

Girl Scouts of Greater Los Angeles

2014-2015 Service Unit Plan of Work



Service Unit Name: _____

Service Unit #: _____

Service Unit Manager: _____

Date: _____

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Service Unit Plan of Work 2014-2015

The Service Unit Plan of Work is a review of what the service team has accomplished in the past year and a guide for what it wants to accomplish in the upcoming membership year. Planning should take place between June and August so your plan is ready for the beginning of the new school year! The Service Unit Plan of Work should be tailored to your Service Unit's needs. It is a working tool to achieve goals, and should be reviewed periodically throughout the year. Service Units will work with their SU Support Specialist to complete this plan.

To help in your planning process, there are a variety of tools available for your use. All are available from your SU Support Specialist. They include:

- Service Unit Statistics
- Detailed Service Unit Team Position Descriptions
- Demographic Information
- School Data – including the number of girls registered at each school
- Lapsed Member Lists
- Product Program Statistics
- Programs

As you set dates for Service Unit meetings or events, be sure to consider Girl Scouts of Greater Los Angeles Program and Training dates as well as special Girl Scout dates/celebrations. Leader meetings are key to implement and achieve the Service Unit goals, please refer to the Girl Scout Calendar when scheduling dates and ensure key dates and information are included on your agendas. Leader meetings should be scheduled to meet the needs of your volunteers and Service Unit. Some type of communication should take place with leaders and volunteers in any month that you do not have a leader meeting.

A **Service Unit** is a delivery system designated to deliver the Girl Scout Program to all girls within a specific geographic area.

A **Service Team** is a group of volunteers who plan for, deliver, or coordinate services for girl and adult members within a Service Unit.

Thank you for taking the time to make Girl Scouting successful in your Service Unit!

SERVICE UNIT POSITION DESCRIPTIONS

Volunteer Position *(Required positions)	Description of Position Duties
*Service Unit Manager (SUM), Co-SUM	In partnership with SU Support Specialist, provide leadership, direction and support to Service Unit leaders and volunteers.
*Service Unit Fall Product Chair (Fall Product Program)	Coordinates the Fall Product Program at the Service Unit level by attending trainings, arranging delivery station and delivery of product. Receives and distributes incentives and is the point of contact for the Service Unit.
*Service Unit Cookie Program Chair (Cookie Program)	Coordinates the Cookie Product Program at the Service Unit level by attending trainings, arranging delivery station and delivery of product. Receives and distributes incentives and is the point of contact for the Service Unit.
Service Unit Communication Coordinator	Manages and organizes communication from sources outside and within the service unit, distributes information using various communication tools such as email or a website, and facilitates communication with the community.
Event Coordinator	Supervises and coordinates Service Unit events.
Independent Coordinator	Communicate and coordinate activities and messaging to individually registered girls within the Service Unit.
Recruiter	Recruits girls/volunteers and organizes troops. One per school is ideal.
Awards & Recognitions Coordinator	Coordinate Service Unit's volunteer recognition efforts.
Registrar	Assures girls and volunteers get registered.
Secretary	Provides administrative support to service unit (agendas, rosters, meeting minutes).
Treasurer	Manages Service Unit fund and guides leaders on troop banking procedures, collection of Finance Reports, ensures proper financial management of girl funds.
Troop Consultant/Mentor	Mentor/support new leaders through the stages of troop leadership and girl planning.

SERVICE UNIT ROSTER

Service Unit Name:

Service Unit #:

Region:

Position	Name	Address	Phone	Email
Service Unit Manager				
Service Unit Fall Product Chair				
Service Unit Cookie Program Chair				
Service Unit Registrar				
Service Unit Recruiter				
Service Unit Treasurer				

TROOP # _____ ROSTER

Service Unit Name: *Service Unit #:* *Region:* *Level:*

Troop #	School	Leader 01/ Co-leader 02	E-Mail Address	Phone #	Meeting Location	Meeting Day/ Time

ADULT RETENTION

GSGLA Adult Retention (13-14):	____%	<ul style="list-style-type: none"> Encourage Lifetime Membership. Encourage past volunteers to rejoin! Fill SU position with non-returning Leaders. 	Service Unit Adult Retention (13-14):	____%
GSGLA Adult Retention Goal (14-15)	____%		Service Unit Adult Retention Goal (14-15):	____%
We support our adult volunteers in the following ways:				
We ensure our adult volunteers participate in required trainings by: (include a list of trainings)				
We recognize our adult volunteers by: (nominations for awards, presentations at court of awards, thank you notes)				
Our top 3 obstacles in retaining adult volunteers:				
The Service Team positions needed for the Service Unit are:				
We will encourage volunteer participation (outside of leadership positions) in the following ways:				

