

# Service Unit Team Overview



Each committee in the service unit team is responsible for supporting the troops, adult volunteers, and service unit in a different way. Committee chairs coordinate the activities of that committee.

*Click on the titles below to learn about each service unit team position.*

## Adult Engagement

Responsible for engaging leaders and ensuring learning needs are met.

### Service Unit Advisor

Program Level Mentors

New Leader Mentor

Recognitions Coordinator

Communications / PR Organizer

Service Unit Delegate

## Program

Responsible for providing and supporting program for troops.

### Program Advisor

Event Planners

CSA Advisor

Troop Outdoor Mentor

Event First Aiders

## Membership

Responsible for membership goals for recruitment and retention.

### Membership Advisor

Recruitment Specialist

Retention Specialist

School Reps

## Entrepreneurship

Responsible for supporting troops through product program opportunities.

### Cookie Program Advisor

Initial Order Coordinator

Cookie Booth Coordinator

Cookie Program Mentor

Rewards Coordinator

### Fall Product Program Advisor

## Treasurer



# Service Unit Advisor

## Your Commitment

Lead annual service unit planning meeting: ensure all sections are completed by appropriate volunteers and discussed and finalized by the team.

Attend all council summits annually.

Complete position-specific training as required.

## Your Impact

Your role directly impacts youth members by supporting leaders, providing the confidence, mentoring, and necessary education to provide the Girl Scout Leadership Experience for their troop.

Ensuring consistent communication and networking opportunities for leaders increases their ability to provide a well-rounded year.

## Primary Responsibilities

- Coordinate service unit team.
- Ensure provision of regular team and volunteer meetings.
- Service unit team recruitment and succession planning.
- Facilitation of annual planning.
- Ensure that shared responsibilities are carried out.

## Qualifications

- Registered and background screened.
- Familiarity with GSNorCal trainings, the Girl Scout Leadership Experience, and service unit meetings.
- Understanding of service unit team structure and operations.
- ***Willing to abide by the GSNorCal Culture Code and commit to the practices of anti-racism, anti-oppression and gender-expansive inclusivity.***

## Ongoing Tasks

- Recruit new SU team members and build team with succession planning in mind.
- Communicate with council regarding the status and needs of the service unit.
- Support troop leaders and volunteers in your community.
- Ensure they are welcomed and included in the service unit. Host regular team and volunteer meetings.
- Communicate regularly with team and troop volunteers regarding council and service unit news.
- Assist with conflict resolution where possible and connect volunteers with staff as needed.

## Encouraging Community Engagement

- Ask volunteers to share their highs and lows - this enhances relationship building and engagement.
- Create level-specific round-table discussion opportunities. Make your meetings fun!
- Volunteers should always leave with ideas and tools they can use with their troops. Ask them what they want!



# Program Level Mentor

## Your Commitment

Complete trainings relevant to the level that you are mentoring.

## Your Impact

Every level of Girl Scouting is different and carries its own set of challenges and rewards. In your role, you will help to give adult volunteers the confidence and skills to lead their troop with age-appropriate program and leadership opportunities.

You will be an integral part of building and developing the community of Girl Scouts in your area.

Leaders and troops who are supported are more likely to continue in Girl Scouts!

*\*Service units may have multiple Program Level Mentors, each one serving a different level.*

## Primary Responsibilities

- Support adult volunteers with troops at your chosen program level.
- Facilitate opportunities for learning and collaboration.

## Qualifications

- Registered and background screened.
- Have experience as a troop leader at the level you intend to mentor.
- Understand and can articulate the benefits of the Girl Scout
- Leadership Experience and how to implement it at your chosen level.
- ***Willing to abide by the GSNorCal Culture Code and commit to the practices of anti-racism, anti-oppression and gender-expansive inclusivity.***

## Ongoing Tasks

- Host program-level breakouts, discussion, and training during identified SU meetings.
- Facilitate sharing of level-specific resources and program ideas.
- Help adult volunteers to understand how to implement the
- Girl Scout Leadership Experience and how it changes as Girl Scouts age and progress through the program.
- Ensure you familiarize yourself with GSUSA badge and program content updates.
- Share out council and SU program/event opportunities for your level.
- Facilitate connections between adult volunteers for shared activity opportunities.

