

Girl Scouts of Central Maryland

Service Unit Plan of Work Overview

Success is dependent on planning, effective leadership, and the ability to acknowledge and take stock of available resources. The Service Unit Plan of Work is intended to help you evaluate your success and in partnership with your Membership Specialist map-out your Service Unit goals for the upcoming year. This tool is designed to help you build an action plan for your Service Unit so that you can continue to achieve success. **Planning should take place between June and August so your plan is ready for the beginning of the new school year!** When your plan is complete you should provide copies to the Service Team and your Membership Specialist. The Plan of Work should be tailored to your Service Units needs and should be reviewed and revised as necessary throughout the year. The key is – Make It Work for You!

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

- Service Unit Statistics – provided by your Membership Specialist
- Girl Scouts of Central Maryland Council Goals – available in early summer
- Service Team Position Descriptions
- Demographic Information
- School Data – including the number of girls registered at each school
- Lapsed Member Lists
- Trained Volunteer Listings
- Recognitions Listing

When working on your recruitment plan, be sure to take advantage of the tools provided in the Virtual Toolbox. One item in the toolbox is the **Volunteer Request Form**. You can use this form to request volunteers to help on the team, to assist with events, or for any other position you need to fill.

As you set dates for Service Unit meetings or events, be sure to consider Girl Scouts of Central Maryland event and meeting dates and religious holidays. You can find this information available through GS411, Adult Learning Opportunities, and the Council website.

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

Girl Scouts of Central Maryland

Service Unit # _____ Goals for Success

Membership Year 200__

To be completed by the beginning of the new school year. Copies should be given to each Service Team member and your Membership Specialist. Please refer to the cover sheet for tips on completing the Plan of Work.

Overall Service Unit Evaluation

As a Service Unit we excel at:

This year some of the things we'd like to improve are:

Service Team Members

Please add those positions specific to your Service Team – be sure to consider positions for recruitment, leader support, events, publicity, Service Unit finances, SHARE, and Girl Scouts of Central Maryland Product Sales.

Position	Currently in Position	Plans for this Year	Prospective Candidates
SUM			
Registrar			

Special Needs or Concerns with Service Team Positions:

Service Unit Statistics

Age Level	# of Troops Last Year	# of Troops This Year	# Registered Last Year	# Registered This Year	Goal	Mid Year Check
Daisy						
Brownie						
Junior						
Cadette						
Senior						
Totals						
Adults	N/A	N/A				

Date Statistics were prepared _____

Girl Market Share -	Available Girls	% girls registered last year	% girls registered this year	*GOAL
# of girls registered compared to the # of available girls				

Reasons for membership gain or loss:

Girl Retention and Recruitment

GSCM Girl Retention Goal: _____ % Current Girl Retention in Service Unit: _____
Service Unit Membership Goal _____

We will retain our current members by: (Please include planned Service Unit and/or age level events)

We plan to support our individually registered members, Juliettes, by:

Why did we lose girls and what can we do to prevent more lapsed members?

How can we communicate with parents when there is a leadership change?

Our recruitment successes this past year were:

Other than through the schools, where else can we reach girls?

Two new recruitment ideas we'd like to try this year are:

Additional recruitment plans include:

Work To Be Done	By Whom	When	Results

What will we do with girls on waiting lists?

Adult Recruitment/Retention/Recognition

GSCM Goal: %

Current Adult Retention in SU _____

Two new strategies we will use to recruit adults are:

To keep our wonderful volunteers we will provide them with the following support:

New Leaders will get support from the Service Unit in the following ways: (be sure to include Meet and Greets)

We will recognize our volunteers in the following ways:

We will encourage volunteer participation (outside of leadership positions) in the following ways:

Leader Meetings

We do this well in regards to our leader meetings:

We will make our leaders meetings even better this year by (i.e. providing agendas, adding workshops, include refreshments, etc.):

Our scheduled meetings will be held: (include dates, time, and locations)

Beyond the Service Unit

To reach our goals, we can use the following help and support from Girl Scouts of Central Maryland staff:

To broaden Girl Scouting in the area, we would like to work with neighboring Service Units in the following way:

We will support SHARE (**S**hare **H**er **A**nnual **R**eal **E**xpense) and the two Council Product Sales in the following ways: