

Girl Scouts of Central Maryland Service Unit Plan of Work



Success depends on planning, effective leadership, and using resources wisely. The Service Unit Plan of Work will help your team evaluate success. In partnership with your Membership & Community Development Specialist, you will map-out Service Unit goals for the upcoming year. This tool is designed to help build an action plan for your Service. **Most effective planning takes place between June and August to be prepared for the beginning of the new school year!** When your plan is complete, provide copies to the Service Team and your Membership & Community Development Specialist. The Plan of Work should be tailored to your Service Units needs and should be reviewed and revised throughout the year.

There are a variety of tools available for your use, available from your Membership & Community Development Specialist. They include: Service Unit Registration and Troop Statistics; GSCM Council Goals; Service Team Position Descriptions; Demographic Information; School Data; Lapsed Member Lists; Trained Volunteer and Recognitions Listing.

When working on your recruitment plan, be sure to take advantage of the tools provided in the online [Service Unit Toolkit](#). Other additional forms and documents are available in the online [Volunteer Resources Center](#) (VRC).

As you set dates for Service Unit meetings or events, be sure to consider Girl Scouts of Central Maryland events, meetings, and religious holidays. You can find this information available through GS411 and the [GSCM Events](#) page.

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

GOALS FOR SUCCESS

SERVICE UNIT: _____
MEMBERSHIP YEAR: _____

SERVICE UNIT TEAM MEMBERS

Add positions specific to your Service Team. Be sure to consider positions for recruitment, leader support, events, publicity, Service Unit finances, SHARE, and Product Sales.

Position	Currently in Position	Prospective Candidates
SUM	Name:	Name:
	Email:	Email:
	Name:	Name:
	Email:	Email:
	Name:	Name:
	Email:	Email:
	Name:	Name:
	Email:	Email:
	Name:	Name:
	Email:	Email:
	Name:	Name:
	Email:	Email:
	Name:	Name:
	Email:	Email:
	Name:	Name:
	Email:	Email:

SERVICE UNIT ACTION PLAN

The following charts outline an action plan with focus areas, scheduled dates, activities, and who's responsible for each action. This best helps the Service Team outline specific tasks they should complete and when to complete them throughout the year. The SU Team can decide to change some of the tasks; however, when the tasks are implemented, they help to achieve success for the entire Service Unit! You write more detailed notes for the plan in the following pages (question and answer section).

Focus Area	Schedule	Activities	Who's responsible?
Recruitment & Registration		<ol style="list-style-type: none"> 1. Order recruitment materials from Membership Specialist (fliers/brochures/etc.). 2. Develop schedule of all back to school events in schools within SU and schedule volunteers to host tables. 3. Plan with MS to receive recruitment materials. 4. Host recruitment training for volunteers. 5. Schedule & plan fall recruitment events (SU open house/parent meetings at schools or community centers). 	<p style="text-align: center;">SUM</p> <p style="text-align: center;">Organizer/ Recruiter</p> <p style="text-align: center;">School Liaison</p>
Retention & Troop Support		<ol style="list-style-type: none"> 1. Remind existing troops who did not Early Bird to register by Oct 1st. Offer assistance where needed. 2. Continue to identify and provide information to Council about returning troops that have availability to add girls to be included in SU roster. 3. Identify SU volunteers that will receive weekly membership report. 4. Send updated SU team list to Membership Specialist. 	<p style="text-align: center;">Registrar</p> <p style="text-align: center;">SUM</p>
Cookies		<ol style="list-style-type: none"> 1. Plan and communicate appropriate dates for trainings/ distribution of Cookie calendar/materials to troops August – December. 2. Encourage and support troops to participate in cookies sales. 3. Hold Troop Cookie Manager Training(s). 	<p style="text-align: center;">SU Cookie Manager</p>
SHARE		<ol style="list-style-type: none"> 1. Review SU SHARE goal and status for current year. 2. Send communication to families to reach remaining goal. 3. Submit donations to GSCM by September 30th. 4. Create a SHARE Campaign plan for the upcoming year. 5. Review SHARE Coordinator training materials. 	<p style="text-align: center;">SHARE Coordinator</p>
Service Unit's Choice Events*		<ol style="list-style-type: none"> 1. Plan event schedule to support Girl Scout program (i.e. Thinking Day, Cookie Rally, Bridging). 2. 	<p style="text-align: center;">Resource Coordinator</p> <p style="text-align: center;">Event Coordinator</p>
Miscellaneous & Governance		<ol style="list-style-type: none"> 1. Schedule leader meetings, reserve space if needed and communicate dates/places/times to volunteers. 2. Submit Delegate Information Form/s by September 15th. 	<p style="text-align: center;">Service Unit Team</p>
Staff Support Needed This Quarter			

COMMENTS:

OCTOBER-DECEMBER YEAR: _____ (Q1)

Focus Area	Schedule	Activities	Who's responsible?
Recruitment & Registration		<ol style="list-style-type: none"> 1. Welcome new volunteers to SU with welcome calls and/or volunteer mentoring (Welcome Specialist). 2. Continue to ensure that all troops have completed registration. 3. Plan Open House or other recruitment event. 4. Ensure girls are registered as members to participate in cookie program activity using SU report. 	<p style="text-align: center;">Registrar Meet & Greet Liaison</p>
Retention & Troop Support		<ol style="list-style-type: none"> 1. Connect with and support Juliettes in the SU. 2. Promote Leader Tool Kit as a resource for troop leaders. 3. Promote online Volunteer Resources Center (VRC). 	<p style="text-align: center;">Juliette Mentor Resource Coordinators</p>
Product Program		<ol style="list-style-type: none"> 1. Encourage troops to participate in cookies sales. 	<p style="text-align: center;">SU Cookie Mgr.</p>
SHARE		<ol style="list-style-type: none"> 1. Discuss the purpose of SHARE with leaders, families, & girls. 2. Communicate SHARE plan to families, including SU goal. 3. Plan spring SU SHARE event. 4. Give SHARE implementation plan to leaders. 	<p style="text-align: center;">SHARE Coordinator</p>
Service Unit's Choice Events*		<ol style="list-style-type: none"> 1. Juliette Low's Birthday,(October 31) 2. 	
Miscellaneous & Governance		<ol style="list-style-type: none"> 1. Plan for promoting camp opportunities for the program year at a SU meeting. 2. Submit for President's Award and other awards according to Awards Recognition Digest. 	<p style="text-align: center;">Resource Coordinator</p>
Staff Support Needed This Quarter			