## Encouraging Community Engagement

- Don't assume that you know what the leaders at your level need to know - ask for their input!
- Encourage leaders to connect and partner with one another to build a sisterhood of Girl Scouts.
- Identify excellent volunteers and partner with the Recognitions Coordinator to ensure they are recognized and appreciated.



# New Leader Mentor

## Your Commitment

- Take training relevant to your role and to new leaders.
- Attend Fall Kick-Off Summit.
- Partner with council and SU team annually to revisit procedures and ensure that they are meeting the needs of new leaders.

## Your Impact

Your role is crucial for building a community of supportive and connected Girl Scout adult volunteers. As you help new leaders to become more comfortable within the service unit, you also strengthen and create lasting bonds of friendship.

Youth members receive a better experience with a more well-rounded year when their leaders feel supported and connected.

## Primary Responsibilities

- Connect with new leaders.
- Offer support and guidance.
- Utilize SU meeting time to provide content specific to new leaders.

## Qualifications

- Registered and background screened.
- Familiarity with council training and on-boarding for new leaders.
- Understands and supports the Essential Girl Scout Experience for cooperative, youth-led troops.
- ***Willing to abide by the GSNorCal Culture Code and commit to the practices of anti-racism, anti-oppression and gender-expansive inclusivity.***

## Ongoing Tasks

- Familiarize yourself with council onboarding procedures and timelines and share this with new leaders as needed.
- Reach out to new leaders as they are onboarded by council staff to welcome them to the SU.
- Communicate the status of new leaders and troops to the SU regularly.
- Ensure that new leaders are welcomed and greeted at SU meetings. Consider an investiture if appropriate.
- Lead new-leader focused content in partnership with program level mentors at relevant SU meetings.
- Ensure that new volunteers are added to SU communication platforms.

## Encouraging Community Engagement

- Bring new leaders together and encourage partnership, support, and collaboration amongst them.
- Find out what their needs are and communicate with the SU team so that everyone can work together to make sure those needs are met.
- Partner with the Membership Advisor and Recruitment Specialist to ensure a supportive onboarding experience for new leaders.





# Recognitions Coordinator

## Your Commitment

- Complete position-specific training as needed.
- Participate in Fall Kick-Off Summit
- In partnership with SU team, host annual recognition event to acknowledge the achievements and hard work of youth members and adult volunteers.

## Your Impact

When adult volunteers feel recognized and appreciated for all of their hard work, it results in a happier and more fulfilled service unit!

When youth and adult volunteers in younger troops see what our older members are achieving, it inspires them and helps to keep them in Girl Scouts.

Adult volunteers who feel seen and appreciated are far more likely to return next year!

## Primary Responsibilities

- Promote service unit and national/council awards.
- Recognition of achievements of youth members within the service unit.
- Support and oversee appreciation and recognition of volunteers within the service unit.

## Qualifications

- Registered and background screened.
- Familiarity with both service unit and council/national awards and nomination process.
- Understanding of awards and recognitions available to youth members.
- ***Willing to abide by the GSNorCal Culture Code and commit to the practices of anti-racism, anti-oppression and gender-expansive inclusivity.***

## Ongoing Tasks

- Track higher awards achievements by youth members.
- Educate the service unit adults on the process and timeline for council and national award nominations.
- Ensure that nominations for council and national awards are submitted by the service unit as appropriate and that relevant volunteers are recognized.
- Maintain records of past SU award recipients.
- If the SU is a Presidential Service Award certifying organization, maintain records and ensure presentation of awards.

## Encouraging Community Engagement

- Engage with troop leaders and other volunteers to promote awards and encourage them to nominate the people they feel have had a big impact on their troop this year.
- Involving the community in recognizing the work of others brings people together!



# Communications / PR Organizer

## Your Commitment

- Complete trainings relevant to your role, including brand training.
- Participate in Fall Kick-Off Summit.

