

SPRING RENEWAL

Membership Year 2025 Guide



Think back to all you've accomplished throughout your Girl Scout journey. You have helped your community, faced big challenges, discovered new passions, and made forever friends. So, what's next? Anything you can dream up! There's so much more to explore with your Girl Scout crew. Sign up for another year today and keep the excitement going. *Click the button below or scan the QR codes to get started.*



RENEW NOW





**Your Guide to the
2025 Spring Renewal Season
for Service Units, Troops, Volunteers, and Parent/caretakers**

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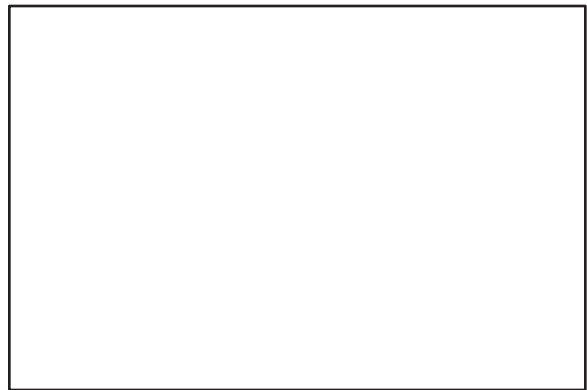
2025 Spring Renewal Patch Competition

Picture your design on the 2025 Spring Renewal Patch! Girl Scouts of Central Maryland members in grades K-12 are invited to design the upcoming 2025 Spring Renewal patch!

Your design must include "Girl Scouts of Central Maryland" and "2025".

Note: If you use the trefoil in your design, the trefoil may not have any writing or pictures inside of it.

Deadline to submit entry is May 31, 2024



Patch Contest Rules

- Only Girl Scouts of Central Maryland members that are registered or renewed for 2025, in grades K-12, are eligible.
- Only one entry per girl scout.
- Designs must include "Girl Scouts of Central Maryland" and "2025".
- All designs must be original and cannot contain copyright photos, illustrations, or renderings.

How to Enter

- Draw your design in one of the boxes above!
- Fill out the form, scan, and upload it by clicking [here](#) or email it to membercare@gscm.org and use the subject line "2025 Spring Renewal Patch Contest".
- Check our website, www.gscm.org, during the week of June 16th to vote on the top three patches.

The winner will be notified by email and the design will be made into the 2025 Spring Renewal patch.

Girl Scout's Name: _____

Troop Number: _____ Parent/caretaker/Guardian Email: _____

Why Spring Renewal?

What is Spring Renewal, and why do we do it?

Spring Renewal is a fantastic way to renew your troop members early in the year, and it helps you, your Service Unit, and your council plan for the upcoming year. When girl scouts renew early, troop leaders can know whether they will be back when school resumes and if there are openings in their troop. Plus, when girl scouts participate in Spring Renewal, it secures their troop spot- and they can even earn some perks for doing so!

We encourage Spring Renewal because it:

- Helps troop leaders prepare for the next Girl Scout year before back-to-school recruitment when there's a new influx of girls who want to join the troops.
- Helps the Service Unit plan activities and budget for the upcoming year.
- Gives parent/caretakers peace of mind knowing their daughter will be in the same troop next year.
- Enables parent/caretakers to mark one more thing off their back- to-school to-do list!



When Is Spring renewal?

When does Spring Renewal for membership year 2024-2025 start?

Spring Renewal is April 1, 2024 - June 30, 2024. Mark your calendar! The cost for girl members to renew is \$40 and the cost for adult members to renew is \$25.

Do you know of any girls or adults interested in joining Girl Scouts?

If so, invite them to join now at a discounted rate. They can join Girl Scouts during Spring Renewal and their membership will be effective from April 1, 2024 through September 30, 2025 for the discounted rates of \$50 for girl members and \$35 for adult members. Their memberships will count towards Spring Renewal troop and service unit goals.

How To Renew

Parent/Caretakers

How do I prepare for Spring Renewal?

