council.
- eBudde instructions are provided for running reports.
- Various tips are provided.
- Basically, anything that is needed at the Service Unit level is included in this guide.
- If you cannot find something in the guide, you can always contact your Service Unit Cookie Program Chair.

The most important thing to remember is that you are **NOT** alone. You have the support of the Service Unit Cookie Program Chair as well as the Product Sales Manager. You are entering into a partnership for success!!! The best part is that you will be carrying troops with you along the way.

RECOGNITIONS

ADULTS

There are many ways to recognize volunteers for their time and dedication. Whether in the form of a simple “thank you” for a small job well done or a formal commendation for years of faithful service in a key position, acknowledgment is a signal to the recipient that she/he is noticed and appreciated.

You can honor any Girl Scout leader, Service Unit Team member or adult volunteer by nominating her/him for an award or by making a special recognition of your own! Recognitions usually take the form of pins, badges, certificates, or other tangible tokens. They may be presented at a special Service Unit ceremony, Girl Scout meeting, or recognition event such as the GSGLA Recognitions Ceremony, held in conjunction with the annual meeting.

It is important to let your leaders, Service Unit Team members, and other volunteers know the information about the awards and adult recognitions in a timely manner. Nominations and requests for awards are due the second Friday in January. Information about the awards is posted on the GSGLA website.

A few of the awards are below.



Volunteer
of Excellence



Thanks
Badge



Platinum
of Service



Appreciation
Pin



Honor
Pin



First Year
Leader Award



Years of
Service