## Your Impact

It's right there in the the name - communication has the power to build community!

Targeted and relevant communication brings adult volunteers together in multiple ways.

Sharing of meeting agendas and minutes brings transparency to the inner workings of the SU, thereby demystifying and encouraging new members to join the team. Sharing GS news and events to the wider community helps with recruitment and engagement.

## Primary Responsibilities

- Record and publish meeting agendas and minutes.
- Build/maintain SU communication platform.
- Share council and SU news, events, and updates.
- Raise public awareness of Girl Scouts by utilizing media outlets in your area to promote achievements and activities.

## Qualifications

- Registered and background screened.
- Understand council media guidelines.
- Working knowledge of SU communication platform.
- Comfort and familiarity with relevant technology.
- ***Willing to abide by the GSNorCal Culture Code and commit to the practices of anti-racism, anti-oppression and gender-expansive inclusivity.***

## Ongoing Tasks

- Document minutes for team and volunteer meetings. Publish minutes on communication platform.
- Partner with SU Advisor and other team members to plan agendas for meetings. Publish agendas on communication platform at least 3 days in advance of meetings.
- Send out reminders for meetings, including the minutes for the previous meeting.
- Maintain SU communication platform as necessary, including removal of outdated material.
- Partner with local media outlets to share information about SU and troop activities where relevant.
- Encourage troop adults and youth members to share articles for publication.
- Understand and implement council media guidelines and GSUSA brand guidelines in all communications.

## Encouraging Community Engagement

- Work with SU team to streamline communications so that volunteers don't become overwhelmed.
- Utilize communication platforms to encourage engagement and idea-sharing.
- Encourage connection with the wider GSNorCal community.
- Engage with the non-GS community in your local area through social media and official media channels to raise awareness.



# Service Unit Delegate

## Your Commitment

- Complete a 1-year term; there are no term limits.
- Complete training relevant to your role.
- Attend the GSNorCal Annual Meeting and any special meetings.
- Share governance updates with your service unit.

## Your Impact

You will play a vital role in electing the board of directors and our board development committee, the team of volunteers who recruit and nominate board candidates and our National Council delegates.

You will also share your ideas, provide input to the board on our council's strategy, vote on bylaws amendments, and discuss national proposals.

## Primary Responsibilities

- Serve as the primary communication link between our youth and adult members and the GSNorCal Board of Directors.
- Participate as a voting member of the council.

## Qualifications

- Registered and if over 18, background screened.
- 14 years of age or older residing in the service unit's jurisdiction
- Elected annually by service unit voting members
- ***Willing to abide by the GSNorCal Culture Code and commit to the practices of anti-racism, anti-oppression and gender-expansive inclusivity.***

## Ongoing Tasks

- Facilitate information sharing with your service unit.
- Solicit and collect feedback from your service unit regarding governance topics.

## Encouraging Community Engagement

- Encourage adult volunteers and Girl Scouts to connect and discuss governance.
- Speak at service unit meetings and/or older girl meetings.
- Post on Facebook groups and other service unit social media platforms.
- Share your experience and encourage participation in future delegate opportunities.



# Program Advisor

## Your Commitment

- Complete trainings relevant to your role.
- Participate in all council summits annually.
- Participate in service unit planning each year.

## Your Impact

One of the key drivers of youth renewals is experiencing a well-rounded troop year with a variety of activities, including outdoors. In this role, you will be able to help explain and simplify the training and paperwork processes to encourage more troops to take on outdoor and travel challenges!

When adult volunteers have the confidence and tools they need, great things happen. A Girl Scout year which includes trips and camping keeps youth coming back year after year!

## Primary Responsibilities

- Partner with SU team to complete relevant portions of Plan for Success.
- Recruit and support event planners and adult trainers. Support troop volunteers with program-related questions, training, and paperwork.
- Partner with council program and adult learning staff to ensure SU needs are met.