COMMENTS:

Focus Area	Schedule	Activities	Who's responsible?
Recruitment & Registration		<ol style="list-style-type: none"> 1. Host winter/spring recruitment event for girls (especially Daisy troops). 2. Host adult recruitment event. 	SU Team
Retention & Troop Support		<ol style="list-style-type: none"> 1. Host SU retention event (could be combined w/ SHARE event). 2. 	SU Team
SHARE		<ol style="list-style-type: none"> 1. Host SHARE spring event/campaign 2. Request any SHARE materials: giving envelopes, handouts, or display boards to assist in your efforts 	SHARE Coordinator
Service Unit's Choice Events*		<ol style="list-style-type: none"> 1. Thinking Day (Feb. 22nd) 2. 	Event Coordinator/ SU Team
Miscellaneous & Governance		<ol style="list-style-type: none"> 1. Submit Appreciation pin, Honor pin and Thanks I & II Badge nominations due by February 28th and submit additional awards nominations (more info on Adult Awards). 2. Highlight/observe the following Girl Scout events: <ol style="list-style-type: none"> a. Girl Scout Birthday March 12th: Consider distributing bulletin inserts to local faith communities or planning activities/community service. b. National Volunteers Week/Girl Scout leader Day April 22nd. Say "Thanks" to SU adult volunteers/leaders! 	SU Team
Staff Support Needed This Quarter			

COMMENTS:

Focus Area	Schedule	Activities	Who's responsible?
Recruitment & Registration		<ol style="list-style-type: none"> 1. Hold Spring Rallies/ Early Bird Party to celebrate Girl Scout & recruit new girls and adults. 2. Work with Membership Specialist to update SU roster and prepare Early Bird registration instructions. 3. Encourage existing troops that can welcome new girls in the fall join troops during Early Bird Registration (according to calendar of events). 	Organizer/ Recruiter
Retention & Troop Support		<ol style="list-style-type: none"> 1. Encourage participation in Early Bird by June deadline. 2. Review troop status/ End of Year Reports. 3. Remind leaders to submit Troop Financial Reports. 4. Remain in contact with newly recruited adults for fall. 5. Review training records and leader appointment letters. 	Registrar
SHARE		<ol style="list-style-type: none"> 1. Ensure family giving funds have been submitted. 	SHARE Coordinator
Service Unit's Choice Events*		<ol style="list-style-type: none"> 1. Celebrate success: Service Unit Court of Awards/Bridging Ceremony/Gold/ Silver Award Ceremony. Include girl planning. 2. 	Event Coordinator
Miscellaneous & Governance		<ol style="list-style-type: none"> 1. Submit SU finance report by June deadline. 2. Finalize SU Team roster for following year. 3. Hold Delegate elections and submit information forms by Aug^{1st}. 4. Begin planning for next year with new Service Unit Plan of Work. Review/discuss with Membership Specialist. 5. Ask for feedback from volunteers and leaders about the SU activities from past year (use evaluations). 	SUM and team
Staff Support Needed This Quarter			

COMMENTS:

SERVICE UNIT EVALUATION

1. As a Service Unit we excel at:

2. This year, some of the things we would like to improve are:

SERVICE UNIT STATISTICS

Age Level	# of Troops Last Year	# of Troops This Year (Early Bird)	# Registered Last Year	# Registered This Year	Goal	Mid-Year Check
Daisy						
Brownie						
Junior						
Cadette						
Senior/ Ambassador						
Totals						
Adults	N/A	N/A				

GIRL RETENTION AND RECRUITMENT
GSCM GIRL RETENTION GOAL: ____%
CURRENT GIRL RETENTION IN SU: _____
SU MEMBERSHIP GOAL: _____

1. Reasons for membership gain or loss:
2. We will retain our current members by (include SU and/or age level events):
3. We plan to support our individually registered members (Juliettes) by:
4. Why did we lose girls and what can we do to prevent more lapsed members?
5. How can we communicate with parents when there is a leadership change?
6. Our recruitment successes this past year were:
7. Other than through the schools, where else can we reach girls?

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

9. Additional recruitment plans include:

10. What will we do with girls on waiting lists?

ADULT RECRUITMENT/RETENTION/RECOGNITION
CURRENT ADULT RETENTION IN SU: _____

1. Two strategies we will use to recruit adults are:

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

3. New leaders will get support from the SU in the following ways:

4. We will recognize our volunteers in the following ways:

5. We will encourage volunteer participation in the following ways:

SERVICE UNIT/LEADERS MEETINGS

1. We do this well in regards to our leader meetings:
2. We will make our leaders meetings even better this year by (i.e. providing agendas, adding workshops, include refreshments, etc.):
3. Our scheduled meetings will be held (include dates, time, and locations):

BEYOND THE SERVICE UNIT

1. To reach our goals, we can use the following help and support from GSCM staff:
2. To broaden Girl Scouting in the area, we would like to work with neighboring Service Units in the following ways:
3. We will support SHARE and the Cookie Program in the following ways: