

SU Name _____

SU Number _____



Service Unit Annual Planning & Evaluation Packet

Table of Contents

Service Unit Roles & Responsibilities.....2

How to Use This Packet.....2-3

Planning for Your Best Year.....3-4

Girl Scout Calendar.....5-8

Setting Yearly Goals.....9-11

Yearly Goals.....11-15

Mid-Year Reflection.....15-18

End-of-Year Reflection.....18-22

Helpful References & Links.....23

Girl Scouts River Valley’s Strategic Plan.....24

Service Unit Team Roster.....25

Service Unit Reference Information.....26

**Thank you for taking time to make Girl
Scouts successful in your community!**



What is a Service Unit?

Service units are Girl Scout communities that represent a geographic area. They include an appointed team of volunteers who are dedicated to supporting and serving girls, troops, and other volunteers in their area. Service unit teams ensure that girl and adult members have opportunities to participate in Girl Scouts and have a favorable experience. The team's overall goal is to foster the promotion, growth, and progression of Girl Scouting in their area. They should strive to deliver innovative, inclusive, and responsive experiences for all members and prospective members.

What are the responsibilities of a service unit?

- ◆ Recruit, engage, and retain volunteers and girls reflective of the diversity of their community
- ◆ Assist leaders and other troop volunteers in promoting the delivery of the Girl Scout Leadership Experience:
 - Mentor and guide troop leaders and other volunteers
 - Provide conflict management assistance
 - Provide Service Unit meetings and other opportunities for training, networking, and discussion
 - Maintain open lines of communication with troop leaders
 - Support girl-planned service unit events
 - Encourage participation in council and community events
- ◆ Participate in and encourage volunteer recognition throughout the Girl Scout year
- ◆ Communicate and work in collaboration with Girl Scouts River Valleys

Introduction to the Planning and Evaluation Packet

We created this tool as a helpful and comprehensive way for your service unit team to plan out their year, create goals and objectives, track progress, and reflect on how the year went. This is an opportunity to connect with your team, learn, grow, and plan your successes. It is meant to be a guide and should be customized to fit your specific service unit and revised as needed. By completing this guide you can expect to outline:

- ◆ Your Service Unit vision, goals, and activities for the year
- ◆ How you will do it and who will help
- ◆ Why it matters
- ◆ Where you need support
- ◆ When you know it's working
- ◆ What to do next year

The process

This guide is intended to be an on-going, three-part collaborative process. The Service Unit Manager or another team member should facilitate the planning and goal setting process, the mid-year check-in, and the end of year reflection conversations with the whole service unit team. Troop leaders are welcome to be involved in the process too! As a team, you will identify where you are as a service unit and where you want to be at the end of the year. It is best used with the following timeline:

- ♣ **Aug-Sept**—Finalize the year plan and goals
- ♣ **Dec-Jan**—Mid-year reflection
- ♣ **May-June**—Year-end reflection and initial planning for the upcoming year

We recommend the following guiding principles for your conversations:

- ♣ Keep girls at the center
- ♣ Focus on what went well and how you can continue that success
- ♣ Take ownership and empower others
- ♣ Commit to continuous learning
- ♣ Be transparent
- ♣ Set clear expectations
- ♣ Collaborate
- ♣ Be practical and keep it simple
- ♣ Quality over quantity
- ♣ Embrace the process

Not sure how to facilitate these conversations? We're here to help! Contact us at vsupport@girlscoutsv.org and we'd be happy to schedule some time to talk you through how to host a successful conversation.

If you'd like to share your goals, mid-year reflection, or end of year reflection with your Volunteer Engagement Coordinator, you can submit them [here](#) after each conversation with your team. This is not a required step, but it is useful for your Volunteer Engagement Coordinator to know what your team is planning for the year and to know how you're doing throughout the year. It's a great complement for conversations that you already have with GSRV staff and helps the Volunteer Engagement Team provide the best support to your service unit. Anyone on the service unit team can submit the [webform](#)!

Planning for Your Best Year

This section provides an opportunity to create a yearly plan that works for your service unit. To ensure a well-rounded Girl Scout experience, service units will:

- ♣ Provide avenues for connecting and communicating with members and volunteers
- ♣ Support River Valley's efforts to increase girl membership and recruit new troop leaders
- ♣ Support and encourage participation in River Valley's Snacks & Magazines and Cookie Sale programs
- ♣ Promote older girl participation opportunities
- ♣ Encourage Early Bird Registration
- ♣ Provide opportunities for volunteer appreciation

Describe what your team would like to see happen in your service unit this year. What is your vision for the year? What opportunities do you see for growth?

After reviewing the Girl Scouts River Valleys Strategic Plan (see page 24), how can your service unit support the strategic plan core principles or priorities this year?

Are there other things you'd like to take into consideration for the upcoming year? Are there any achievements or successes from previous years that you'd like to repeat?

Council and Service Unit Calendar

The following calendar provides space for you to add dates and events specific to your service unit. While not all pre-listed service unit or council events are required, they are recommended to provide a full, enriching experience for girls in the area.

	Council Events	Service Unit Events	Community Events	School District Events
October	<ul style="list-style-type: none"> Start of new membership year (1st) Juliette Gordon Low's Birthday (31st) Snacks & Magazines sale ends 	<ul style="list-style-type: none"> Juliette Gordon Low's birthday party event Investiture/rededication event Connect with new troop leaders 		
November		<ul style="list-style-type: none"> Connect with new troop leaders Distribute Fall Product and rewards SU encampment 		
December	<ul style="list-style-type: none"> SUCM/SUM Cookie training 	<ul style="list-style-type: none"> SU community service event 		
January		<ul style="list-style-type: none"> Troop Cookie Manager training Cookie Rally SU mid-year check-in Nominate a volunteer for a Volunteer Recognition Award Support Daisy winter/spring recruitment campaign 		
February	<ul style="list-style-type: none"> GSRV Annual Meeting World Thinking Day (22nd) Cookie Go Day Camp sign up begins 	<ul style="list-style-type: none"> World Thinking Day event 		

	Council Events	Service Unit Events	Community Events	School District Events
March	<ul style="list-style-type: none"> Girl Scout Week Girl Scouts' Birthday (12th) Girl Scout Sunday, Sabbath, and Jummah Cookie sale ends 	<ul style="list-style-type: none"> Girl Scouts' birthday event SUCM and Troop Cookie Manager appreciation activities 		
April	<ul style="list-style-type: none"> Volunteer Appreciation Month Girl Scout Troop Leader Day (22nd) Early Bird registration starts (1st) 	<ul style="list-style-type: none"> Volunteer appreciation activities SU community service event 		
May	<ul style="list-style-type: none"> Early Bird registration 	<ul style="list-style-type: none"> End-of-year volunteer appreciation event Bridging/Court of Awards ceremony Confirm SU team for next year Recruit for open SU positions Distribute cookie rewards 		
June	<ul style="list-style-type: none"> SU and Troop finance reports due (30th) Early Bird registration ends (30th) Recruiter training Highest Awards Ceremonies Summer camp begins 	<ul style="list-style-type: none"> Renew SU roles and submit position agreements SU year-end evaluation and planning for next year 		
July	<ul style="list-style-type: none"> Summer camp 	<ul style="list-style-type: none"> SU Day Camp Order recruitment supplies Train back-to-school event volunteers 		

	Council Events	Service Unit Events	Community Events	School District Events
August	<ul style="list-style-type: none"> ◆ Fall Launch ◆ Lakamaga Conference ◆ Summer camp ends ◆ 	<ul style="list-style-type: none"> ◆ Attend back-to-school events ◆ Finalize SU plans and goals for year ◆ National Night Out event 		
September	<ul style="list-style-type: none"> ◆ Membership year ends (30th) ◆ Elect and register delegates ◆ Snacks & Magazine sale starts ◆ Girl Scouts Love State Parks ◆ SUFPM training 	<ul style="list-style-type: none"> ◆ Attend back to school events ◆ Host a recruitment event 		

Setting Yearly Goals

Why setting goals is important

Setting goals for your service unit is an opportunity to connect with your team and determine priorities for the upcoming year. This helps your service unit continue to meet the needs of girls and families in your community. It also sets you up for success for next year and years to come.

How to set goals

At Girl Scouts River Valleys, we follow the SMART goal process. SMART goals are:

- ◆ **Specific**—what exactly is the goal and what does a good job look like?
- ◆ **Motivating**—are we excited and interested in this goal?
- ◆ **Attainable**—is the goal realistic and achievable?
- ◆ **Relevant**—is the goal important and aligned with the GSRV strategic plan (page 24)?
- ◆ **Trackable**—how will we measure and track our progress and results?

Examples:

- ◆ *By May 2023, we will bring in a new Recruiter, so we can reach more girls and families in our community by hosting two recruitment events in fall*
- ◆ *This membership year, we will reach out by phone to our new troop leaders each month to make sure they are connected to our SU, receiving the support they need, and to increase troop leader retention*

We encourage your team to set three yearly goals:

- ♣ One goal focused on Diversity, Equity, Inclusion, Access, & Racial Justice (DEIARJ)
- ♣ Two goals focused on what your Service Unit wants to accomplish during the year. Consider the following types of goals if you're not sure where to start:
 - Membership, recruitment, or retention goals
 - Cookies or Snacks & Magazines goals
 - Events and activities goals
 - Volunteer appreciation goals

Why setting a DEIARJ goal is important

Girl Scouts River Valleys is committed to providing a welcoming and inclusive environment where all girls, families, and volunteers feel they belong. Girl Scouts River Valleys' purpose is to boldly lead as an anti-racist organization that uplifts and empowers every girl to know their worth and lead in their world. For many volunteers, girls, and families, the service unit is Girl Scouts – it's important that our members see themselves reflected and respected in their local Girl Scout communities. This work is critical for all Girl Scouts to reach their full potential. Your team has the opportunity and obligation to model and uplift this work – you are accountable for making space for this work.

How to set your DEIARJ goal

We have created the table below to help your service unit team identify a DEIARJ goal to work on for the year. You and your team should first discuss where your service unit is in terms of their current DEIARJ work – starting out, intermediate, or advanced. Then pick an area of work and choose the goal that best fits the level your service unit is at. Though we have created the goals for you, your team is still responsible for determining the actions and tactics to achieve the goal, who will be involved, the timeline, thinking about any roadblocks or challenges, and determining what success looks like for your service unit. Not sure how to have this conversation or work on the goal? Reach out to us at vsupport@girlscoutsrv.org.

DEIARJ Goals

	Starting Out	Intermediate	Advanced
Diversity	Learn about the specific diversity and demographics in your community and share that information with your troop leaders as a part of fall recruitment.	Set targets for outreach during fall recruitment to bring in diverse leaders from the populations in your community.	Set goals around increased recruitment of diverse troops.
Equity	Identify how equity is different from equality in your community—what are issues of inequality vs. inequity. Share these with your troop leaders.	Facilitate a discussion at a leader meeting about what inequities are present in the SU. Lead with questions and be curious, instead of assumptions. Make sure everyone has what they need instead of making sure everyone has the same thing.	Be a voice on local issues, share the values that are held by Girl Scouts. Work with your local newspaper or share on social media what your SU is doing to address inequities in Girl Scouts, or the community as a whole.
Inclusion	Identify how your SU is inclusive. Identify how people with different backgrounds are made to feel “at home” and feel that they have a role in Girl Scouts in your community.	Identify groups in your community that are working to increase inclusion and access. Meet with them, or invite them to a leader meeting, to discuss how your SU can be a part of their efforts.	Invite families from historically under-represented communities in your area to a SU event. Share Girl Scout values and the different troop pathways that are available.
Access	Identify any barriers to people with diverse physical or mental abilities being able to participate in Girl Scouts in your community.	Research resources in your community that serve people who are differently abled. Invite a community organization to your leader meeting to share what services they provide.	Create an accessibility checklist for all SU or troop events. Consider access points such as mobility, sound, visibility, dietary restrictions, etc.
Racial Justice	Identify how people of diverse racial backgrounds have different experiences in your community and how your community can demonstrate the value of being a “sister to all.”	Find community organizations that are active in racial justice issues. Meet with them, or invite them to a leader meeting, to learn more about their work and how your SU can support them in their mission.	Steward the budget toward BIPOC businesses in your community (purchase supplies, food, services, etc., for SU events). Encourage troops to do the same.
Anti-racism	Reflect on and discuss what are the foundational or core beliefs that bring your community together for Girl Scouts and does it demand that people of all racial backgrounds be included or not.	Have a discussion on/about anti-racism at a leader meeting. What are the concerns or questions that leaders have? What is the current culture of the SU as a whole? Let BIPOC volunteers lead in discussions about how best to support their communities.	Create a SU agreement outlining the non-tolerance of racist language and behavior from members, volunteers, or participants at any Girl Scouts event. Have procedures in place for what to do when racism is reported.

Yearly Goals

DEIARJ Goal #1

Actions and tactics your team will take to achieve the goal:

Who will be involved:

Timeline:

Potential roadblocks or challenges:

Success looks like:

Goal #1

Actions and tactics your team will take to achieve the goal:

Who will be involved:

Timeline:

Potential roadblocks or challenges:

Success looks like:

How the goal relates to the GSRV strategic plan (page 24):

Goal #2

Actions and tactics your team will take to achieve the goal:

Who will be involved:

Timeline:

Potential roadblocks or challenges:

Success looks like:

How the goal relates to the GSRV strategic plan (page 24):

Mid-year Reflection

DEIARJ Goal:

Check which box applies to the status of your goal

- Completed
- In progress and on track
- Need to pivot or change
- Need support
- On pause
- Not started

What is going well, or not well, and why? What has your team learned so far? What could you do differently going forward?

What support has your team received from council? What support do you still need from council?

Other notes:

Goal #1:

Check which box applies to the status of your goal

- Completed
- In progress and on track
- Need to pivot or change
- Need support
- On pause
- Not started

What is going well, or not well, and why? What has your team learned so far? What could you do differently going forward?

What support has your team received from council? What support do you still need from council?

Other notes:

Goal #2:

Check which box applies to the status of your goal

- Completed
- In progress and on track
- Need to pivot or change
- Need support
- On pause
- Not started

What is going well, or not well, and why? What has your team learned so far? What could you do differently going forward?

What support has your team received from council? What support do you still need from council?

Other notes:

End of Year Reflection

Overall, what went well this year?

Overall, what could have gone better/differently?

What ideas, goals, or strategies does your team have for/want to implement next year?

DEIARJ Goal:

Check which box applies to the status of your goal

- Completed
- In progress and on track
- Need to pivot or change
- Need support
- On pause
- Not started

What went well/not well and why?

What did your team learn? What would you like to replicate for next year? What would you do differently?

Other notes:

Goal #1:

Check which box applies to the status of your goal

- Completed
- In progress and on track
- Need to pivot or change
- Need support
- On pause
- Not started

What went well/not well and why?

What did your team learn? What would you like to replicate for next year? What would you do differently?

Other notes:

Goal #2:

Check which box applies to the status of your goal

- Completed
- In progress and on track
- Need to pivot or change
- Need support
- On pause
- Not started

What went well/not well and why?

What did your team learn? What would you like to replicate for next year? What would you do differently?

Other notes:

Helpful References & Links

About Girl Scouts and Girl Scouts River Valleys: <https://www.girlscoutsrv.org/en/about-girl-scouts/who-we-are.html>

Find Your Volunteer Engagement Coordinator: <https://volunteers.girlscoutsrv.org/contact/support-for-service-units/>

Service Unit Roles and Responsibilities: <https://volunteers.girlscoutsrv.org/service-units/>

GSRV Calendar and Event List: <https://www.girlscoutsrv.org/en/events/event-list.html>

Volunteer Calendar: <https://volunteers.girlscoutsrv.org/reference/calendar/>

Girl Scouts River Valleys Policies: <https://www.girlscoutsrv.org/en/about-girl-scouts/who-we-are/policies.html>

Safety Activity Checkpoints: <https://volunteers.girlscoutsrv.org/reference/articles/safety/>
Supplemental Insurance Request Form: <https://volunteers.girlscoutsrv.org/reference/forms/supplemental-insurance-request-form/>

Supplemental Insurance Request Form: <https://volunteers.girlscoutsrv.org/reference/forms/supplemental-insurance-request-form/>

Delegate Submission Form: <https://volunteers.girlscoutsrv.org/reference/forms/delegate-submission-form/>

Managing Service Unit Money: <https://volunteers.girlscoutsrv.org/reference/articles/service-unit-money/>

GSRV Finance Report: <https://volunteers.girlscoutsrv.org/reference/forms/finance-report/>
Service Unit Volunteer Position Agreement: <https://volunteers.girlscoutsrv.org/reference/forms/su-position-agreement/>

Service Unit Volunteer Position Agreement: <https://volunteers.girlscoutsrv.org/reference/forms/su-position-agreement/>

Volunteer Recognition Awards: <https://volunteers.girlscoutsrv.org/reference/articles/adult-awards-and-recognition/>

Ceremonies, Traditions, and Celebrations: <https://volunteers.girlscoutsrv.org/reference/articles/ceremonies-traditions-celebrations/>

Introduction to Rallyhood: <https://volunteers.girlscoutsrv.org/reference/articles/introduction-to-rallyhood/>

Using Looker: <https://volunteers.girlscoutsrv.org/reference/articles/using-looker/>

For Every Girl Priorities

Girl Scouts River Valleys Strategic Plan FY22–FY24 For Every Girl

The For Every Girl Strategic Plan has set forth key priorities to ensure we fulfill our purpose and meet our mission.