1. Before April 1, decide as a family if you are renewing with your current troop, joining another troop, or participating as an Individually Registered Girl Scout (Juliette).
2. Decide with your troop if they want to use troop funds for renewal or if they want adults to purchase their own adult/girl memberships.
Remember, troop funds belong to girls, and what better way for girls to benefit from all their hard work than to reinvest in themselves by using their own money to renew for another fantastic Girl Scout experience!

How do I renew my household memberships?

Beginning April 1, all current girl scouts and adult members will show a status of **Time to Renew** and a membership expiration date of 9/30/2024 in their membership account. To renew your troop or household, follow the steps below. **NOTE: Troop leaders cannot request financial assistance on behalf of girls. Only parent/caretakers can do so via the My Household tab.**

Steps to Renew for Households

1. Log in to MYGS at gscm.org
2. Click **My Account**.
3. In the left-hand menu, click **My Household**.
4. Click the **Select All** check box under both Girls and Adults.
5. Deselect any girls or roles (for adults) that you will not be renewing.
6. Click the green **Renew** button.
7. Follow the prompts on the screen to update any membership details and select payment method and **Review Cart Details**.
8. Accept the Promise & Law.
9. Proceed to the payment screen and enter card details.
10. **Spring renewal coupon codes:** Be sure to enter any applicable coupon codes prior to submitting payment. We will not be able to reverse the transaction if you miss entering the coupon code.
11. Download a copy of your receipt. A receipt will also be emailed to you.

PRO TIP: Remember to check the box to renew both the membership and the troop participation (volunteer role for adults).

Lifetime members need to renew their role(s) each year.

Troop Leaders

How do I prepare for Spring Renewal?

1. Before April 1, ask your troop parent/caretakers if they are renewing with their current troop, joining another troop, or will become an Individually Registered Girl (Juliette).
2. Ask your troop if they want you to use troop funds for renewal or if they want adults to purchase their own adult/girl memberships.
Remember, troop funds belong to girls, and what better way for girls to benefit from all their hard work than to reinvest in themselves by using their own money to renew for another fantastic Girl Scout experience!
3. Check your troop roster in MYGS at gscm.org
 - Do all the adult volunteers have positions? Who is helping the girls at meetings and outings throughout the year?
Check to make certain you have the correct girls listed as active. A correct roster helps with retention, product sales, and fall recruitment.
4. Update your troop details! Changing meeting locations or day/time? Let us know by updating those details under the My Troops tab in MyAccount.

How do I renew my troop's membership?

Beginning April 1, all current girl scouts and adult members will show a status of **Time to Renew** and a membership expiration date of 9/30/2024 in their membership account. To renew your troop, follow the steps below. **NOTE: Troop leaders cannot request financial assistance on behalf of girls. Only parent/caretakers can do so via the My Household tab.**

Steps to Renew for Troop Leaders

1. Log in to MYGS at MYGS at gscm.org
2. Click **My Account**.
3. In the left-hand menu, click **My Troop**.
4. Select troop number.
5. Click the **Select All** check box for both Girls and Adults.
6. Deselect any girls or roles (for adults) that you will not be renewing.
7. Click the green **Renew** button.
8. Follow the prompts on the screen to update any membership details and select payment method and **Review Cart Details**.
9. Accept the Promise & Law.
10. Proceed to payment screen, enter card details, and submit payment.
11. **Spring renewal coupon codes:** Be sure to enter any applicable coupon codes prior to submitting payment.
We will not be able to reverse the transaction if you miss entering the coupon code.
12. Download a copy of your receipt. A receipt will also be emailed to you.

SPRING RENEWAL KIOSKS



Do you need help renewing your membership for Girl Scouts? GSCM staff will be out in the communities and available to help you renew! Below are listed the dates, times and locations we will be at to help your spring into a new and exciting year with Girl Scouts!