ADULT RECRUITMENT

GSGLA Adult Membership (13-14):	_____	<ul style="list-style-type: none"> • Get community members involved by sharing a skill, hobby, or career. • Create relationships at local colleges, businesses, organizations. 	SU Adult Membership (13-14):	_____%
GSGLA Adult Membership Goal (14-15):	_____		SU Adult Membership Goal (14-15):	_____%

Our adult recruitment successes were:

We will recruit volunteers in the following ways: (Include how you will communicate volunteer needs and targeted areas for recruitment)

Our top 3 obstacles recruiting volunteers are:

Support needed from the Council is: (trainings, marketing materials, volunteer descriptions)

New volunteers will get support from the Service Unit in the following ways: (mentoring, parent meetings, leader meetings)

GIRL RETENTION

Age Level	# of Troops (12-13)	# of Troops (13-14)	# of Reg Girls (12-13)	# of Reg Girls (13-14)	Girl Goal (14-15)	Mid Year Check
Daisy (K-1)						
Brownie (2-3)						
Junior (4-5)						
Cadette (6-8)						
Senior (9-10)						
Ambassador (11-12)						
Independents (All Grades)						
Adults	N/A	N/A				
Totals						

Reasons for # of troops gain or loss:

Reasons for membership gain or loss:

Service Unit School Statistics (5/31 Membership Report)

School Name (Elementary)	Grade K	Grade K	Grade 1	Grade 1	Grade 2	Grade 2	Grade 3	Grade 3	Grade 4	Grade 4	Grade 5	Grade 5	Grade 6	Grade 6
	Potential (13-14)	Actual (13-14)	Potential (13-14)	Actual (13-14)	Potential (13-14)	Actual (13-14)	Potential (13-14)	Actual (13-14)	Potential (13-14)	Actual (13-14)	Potential (13-14)	Actual (13-14)	Potential (13-14)	Actual (13-14)

School Name (Middle/High School)	Grade 7	Grade 7	Grade 8	Grade 8	Grade 9	Grade 9	Grade 10	Grade 10	Grade 11	Grade 11	Grade 12	Grade 12
	Potential (13-14)	Actual (13-14)	Potential (13-14)	Actual (13-14)	Potential (13-14)	Actual (13-14)	Potential (13-14)	Actual (13-14)	Potential (13-14)	Actual (13-14)	Potential (13-14)	Actual (13-14)

SU K-1 Potential Total _____	SU 2-3 Potential Total _____	SU 4-5 Potential Total _____	SU 6-8 Potential Total _____
SU 9-10 Potential Total _____	SU 11-12 Potential Total _____	SU Grand Total Potential _____	

GIRL RETENTION

GSGLA Girl Retention (13-14):	<u>64%</u>		Service Unit Girl Retention (13-14):	_____%
GSGLA Girl Retention Goal (12-13):	<u>66%</u>		Service Unit Girl Retention Goal (12-13):	_____%

Use Retention Report, Lapsed Member Report,
Service Unit Trends to assist with planning.

We will retain our current girl members by: (Planned Service Unit Events, Early Bird Registration, Ensuring Troop Leadership, Programming Events, etc)

We plan to increase Early Bird Registration by: (SU had # _____ of girls and #_____ of adults register during Early Bird Registration)

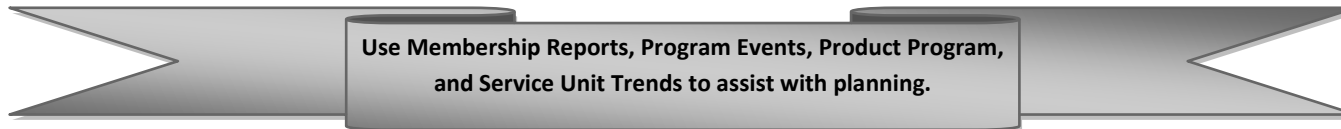
We plan to support our individually registered members (Independents) by: (SU Events, Product Program, Programming Events)

Our plan for lapsed members is:

SAMPLES: JULIETTE LOW BIRTHDAY, WORLD THINKING DAY, JOURNEY GIRL TROOP, ETC.

GIRL RECRUITMENT

GSGLA Girl Membership (13-14):	_____		Service Unit Girl Membership (13-14):	_____%
GSGLA Girl Membership Goal (14-15):	_____		Service Unit Girl Membership Goal (14-15):	_____%



Our Recruitment Successes this past year were:

Our top 3 obstacles were:

What Council support is needed to overcome obstacles? (i.e.; Marketing, Fund Development, Programs, Girl Services)

How will you promote registration? (Recruitment Flyers through school, School Newsletters, Church, Online)

Plans for girls on waiting lists:

We will target the following organizations to recruit new girls: (youth-serving organizations, church groups, after school programs, etc)

GIRL RECRUITMENT PLANS

Event	Date	Time	Location	Activities Supplies Cost	Marketing Needs (Flyers, Media)	Volunteers In Charge	Results
Early Bird Registration							
Juliette Low Birthday Celebration							
World Thinking Day							

PROGRAM

		<ul style="list-style-type: none"> Promote attendance in both SU and Council events. 	SU Program Event Participation (13-14):	____%
		<ul style="list-style-type: none"> Recruit girls (lapsed or new). Host Site for Event. 	SU Program Event Participation Goal (14-15)	____%

Identify factors for increase/decrease in Program event participation: (number of events offered, content, age level opportunities, location)

We will encourage participation in Program Events to all girls by: (Independents, meeting agendas, troop or parent meetings, lapsed members, ensuring girls receive books)

Plan for promoting Program Events to all girls: (parent communication, churches, youth organizations, businesses, schools, flyers, press releases, pep rallies)

The Service Unit would like to see the following events offered: (Be sure to include where troops would be willing to travel and age level desired, content offered)

The Service Unit is interested in hosting a Program Event: (review criteria below)

- ✓ Schedule Meeting with SU Event Coordinator and/or Council Program Manager
- ✓ Request Girl Input for program ideas/content
- ✓ Target Age Group for event (D, B, J, C, S, A or all)
- ✓ Identify Community Business and/or members willing to help
- ✓ Assist recruiting volunteer help
- ✓ Marketing Plan-Promote event to all girls
- ✓ Invite neighboring Service Units for larger attendance

PROGRAM (Continued)

The following Businesses offer free or low cost meeting/event sites:

The Service Unit would recommend contacting these community members for Program Event Content Experts: (STEAM, Skill sharing ie; yoga inst., etc)

The following individuals should be contacted to serve on the Program Event Committee:

The Service Unit would recommend contacting the following individuals to serve on the Program Event Committee:

The Service Unit has a need for Outreach/Series Programs:

If yes, please include- (target age level, location (center, school), list reason for need-low income, diversity (language barrier), low participation, etc. If targeting a center, please identify if known, contact information, hours of operation, age of girls attending and names of suggested individuals to contact for possible help with series programming, please include suggested Series content that would be beneficial in your community or that addresses a need)

Organization/School	Target Age Level	Outreach Need	Contact Name/Number/Email	Hours Of Operation	Content Suggestions

FALL PRODUCT SALES PROGRAM

Through the Girl Scout Product Sales Programs, girls develop 5 essential skills - Goal Setting, Decision Making, Money Management, People Skills and Business Ethics. Participation in the Fall Product Program is a great place to start developing these skills and a great way for troops and/or individual girls to earn funds for programming, events, trips, community service and so much more! Placing a Service Unit Fall Product Chair is essential to coordinate the sale, receive and distribute sale materials, secure delivery location, oversee delivery and distribution of product and receive and distribute recognition items. Including your Fall Product Chair in this piece of the planning is essential.



GSGLA Fall Product Girl Participation (13-14):	__%	Service Unit Fall Product Girl Participation (13-14):	____%
GSGLA Fall Product Girl Participation Goal (12-13)	__%	Service Unit Fall Product Girl Participation Goal (14-15)	____%
GSGLA Fall Product Troop Participation (13-14)	__%	Service Unit Fall Product Troop Participation (13-14)	____%
GSGLA Fall Product Troop Participation Goal (12-13)	__%	Service Unit Fall Product Troop Participation Goal (14-15)	____%
GSGLA Fall Product Per Girl Average (13-14)	—	Service Unit Fall Product Per Girl Average (13-14)	____%
GSGLA Fall Product Per Girl Average Goal (12-13)	—	Service Unit Fall Product Per Girl Average Goal (14-15)	____%

After reviewing sales data, please discuss the following questions:

1. Does your Service Unit participate in the Fall Product Program? If no, why?
2. Do all of your troops participate in the Fall Product Program? If no, why?
3. Do all of your troops participate in the Magazine component of the sale? If no, why?
4. Does your Service Unit set a Sales goal? Do your troops/girls set Sales goals?
5. Do you have barriers? Do you have parent and community support?

Identify factors for loss/gain in Girl Participation:

Identify factors for loss/gain in Troop Participation:

Identify factors for loss/gain in Per Girl Average:

Service Unit with the help of Service Unit Fall Product Chair; will promote training and participation to all troops and girls by:

Service Unit will assist with goal setting for girls and troops to achieve Girl Participation, Troop Participation and PGA goals by:

Service Unit will ensure that all girls and parents are given the opportunity to participate in the Fall Product Program by:

The Service Unit could use Council Support in the following ways: (additional training, community presentations, media coverage, etc)

COOKIE SALES PROGRAM

Girls become leaders in their daily lives and prepare for their bright futures, too! The Girl Scout Cookie Program provides an important ingredient for leadership by teaching girls to 1) set goals and strategies to achieve them 2) making good, sound decisions that will guide her throughout her lifetime 3) managing money, learning to budget and plan for not only now, but the future 4) people skills- providing opportunities to talk and listen to all types of people while developing customer service skills AND 5) business ethics – bringing the values of honesty and responsibility that will guide her through school, work and future endeavors! Placing a Service Unit Cookie Program Chair is essential to coordinate the program, receive and distribute sales materials, secure delivery location, oversee delivery, distribution of product and receive/distribute recognition items. Including your Cookie Product Program Chair in this piece of the planning is essential.

Council and Service Unit Cookie Sales Data - **Sale Dates:**

GSGLA Cookie Program Girl Participation (13-14):	__%	Service Unit Cookie Program Girl Participation (13-14):	____%
GSGLA Cookie Program Girl Participation Goal (14-15)	__%	Service Unit Cookie Program Girl Participation Goal (14-15)	____%
GSGLA Cookie Program Troop Participation (13-14)	__%	Service Unit Cookie Program Troop Participation (13-14)	____%
GSGLA Cookie Program Troop Participation Goal (14-15)	__%	Service Unit Cookie Program Troop Participation Goal (14-15)	____%
GSGLA Cookie Program Per Girl Average (13-14)	___	Service Unit Cookie Program Per Girl Average (13-14)	____%
GSGLA Cookie Program Per Girl Average Goal (14-15)	___	Service Unit Cookie Program Per Girl Average Goal (14-15)	____%
GSGLA Cookies Sold (13-14) _____ cases or _____ packages*		Service Unit Cookies Sold (13-14) _____ cases or _____ packages	
GSGLA Cookie Sale Goal (14-15) _____ cases or _____ packages**		Service Unit Cookie Sale Goal (14-15) _____ cases or _____ packages	
<p>*Number of cases or packages sold by Troops; this number does not include the total number of cookies GSGLA ordered from the baker.</p> <p>**GSGLA overall goal for the 2015 Cookie Sales Program.</p>			
<p>After reviewing sales data, please discuss the following questions:</p> <ol style="list-style-type: none"> 1. Does your Service Unit Participate in the Cookie Program? If no, why? 2. Do all of your troops participate in the Cookie Program? If no, why? 3. Does your Service Unit set a Sales goal? Do your troops/girls set Sales goals? 4. Do you have barriers? Do you have parent and community support? 5. Does your Service Unit host a Cookie Kick Off ? 			

COOKIE SALES PROGRAM (Continued)

Identify factors for loss/gain in Girl Participation:

Identify factors for loss/gain in Troop Participation:

Identify factors for loss/gain in Per Girl Average:

Service Unit with the help of Service Unit Cookie Program Chair; will promote training and participation to all troops and girls by:

Service Unit will assist with goal setting for girls and troops to achieve Girl Participation, Troop Participation and PGA goals by:

Service Unit will ensure that all girls and parents are given the opportunity to participate in the Cookie Program by:

The Service Unit is interested in hosting a Cookie Kick Off. (secure date, time and location)

The Service Unit could use Council Support in the following ways: (additional training, community presentations, media coverage, etc)

FUND DEVELOPMENT - FAMILY PARTNERSHIP

Girl Scouts of Greater Los Angeles works to diversify its avenue of funding with support from corporate giving and sponsorships, foundations and grants, and through individuals, including the Board of Directors, staff, parents, families, and volunteers. Cookie sales are also a very popular and strong funding stream, however in any given year cookie sales can fluctuate significantly, depending on weather, the economy, and social environment. Individuals who support Girl Scouts ensure consistent funding, which results in consistent programming for girls. In addition to program support, financial assistance is provided each year as well.

Annual membership dues go directly to GSUSA to cover activity insurance for all girl and adult members, development of Girl Scout handbooks, and training models. None of the \$15.00 registration fee remains with the local Council.

Service Units can support Girl Scouts by encouraging troops and parents to participate in Family Partnership during their registration and support other Council fundraising activities throughout the year. 100% of Family Partnership gifts stay with the local council to support local girls.