## Qualifications

- Registered and background screened.
- Experience hosting SU events and with training and paperwork required for events and troop trips.
- Familiarity with GSLE, Volunteer Essentials, VTK.
- Knowledge of approved vendors and the approval process.
- ***Willing to abide by the GSNorCal Culture Code and commit to the practices of anti-racism, anti-oppression and gender-expansive inclusivity.***

## Ongoing Tasks

- Recruit and mentor event planners: ensure they take required training, support with paperwork if needed, and guide them in annual planning.
- Recruit adult trainers and assist in planning SU training events.
- Utilize volunteer meetings as a vehicle for training in troop trip/ travel procedures and policies as well as program trainings.
- Support with troop and individual travel questions.
- Ensure health and safety policies are communicated and followed for SU events and troop activities.
- Share council event opportunities with SU adults.
- Ensure Juliettes are included in SU events.
- Develop community outreach and partnerships to identify local event opportunities.
- Help troop volunteers to understand how take action and community service projects differ, and support with higher awards.

## Encouraging Community Engagement

- Before planning the service unit event calendar, be sure to find out from the troops what kinds of events they are looking for.
- Include all levels in annual planning, particularly CSA youth members who may be on board with helping at events, but will also want some events that are just for them!
- Partner with Recognition Coordinator to ensure that your team receives proper recognition and appreciation.
- Build relationships with community partners!





# Event Planner

## Your Commitment

Complete Event Planner training modules online.

## Your Impact

SU events are a key means of engaging both youth and adult members with the Girl Scout community, bringing people together and building sisterhood! Planning events that are consistent with the GSLE and center the voices of the youth in the SU means that Girl Scouts in your SU will feel that their voice matters and ensures that they have the opportunity to participate in a well-rounded experience. SUs with a variety of events on offer experience higher renewals and more adult engagement.

*\*Service units may have multiple Event Planners, each responsible for a different event.*

## Primary Responsibilities

- Ensure the smooth running of service unit event/s.
- Follow all safety guidelines and relevant Safety Activity Checkpoints.
- Plan and implement varied and balanced program that provides relevant experiences in accordance with the Girl Scout Leadership Experience.

## Qualifications

- Registered and background screened.
- Organizational skills.
- Understanding of and ability to implement the Girl Scout Leadership Experience with a focus on desired outcomes for youth.
- Familiarity with Volunteer Essentials, Volunteer Toolkit, approved vendors, and Safety Activity Checkpoints.
- ***Willing to abide by the GSNorCal Culture Code and commit to the practices of anti-racism, anti-oppression and gender-expansive inclusivity.***

## Ongoing Tasks

- Recruitment of event committee as needed, and delegation of responsibilities accordingly.
- Creation and submission of event budget and flyer to SU team for approval.
- Completion and submission of event paperwork to council on a timely basis.
- Overall responsibility for planning and execution of event including location, budget, supplies, registration, emergency management plan, and activities.
- Advertising of event.
- Ensure that all safety policies and regulations are followed and communicated to attendees including provision of first aider and emergency management plan.
- Conduct after action review of event with SU team. Identify areas of improvement and incorporate into future events.
- Partner with Recognitions Coordinator to ensure that volunteers are appreciated and celebrated.

## Encouraging Community Engagement

- Centering youth voices and keeping programs youth informed leads to stronger engagement and outcomes for event attendees.
- Involve attendees (both adult and youth where possible) in the planning of the event to ensure that voices and needs are heard and incorporated.
- Investigate the availability of community partnerships and resources to enhance events and potentially bring new and exciting content to the service unit.





# CSA Advisor

## Your Commitment

Complete Program Aide Facilitator training offered by council.

## Your Impact

As Girl Scouts get older, their needs change, as do the opportunities that are available to them. Listening to and advocating for the SU's older members encourages their continued involvement and ensures that their needs are met.

Providing support and guidance to adult volunteers on how to meet the changing needs of their scouts, as well as opportunities to partner with other troops within the SU, enables them to work together to make big dreams a reality!

## Primary Responsibilities

- To partner with adults and youth in CSA troops and ensure that they are maximizing their experience and have access to all of the programs and opportunities available to them.

## Qualifications

- Registered and background screened.
- Experience with older Girl Scout program and awards.
- Understanding of the GSLE, the specific challenges faced by older GS troops, and how leadership progression can be implemented into the CSA program.
- ***Willing to abide by the GSNorCal Culture Code and commit to the practices of anti-racism, anti-oppression and gender-expansive inclusivity.***

## Ongoing Tasks

- Partner with CSA youth and adults to host SU events that cater to and for CSA scouts.
- Host LiA and PA training opportunities for older Girl Scouts.
- Promote and support higher awards amongst CSA scouts.
- Education of CSA troop leaders on the requirements for higher awards and their role in supporting their scouts.
- Be the voice of CSA scouts within the SU - promote their needs and ensure the SU offers team membership opportunities to scouts.
- Provide learning and discussion opportunities for CSA adult volunteers which focus on the challenges specific to leading troops in middle and high school.
- Promote SU event leadership opportunities to CSA troops.
- Promote council program, event, and committee opportunities specific to CSA troops.

## Encouraging Community Engagement

- Partner with other SU team members (e.g. the Retention Specialist, Recognitions Coordinator, and Program Advisor) to ensure that the team as a whole is responsive to the needs of the older youth members and recognizes and celebrates their achievements.
- Investigate community partners who may be able to provide program that is particularly relevant to older youth members, e.g. mental health/wellness workshops and college prep, or high adventure activities that would be particularly attractive to CSA scouts.



# Troop Outdoor Mentor

## Your Commitment

Complete trip and outdoor training

## Your Impact

One of the biggest reasons why troops may avoid camping is a lack of knowledge/understanding amongst adult volunteers, and a fear of training and paperwork. In this role, you can serve as a positive role model and demystify the processes, making camping more accessible to everyone!

As adults become more confident and comfortable with their own skills, they become far more likely to bring these opportunities to the youth in their troops.

## Primary Responsibilities

- Ensure that the trip/outdoor learning needs of troop volunteers in the service unit are met.

## Qualifications

- Registered and background screened.
- Completion of GSNorCal's online training for trips and outdoors.
- Knowledge of approved vendors and how to add vendors to the list.
- Experience with a variety of outdoor experiences.
- Passionate about encouraging adult and youth members to explore leadership in the outdoors.
- ***Willing to abide by the GSNorCal Culture Code and commit to the practices of anti-racism, anti-oppression and gender-expansive inclusivity.***

## Ongoing Tasks

- Mentor and support volunteers with provision of nature-based activities and outdoor skills to Girl Scouts.
- Utilize volunteer meetings to share simple outdoor-focused activities that troop volunteers can take to their troops.
- Ensure that progressive training requirements for outdoor activities are clearly communicated and understood.
- Arrange/provide outdoor skills training for adult volunteers (e.g. knots, campfires, outdoor cooking, camping, backpacking).
- Partner with Adult Learning Consultant to schedule outdoor focused learning opportunities.
- Promote local GS campsites and advise adult volunteers on procedures for reservations and camping at these locations.
- Promote council camps and outdoor events with your service unit.

## Encouraging Community Engagement

- Identify the needs of the adult volunteers in your service unit and involve them in the solutions - active learners are more engaged learners.
- You don't need to have all the skills and knowledge yourself find other individuals who have skills to share and encourage them to lead workshops and mentor other adults to pass on their know-how!
- Identify potential community partners who may be able to work with you to provide learning experiences for your SU.



# Event First Aider

## Your Commitment

- Complete Event First Aider training modules online.
- Maintain current first aid and CPR certification

## Your Impact

SU events are a key means of engaging both youth and adult members with the Girl Scout community, bringing people together and building sisterhood! Service unit events are special experiences which form one of the key parts of the Girl Scout Leadership Experience and without you, these events would not be able to take place.

*\*Service units are encouraged to have multiple active Event First Aiders.*

## Primary Responsibilities

- Ensure the safety of attendees during a Girl Scout event.
- Administer first aid as needed.
- Establish event safety guidelines.