ANNE ARUNDEL PUBLIC LIBRARY; EDGEWATER BRANCH

Monday, April 8, 2024
6:00pm - 7:30pm
25 Stepneys Ln.
Edgewater, MD 21037

JOURNEY OF FAITH CHURCH

Wednesday, April 10, 2024
6:00pm - 8:00pm
7902 Liberty Rd.
Windsor Mill, MD 21244

FAITH COMMUNITY UNITED METHODIST CHURCH

Thursday, April 18, 2024
6:00pm - 8:00pm
5315 Harford Rd.
Baltimore, MD 21214

MONTESSORI SCHOOL OF WESTMINSTER

Sunday, April 21, 2024
2:00pm - 4:00pm
1055 Montessori Dr.
Westminster, MD 21158

OREMS UNITED METHODIST CHURCH

Tuesday, April 23, 2024
6:00pm - 8:00pm
1020 Orem's Rd.
Middle River, MD 21220

CATONSVILLE UNITED METHODIST CHURCH

Thursday, May 2, 2024
6:00pm - 8:00pm
6 Melvin Ave.
Catonville, MD 21228

CARROLLTOWNE ELEMENTARY SCHOOL

Thursday, May 9, 2024
6:30pm - 8:30pm
6542 Ridge Rd.
Sykesville, MD 21784

HARFORD COUNTY PUBLIC LIBRARY JARRETTSVILLE BRANCH

Tuesday, May 14, 2024
6:00pm - 7:30pm
3722 Norrisville Rd.
Jarrettsville, MD 21084

GIRL SCOUTS OF CENTRAL MARYLAND SETON

Sunday, May 19, 2024
2:00pm - 4:00pm
4806 Seton Dr.
Baltimore, MD 21215

ATHOLTON ELEMENTARY SCHOOL

Wednesday, May 22, 2024
6:30pm - 8:30pm
6700 Seneca Rd.
Columbia, MD 21046

NICHOLS-BETHEL UNITED METHODIST CHURCH

Saturday, June 1, 2024
10:00am - 12:00pm
1239 Murray Rd.
Odenton, MD 21113

gscm.org

410-358-9711

girl scouts
of central maryland

membercare@gscm.org

Spring Renewal Girl Incentives

Renew your membership by:	Incentive:
April 12, 2024	Exclusive Spring Renewal T-Shirt
June 30, 2024	Spring Renewal Patch

When girls renew their membership before May 31, 2024, they help their troop and service unit qualify for their spring renewal goals. When troops meet their renewal goals, they receive extra cookie money for each box of cookies the troop sells and 10% off store coupon for Juliette’s Closet. They also could get “Ultimate Giveaways” such as: Girl Scouts swag; free council program for the troop (that include badges for all the girls); or \$100.00 for the troop.

When service units meet their renewal goals, they could get “Ultimate Giveaways” such as being featured on “The Morning Show with Mel” and a free \$100 shopping spree at Juliette’s Closet; a “Meet & Greet” with a Girl Scouts of Central Maryland Executive Staff Member or 2025 Membership Welcome Kits.

When girls participate in spring renewal, you help your troop and service unit plan for next year.

Every year, Girl Scout Offers...



Friendship



Fun



Adventure



Variety

New girls that join your Girl Scouts during spring renewal will be counted towards troop and service unit goals.

Here's how you receive Spring renewal incentives & Ultimate Giveaway items. – T-Shirts, patches, large utility totes, umbrellas, and store coupons will be given to Service Unit Managers to give to troops. Distribution is usually done during service unit meetings. Troops that earn \$100 and the additional cookie money will have the money sent directly to the troop.

Spring Renewal Troop Incentives

BONUS TROOP INCENTIVE!!! - The first six (6) troops, one (1) troop from Baltimore City and one (1) troop from each of the following counties, Anne Arundel, Baltimore, Carroll, Harford, and Howard to renew at least 65% of their girl scouts and renew qualified volunteers by 5/31/24 will earn \$100 for their troop.

The girl retention rate is calculated by comparing a troop's girl membership data from April 1, 2024, to the number of girl members who renewed for the 2025 Membership Year (MY25) by the end of the spring renewal campaign on June 30, 2024. New girl scouts that join the troop during spring renewal will count towards the troop goal.

Troops can earn entries to win “Ultimate Giveaway” gifts and a Council Program by renewing at least 65% of the girls in their troop and completing the following requirements:

1. Renew two troop volunteers by May 31, 2024. Troop must have a minimum of 5 girls and 2 troop leaders, or 1 leader and 1 cookie manager, or 1 treasurer registered by the incentive deadline. (Note senior & ambassador troops may request an exception to the girl minimum by sending an email to Member Care prior to girl exception prior to June 30th deadline).
2. Complete and submit a 2024 End of Year (EOY) finance report by June 30, 2024.

Percentage of Girls registered in troop by 5/31/24	Number of entries for Ultimate Giveaways
65%	One (1)
75%	Three (3)
85%	Five (5)

The Ultimate Giveaways are bonus incentives that troop can earn entries to get gifts in addition to the cookie bonus and store coupon.

Up to 84 troops can qualify to get the Ultimate Giveaway” gifts: twelve (12) troops from Baltimore City and twelve (12) troops from each of the following counties, Anne Arundel, Baltimore, Carroll, Harford and Howard. Each winning troop will receive one (1) large utility tote (12”H x 20.5”W x 9.5”D) and one (1) umbrella (42” telescopic).



Percentage of Girls registered in troop by 5/31/24	Number of entries for Council Program
75%	Three (3)
85%	Five (5)

Troops can also qualify to get a Council Program that includes a patch for the girl participants. Up to 24 troops can qualify to get the Council Program: four (4) troops from Baltimore City and four (4) troops from each of the following counties, Anne Arundel, Baltimore, Carroll, Harford & Howard.

Each winning troop will be able to choose the Council program from a select list of badge and patch programs.

Troop-Sponsored Incentive Ideas:

Troops can encourage their parent/caretakers to participate in Spring Renewal! Troops can make Spring Renewal fun for their girls with rewards like a Spring renewal exclusive troop trip or activity.

Spring Renewal Cookie Bonus

Troops can earn an additional eight (8) cents per box of cookies sold in the 2025 Cookie Program and a coupon for 10% off one purchase from Juliette's Closet by meeting the following requirements:

3. Renew at least 65% of girls and two troop volunteers by June 30, 2024. Troop must have a minimum of 5 girls and 2 troop leaders, or 1 leader and 1 cookie manager, or 1 treasurer registered by the incentive deadline. (Note senior & ambassador troops may request an exception to the girl minimum by sending an email to Member Care prior to girl exception prior to June 30th deadline).
4. Complete and submit a 2024 Troop Finance Report by June 30, 2024.

The girl retention rate is calculated by comparing a troop's girl membership data from April 1, 2024, to the number of girl members who renewed for the 2025 Membership Year (MY25) by the end of the spring renewal campaign on June 30, 2024. See chart below as a guide.

Girl Members registered to troop on April 1, 2024	Number of girls required to renew by June 30, 2024 to meet 65% retention
6	5
10	7
12	8
15	10
18	12

New girls that join the troop during spring renewal will be counted towards the troop goal.



Service Unit Involvement in Spring Renewal

How Does My Service Unit Prepare for Spring Renewal?

1. Review your goals with your Member Experience Associate (MEA).
2. Discuss a communication plan with your MEA.
3. Recruit and adult volunteer to your Service Unit Service Team that will specifically focus on helping the service unit reach their renewal goals.
4. Offer incentives to girl scouts and adults that renew their membership during Spring Renewal.

Service Unit-Sponsored Incentives Ideas: Service Units can support Spring renewal too! From a Spring Renewal exclusive event to a Service Unit campout discount, the possibilities are endless!

Here are a few ways some of our Service Units have rewarded Spring renewal participants in the past:

- Skate Party
- Bowling party
- Game Day at a local park
- Themed picnic
- Discount/registration to Service Unit Encampment
- Gift cards
- Camp gear
- Service Unit T-shirt


Service Unit Incentives

As the adage goes, "The spring renewal gets the worm!" Girl Scouts of Central Maryland is excited to offer Service Units the following incentives for renewing early.

Tips

1. Make sure that information and deadlines are shared as soon as possible and frequently with service unit members.
2. Get excited about Spring Renewal season so that others will follow suit!
3. Maximize positivity and minimize negativity about renewing early. Give shoutouts to your troops that have renewed and are ready for another year of fun and adventure!
4. Make sure that the spring renewal information reaches all your members, not just the troop leaders.
5. Keep the service unit updated on the Spring renewal progress, let troops know how close they are to achieving their goals.
6. If possible, assist members without internet/computer access with renewing their memberships. These are especially beneficial in rural areas where access to reliable internet is an issue.

BONUS SERVICE UNIT INCENTIVE!!! - *The first six service units that renew at least 65% of their girl scouts will earn a "Service Unit Welcome Kit" to be used to celebrate the new 2025 Membership Year.*

Eligibility	
Service Units that renew 65% of their troops and submit their Service Unit End of the Year report by June 30, 2024.	
April 1-June 30	 Three (3) entries to be featured on "The Morning Show with Mel" and \$100 Juliette Closet shopping spree. & Three (3) entries to attend a "Meet & Greet" with a Girl Scouts of Central Maryland Executive Staff Member.

How Do I Receive Incentives for the Service Unit?

Two (2) qualifying service units will be randomly selected via a Live event on social media and the winning service units will be notified via email no later than July 31, 2024.

One (1) qualifying service unit will be selected to be featured on "The Morning Show with Mel" and participate in the \$100 Juliette's Closet shopping spree; and one (1) qualifying service unit will be selected to attend a Meet & Greet with a Girl Scouts of Central Maryland Executive Staff Member.

We Have Renewed! What's Next?

Prepare to bridge!

- If your troop is in the last year of their program level, it's time to bridge! Moving on to new adventures like bridging is an important transition in a Girl Scout's life. It's a defining moment when a Girl Scout becomes aware of her achievements and is ready for new adventures and responsibilities. Celebrating this change should be fun, personalized, and memorable for everyone involved. And most of all, it should be designed by the girls in true partnership with adults. Learn more about bridging in the Girl Scout Bridging Guide.

Start planning for fall!

- The greatest part of having returning members renew early is you can begin planning fall meetings, activities, trips and more! Discuss with your girls what things they would like to see happen in their next year of adventure. This is also a suitable time to discuss how many openings you will have in your troop.
- Prepare to Fill Your Troop. Troops with fewer than 12 girl members are visible online for new girls to join them. If your troop is planning to welcome new girls in the new membership year, your troop will be open so they can join!
- Update your Troop Details - It is important to regularly update your troop's details as things change throughout the year. Feel free to complete this by logging in to your MyGS Account, click My Troop, and Edit Troop Details or by completing the [Opportunity Catalog & Troop Updates Form](#).

Enjoy your summer!

Some troops choose to take a break from meetings for the summer or meet once a month for troop outings or activities. Take a trip to a museum, plan a water park adventure or a picnic in the park. Summer is also an exciting time to camp! Visit our [camp webpage](#) for more camp information.



Young Alumni Lifetime Memberships

Purchasing a lifetime membership is a fantastic way for alums to pay it forward. Your one-time membership fee ensures ALL Girl Scouts can unapologetically be themselves. Plus, you'll be signing up for a lifetime of watching them discover their strengths and rise to meet new challenges.

Alums under 30 or volunteers with 10 or more years of service can purchase a lifetime membership for \$200. Your lifetime membership donation is tax-deductible. When you sign up as a lifetime member, \$25 of your contribution automatically funds a year of membership for a Girl Scout in an underserved community in your area. As a result, in just a few years, lifetime membership has funded more than 40,000 memberships for Girl Scouts whose families would not have otherwise been able to afford it. Any individual who accepts the principles and beliefs of the Girl Scout Movement and is at least 18 years old can purchase a lifetime membership.

Join the GSCM Alumnae Network!

Girl Scouting isn't something you do-it's a piece of who you are. Whether you participated for a year, earned the Gold Award, or are a donor, you're a Girl Scout supporter. Join the Girl Scout network to become a part of a community of advocates-both alums and supporters from across the country-who are passionate about championing Girl Scouts and each other. Stay connected with your Girl Scout friends and community after graduation and beyond!

To get involved and stay in touch, please visit our [Alums](#) webpage.

Frequently Asked Questions

- 1. How do I renew my membership?** The quickest way to renew your membership is online via your MyGS Account. If you are unable to renew online, you call 410-358-9711 or email membercare@gscm.org and one of our staff members will help you complete your renewal.
- 2. What is the cost of the membership renewal?** The annual membership for next year (Oct. 1, 2024-Sept. 30, 2025) is \$40 for girls and \$25 for adults. There are three lifetime memberships available to adults.
 - Young Alumnae Lifetime Membership - \$200
 - Ten Years of Service Lifetime Membership - \$200
 - Standard Lifetime Membership - \$400*Your lifetime membership purchase is tax-deductible as allowed by law.*
- 3. How do I request financial assistance for my membership?** On the Payment screen, select Financial Assistance from the drop down of payment options. *You will receive a brief survey to complete via the email we have on file.* Once you complete the survey financial assistance requests are typically approved in three to five business days. **Note:** Only parent/caretakers can request financial assistance for their families' membership renewals.
- 4. I would like to renew my membership with a different troop. How do I do this?** We recommend you renew in the current troop, then request a transfer by clicking on Change My Participation in your MyAccount. If the troop is available online, you **will** be able to search for it and join. If it is not or you need additional assistance, please email membercare@gscm.org or call 410-358-9711 and we will assist you in changing troops/roles.
- 5. I would like to renew or have renewed but need help finding a different troop for next membership year. Who can help me?** Your Member Experience Associate can assist you with finding a troop to transfer to for the next membership year. Call to speak with one of our Member Experience Associates.
- 6. Is it permitted to use troop funds to renew my troop?** Absolutely! Remember, troop funds belong to girls and what better way for girls to benefit from all their hard work than to reinvest in themselves by using their own money to renew for another fantastic Girl Scout experience!
- 7. My girl is graduating. How do I renew her membership as an adult?** All girls in 12th grade will show a membership status of Renew as Adult. To renew these girls as adults, simply check the box next to their name and participation to add them to the cart. If you would like to purchase a Young Alumni Lifetime Membership, be sure to choose that option for each member. If their participation needs to change, please contact membercare@gscm.org
- 8. My troop is disbanding/graduating. Who do I contact to close out my troop?** If your troop has reached the end of its Girl Scout journey, there are important steps the Troop Leadership Team will need to take to properly close out the troop. Disbanding troops should follow the steps below to notify the council immediately. Graduating troops have until the end of the current membership year (Sept.30, 2024) to complete the following items:
 - Email membercare@gscm.org and let them know the troop is disbanding. Spend or donate any remaining troop funds. See Volunteer Essentials, Pages 30-31 for appropriate use of remaining troop funds.
 - Often troops gift Young Alumnae Lifetime Memberships to their graduates.
- 9. How do I purchase a lifetime membership?** Current members can upgrade their membership to a lifetime membership at any time by logging in to MyGS, clicking MyAccount > My Household or My Troop > then Purchase a Lifetime Membership on any adult profile in your household or troop. We recommend lifetime memberships be purchased in a separate transaction from annual memberships for clean personal financial records. Be sure to save your receipt as these purchases are tax deductible.
- 10. What happens if I don't renew during Spring renewal season?** If you missed renewing during Spring renewal, you may still renew your membership at any time by logging in to your MyGS account.

More Information/Contact Us

Having trouble renewing your membership? There are several ways you can contact us for help!

Call Member Care at 410-358-9711.

Send us an email at membercare@gscm.org

Visit our website and complete the Contact Us for