Mission

Girl Scouting builds girls of courage, confidence, and character who make the world a better place.

Purpose

To boldly lead as an anti-racist organization that uplifts and empowers every girl to know their worth and lead in their world.

Girl Scouts is committed to equality, girl leadership, and mutually beneficial relationships. This strategic plan is designed to reflect these principles.

Core Principles

- **Keep diversity, equity, inclusions, access, and racial justice** at the center of everything we do
- **Build mutually beneficial partnerships** between girls, families, volunteers, neighborhoods, partners, and funders that strengthen the connections of our communities
- **Create innovative and adaptable programs** that address the most urgent needs of girls now, while also preparing them for future opportunities
- **Empower girls so that they can be a leader and change the world** with experiences designed to support them in taking the lead—and taking action on issues they most care about

Grow Membership

Grow membership to recover to pre-pandemic levels. To achieve this priority, we will:

- **Listen authentically** to what communities say they need through community listening sessions and develop responsive strategies
- **Expand trainings & opportunities for new troop leaders** to build their confidence and capacity to serve girls
- **Create adaptive recruitment strategies** to ensure that Girl Scouts is always easy and accessible to join

Expand & Adapt Program Delivery

Build on our success expanding and adapting programming options and continue to create accessible engagement and participation options. To achieve this priority, we will:

- **Create progression volunteer training** to ensure relevant, adaptable program delivery
- **Complete Volunteer Capacity Project** to give local Service Units the tools they need to improve service and efficacy for girls and volunteers
- **Conduct family needs assessment** to create programs that engage the whole family in a child's Girl Scout experience

Increase Inclusion & Belonging

Diversity, equity, inclusion, access, and racial justice (DEIA/RJ) is at the heart of everything that Girl Scout does, and we want our girls, volunteers, families, and staff to feel that they belong in Girl Scouts. To achieve this priority, we will:

- **Expand DEI training for staff and board members, and support recruitment/retention of BIPOC staff and volunteers**
- **Create DEI training** for volunteers with the support of a dedicated DEI staff member
- **Expand anti-racist programming** for girls and families

Diversify Revenue

Diversify our revenue sources and keep our program sustainable for years to come. To achieve this priority, we will:

- **Grow** annual giving and funded partnerships
- **Increase business operations, Camp program capacity, and passive income revenue**
- **Grow** fundraising event revenue

Raise Awareness

Expand our audience so that many different communities are aware of how they can benefit from and access Girl Scout programs. To achieve this priority, we will:

- **Invest in public relations**, research, and data driven communication strategies that build awareness and create connections with girls, families, and the general public
- **Tailor and segment Girl Scouts messaging** to reach more audiences

The **For Every Girl Strategic Plan** priorities ensure that Girl Scouts meets the needs of communities with programs that excite and empower girls for a promising future of learning, leadership, and advocacy.

What success looks like:

Girl Scouts River Valleys' FY22–FY24 strategic plan creates a vision for the future with challenging, yet achievable goals. The For Every Girl plan will help us:



Increase girl membership by **25%** over the next three years



Double the number of individual donors and partner funders



Ensure that our girl outcomes achievement **meets or exceeds national Girl Scout outcomes**



Increase non-Cookie Program revenue by **10%** diversifying our overall revenue



Increase engagement with girls of color so that they are **30%** of our membership

Service Unit Team Roster

Role	Name	Phone Number	Email
Service Unit Manager			
Treasurer			
Recruiter			
Service Unit Cookie Manager			
Service Unit Fall Product Manager			
Troop Mentor			
Event Coordinator			
Outdoor Champion			
PR/Communications			
Registrar			
Service Unit Day Camp Director			
Delegates			

Service Unit Reference Information

Volunteer Engagement Coordinator:	County: State:
Cities/towns served:	School district(s) served:
Schools served:	
Service unit meeting location: Meeting time:	Service unit meeting schedule:
Number of Daisy troops: Number of Brownie troops: Number of Junior troops:	Number of Cadette troops: Number of Senior troops: Number of Ambassador troops:
Number of Juliettes:	Number of troop leaders: Number of Juliette mentors:
Other:	Other:

Notes:

[illegible]

[illegible]