## Qualifications

- Registered and background screened.
- Ability to practice good judgment regarding health and safety procedures and crisis situations.
- Knowledge of typical emotional and physical needs of children.
- Knowledge of first aid and CPR protocols for adults and children.
- ***Willing to abide by the GSNorCal Culture Code and commit to the practices of anti-racism, anti-oppression and gender-expansive inclusivity.***

## Ongoing Tasks

- Be present through the entire event with no other responsibilities.
- Establish safety guidelines for the event.
- Ensure that health and safety procedures are followed.
- Follow the 14 Girl Scout Safety Guidelines.
- Maintain a first aid kit: check and purchase supplies in advance of the event.
- Maintain a list of emergency phone numbers and directions to the nearest hospital.
- Ensure a suitable (visible and convenient) first aid station is set up.
- Follow council guidelines for keeping and administering medications.
- Maintain a health log.
- Ensure completion of Accident/ Injury, Incident, and Insurance forms as required.
- Collect, store, and review Health History Forms and maintain confidentiality.
- Administer first aid as needed.
- Assess and call for additional medical attention if required.

## Encouraging Community Engagement

- Where possible, involve troop volunteers and youth members in the development of a safety plan for events.
- Review safety guidelines with the group at SU events and request their input on creating a safe environment for all attendees.



# Membership Advisor

## Your Commitment

- Attend all council summits annually.
- Complete relevant position training.
- Participate in service unit planning each year.

## Your Impact

A growing and thriving Girl Scout membership brings many benefits to the service unit as well as to the community as a whole!

More youth members have the opportunity to experience and grow from the Girl Scout Leadership Experience, events are well attended, and adult engagement grows along with youth membership.

## Primary Responsibilities

- Recruit and coordinate recruitment and retention specialists.
- Ensure that recruitment and retention are a priority for the service unit.
- Partner with council staff to meet membership goals. Work with service unit to complete annual membership planning.

## Qualifications

- Registered and background screened.
- Familiar with new troop dynamics and new leader on-boarding processes and training.
- Basic knowledge and understanding of the troop catalog and its use.
- Ability to learn how to use membership data and apply it to membership planning and strategy.
- ***Willing to abide by the GSNorCal Culture Code and commit to the practices of anti-racism, anti-oppression and gender-expansive inclusivity.***

## Ongoing Tasks

- Use Looker to identify troops and leaders who may need support with recruitment or retention, and to recognize troops which meet goals.
- Use the troop catalog and Looker to identify potential placements for new youth members and those who wish to change troops.
- Recognize recruitment and retention volunteers at annual recognition events and utilize the awards process where appropriate.
- Build the membership volunteer team and encourage their attendance and participation at service unit meetings.
- Partner with council staff to ensure volunteers are trained for their position.
- If Welcome Troops are a good fit for the community, recruit leaders as needed.
- Identify local businesses which may be able to support with community events.

## Encouraging Community Engagement

- Utilize avenues available to you to promote Girl Scouts within the community including, but not limited to, social media channels and paper flyers.
- Local businesses may allow flyers and postcards to be placed or even recruitment events to be held at their facilities.
- Engage the existing GS community wherever possible - mentorships and recruitment opportunities are of benefit to both new and existing members!





# Recruitment Specialist

## Your Commitment

- Complete relevant position training.
- Attend Spring Membership Summit and Fall Kick-Off Summit.
- Participate in service unit planning each year.

## Your Impact

More troops, more adults, more youth members all spells more fun!

Bringing more people into Girl Scouts is rewarding in more ways than one - from ensuring that the new generations of youth continue to benefit from the lifelong outcomes of the Girl Scout program, to growing a larger pool of adult volunteers to breathe new life into the service unit.

## Primary Responsibilities

- Recruit and coordinate School Reps.
- Plan and host service unit-wide and targeted recruitment events in partnership with council staff.

