



SERVICE UNIT OF EXCELLENCE GUIDE



Service Units that achieve the Service Unit of Excellence distinction will receive their choice of \$100 credit at their local GSHS Trefoil Trunk shop location OR \$100 off a GSHS property rental fee.

To achieve the Service Unit of Excellence distinction, complete the required number of items from each section below and submit the required verification form by August 1. See additional instructions at the bottom of the next page.

COMMUNITY ENGAGEMENT & MEMBERSHIP GROWTH

Complete the first requirement AND at least two other tasks from the list.

1. Participate in at least two activities to increase visibility of Girl Scouts in your community:
 - Host a “bring-a-friend” recruitment event
 - Host a fall new member kick-off event
 - March in a local parade
 - Promote local recruitment events by distributing fliers at schools, community centers, and local businesses, and promote on social media outlets
 - Host an open house
 - Lead a Girl Scout activity at a community fair
 - Host a community service day (park clean-up, tree planting, food drive)
 - Any additional community engagement activities
2. 45% of troops participate in Early Bird
3. Send highlights from Service Unit to local paper or online publication
4. Increase your total number of adult volunteers by at least 2%
5. Increase your total number of girl members by at least 2%

VOLUNTEER SUPPORT & MENTORSHIP

Complete the first requirement AND at least two other tasks from this list:

1. Set a growth goal for leader participation in the service unit:
 - Brainstorm and research ideas for leading successful leader meetings
 - Develop and implement a pre-and post-meeting communication plan
 - Follow a meeting outline with the goal of creating meetings that are consistently welcoming, interactive, enriching, and worthy of volunteers’ time and effort
 - Develop incentives for leaders to participate in monthly service unit meetings
 - Schedule at least 15 minutes of structured networking into service unit meetings
2. Promote use of the Volunteer Toolkit at leader meetings.
3. Plan and implement something for volunteer appreciation or recognition.
4. Create and implement a welcome plan to ensure a smooth onboarding for new troop leaders (e.g. send welcome communication – email, phone call, face-to-face – to new volunteers to introduce service unit team).

SERVICE UNIT TEAM BUILDING

Complete at least three of these six tasks:

1. Fill seven positions on the service unit team with different volunteers.
2. Create and execute a plan for girl feedback and engagement at SU meetings.
3. As a service unit team, meet at least four times per year to plan, review goals, and collaborate.
4. Host a service unit team gathering outside of regular meeting times (dinner, tea, retreat, etc.).
5. Provide training opportunities for leaders and SU team members.
6. Have at least 3 SU team members attend Volunteer Leadership Summit.

GIRL SCOUT PROGRAMMING

Complete the first requirement AND at least three other tasks from this list:

1. Have a representative from the Service Unit attend the GSHS Annual Meeting.
2. Host an event to support Girl Scout Product Programs (Fall Product or Cookie Program).
3. Host an event to promote Girl Scouts in the outdoors (Outdoor Skills Day, camping trip, outdoor badge or Journey).
4. Host an event promoting STEM or Life Skills.
5. Hold an event promoting Girl Scout traditions (Girl Scout Week, World Thinking Day, Girl Scout Birthday).
6. Establish a girl planning committee to advise on and plan events in the service unit.
7. Plan or support a leadership experience for older girls.
8. Establish a Gold Award Scholarship Fund with an award of \$100 or more for girls within the service unit who earn the Girl Scout Gold Award.

Submit verification form by August 1st.

Submission of Annual Service Unit Financial Report and ACH form are also required.

Qualifying service units will have the choice between \$100 credit at their local GSHS Trefoil Trunk shop locations OR a \$100 discount on a GSHS property rental made within one year.

All active registered members of the service unit team will receive a Service Unit of Excellence Pin.