Family Partnership

Each year parents, grandparents, troop leaders, volunteers, and friends come together to support **GIRLS!**

We call this **Family Partnership**.

Family Partnership Funds help GSGLA:

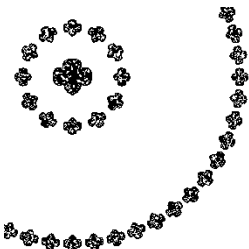
- Offset costs of programs for girls
- Create more unique programs and events for girls in multiple geographic locations
- Recruit and train volunteers to expand troops and events for girls
- Maintain properties and camps for girl activities
- Make sure the girls have the best Girl Scout experience possible
- Provide financial assistance to girls in need

Your investment in Family Partnership is your investment in the **GIRLS!**

Does your Service Unit already conduct or incorporate Family Partnership into events?

GSGLA welcomes the opportunity to talk about Family Partnership with families in your Service Unit. Would you like a representative to come to a future event and speak?

Money Earning Projects, Cash Gifts, and Gifts in Kind



For troops and Service Units, there may be occasions when cookie and fall product sales aren't quite enough to pay for an event, outing or trip. When that occurs, troops and service units can conduct supplemental money-earning projects. These projects must adhere to Girl Scouts of the USA and the Girl Scouts of Greater Los Angeles policies and standards for money earning and group supervision as stated in Volunteer Essentials and the Special Event and Money Earning Manual. It is particularly important to remember that girls cannot make direct solicitations.

Do the troops in your service unit participate in the fall product sale program?.....☐ **YES** ☐ **No**

Do the troops in your service unit participate in the cookie sale program?☐ **YES** ☐ **No**

Do you anticipate conducting a service unit supplemental money earning project?☐ **YES** ☐ **No**

How many troops participate?_____

How much money do you anticipate raising through your project?_____

How will the funds be used?

How will girls participate in the planning of this money earning project (In how the funds are used)?

Are all troop year-end Financial Reports completed and submitted?.....☐ **YES** ☐ **No**



Does your Service Unit have a Checking Account? ☐ YES ☐ No

If so, please list where:

registered adults on the account:

Our Service Unit does the following to ensure all troops have checking accounts with 3 registered adults on the signature card:

The Service Unit is aware of what and when there is a need for extra insurance. (If no, please review and document questions)

To ensure our Service Unit receives communication of shop merchandise sales and new inventory on a regular basis, we prefer to receive the communication by:
(email, mail, website, leader meetings, etc)

Our Service Unit would like to see additional items available for purchase in the shop. (list suggested items)

END OF YEAR

Our Service Unit will assist the Council with ensuring all troops complete/submit year-end Finance Reports, Program Reports and Leader Evaluations by June 30th. (Please use chart below or a similar method to record items received and follow up calls.)

Year End Checklist and Follow Up

Troop #	Finance Report	Date Submitted to Council	Follow Up on Missing Reports

Service Unit Snapshot

The Service Unit recommends contacting the following individuals as potential volunteers, alumnae or donors.

Position	Name	Address	Phone	Email
Volunteer Trainer				
Go Teams				
Donor				
Donor				
Donor				

The following businesses or organizations within our community are filled with resources Girl Scouts can better utilize and build a relationship for paid time off, money for employees volunteering, or would make a great partner for program events/collaborations, no or low cost meeting space and/or presentations.

Business Name	Resource Available	Business Address	Phone	Email

Community events to attend for recruitment of potential volunteers.

Community Event & Location	Date	Name/Phone /Email	Resources Needed/Amount	Person Attending

Service Unit Goals-Monthly Check In

Service Unit Goal Item	Goal 14-15	Oct Total	Nov Total	Dec Total	Jan Total	Feb Total	Mar Total	April Total	May Total	June Total	July Total	Aug Total	Sept Total	Grand Total
Adult Retention Goal														
Adult Membership Goal														
Girl Retention Goal														
Girl Membership Goal														
Number of Lapsed Members	-													
Number of girls on a waiting list	-													
Program Event Participation Goal														
Fall Product Girl Participation Goal					-	-	-	-	-	-	-	-	-	
Fall Product Troop Participation Goal					-	-	-	-	-	-	-	-	-	
Fall Product Per Girl Average Goal					-	-	-	-	-	-	-	-	-	
Cookie Program Girl Participation Goal		-	-	-						-	-	-	-	
Cookie Program Troop Participation Goal		-	-	-						-	-	-	-	
Cookie Program Per Girl Average Goal		-	-	-						-	-	-	-	
Cookie Program Sales Goal		-	-	-						-	-	-	-	
Number of Community Service Projects	-													
Number of GS Great Stories Submitted														
Family Partnership Presentations	-													