## Qualifications

- Registered and background screened.
- Familiar with council's on-boarding procedures for new leaders and able to communicate expectations clearly.
- Passionate about Girl Scouts and able to articulate the benefits of the Girl Scout experience.
- ***Willing to abide by the GSNorCal Culture Code and commit to the practices of anti-racism, anti-oppression and gender-expansive inclusivity.***

## Ongoing Tasks

- Consistent communication with recruitment-focused volunteers to identify gaps and plan strategy.
- Partner with council staff to identify target areas and ensure recruitment goals are met.
- Share seasonal campaigns with the SU team and ensure that they are advertised and promoted to internal and external audiences.
- Make reservations as required for school rooms and community spaces for recruitment events.
- Assist where needed with recruitment and tabling events, troop forming meetings, and information nights.
- Distribute recruitment materials to School Reps and other recruitment volunteers.
- Ensure that recruitment events are advertised using available local channels.

## Encouraging Community Engagement

- Think outside the box: identify opportunities in your community to make Girl Scouts' presence felt! Tabling opportunities at community events, service projects that involve the community, and even partnering with local businesses for recruitment events are all great ways to raise Girl Scouts' visibility.
- Ensure that recruitment is always part of the conversation with the service unit team and that recruitment opportunities are maximized wherever possible.





# Retention Specialist

## Your Commitment

- Attend Fall Kick-Off and Spring Membership Summits.
- Complete relevant position training.
- Participate in service unit planning each year.
- Partner with Program Advisor and Event Managers to host an SU event that encourages early renewal.
- Distribute early bird patches to troops.

## Your Impact

Youth members in higher grades stand to benefit the most from the Girl Scout Leadership Experience - your role can have a direct impact on the richness of their experience and the likelihood that they will continue. Having more engaged members leads to a richer and stronger program for everyone!

More retained adults leads to more service unit team volunteers.

## Primary Responsibilities

- Partner with council staff and the SU team to ensure that retention goals are met.
- Utilize provided tools and resources to identify troops in need of support, and connect them to that support. Assist individual members looking for new troops.

## Qualifications

- Registered and background screened.
- Basic knowledge and understanding of the troop catalog.
- Ability to learn how to use tools and resources provided to identify at-risk troops and placement opportunities.
- ***Willing to abide by the GSNorCal Culture Code and commit to the practices of anti-racism, anti-oppression and gender-expansive inclusivity.***

## Ongoing Tasks

- Recruit consultants for each program level who can answer questions and engage incoming level leaders.
- Partner with Program Level Mentors to plan bridging events according to SU need.
- Identify level-specific issues faced by troops and partner with SU team to tackle them holistically (e.g. grade level retention issues, barriers to higher awards participation etc.)
- Promote early bird and on-time renewals.
- Guide troops through bridging traditions and facilitate connections.
- Connect with SU Treasurer to obtain a list of troops who have identified themselves as 'unsure' on their TFR and check in with troop leaders to identify their support needs.

## Encouraging Community Engagement

- Retaining youth members through middle school and beyond means making sure they, and their troop adults, are aware of the opportunities that are available to them.
- Publicizing the achievements of older youth, both internally and externally, raises awareness of all that Girl Scouts has to offer for CSA-aged youth.
- Partner with the Program Advisor and Event Planners to ensure that CSA offerings are relevant and engaging.



# School Rep

## Your Commitment

Complete relevant position training.

## Your Impact

Raising the visibility of Girl Scouts at your school ensures that new families are aware of the presence of Girl Scouts and who to contact for more information. A strong relationship between Girl Scout troops and a school has many benefits, including community building/strengthening, and service to the school community.

A strong school GS community increases accessibility for all youth.

*\*Service Units are encouraged to have multiple School Reps, one per school where possible.*

## Primary Responsibilities

- Keep up to date on event happenings at your school which may provide a recruitment opportunity, and partner with relevant council staff and SU volunteers to ensure Girl Scouts' presence.
- Gather interest lists and assist with troop formation or placement as needed.
- Liaise with other troops at your school and facilitate connections and mentorship.

## Qualifications

- Registered and background screened.
- Ability and desire to share enthusiasm for Girl Scouts with potential new families.
- ***Willing to abide by the GSNorCal Culture Code and commit to the practices of anti-racism, anti-oppression and gender-expansive inclusivity.***

## Ongoing Tasks

- Identify opportunities for recruitment at your school, to include back-to-school tabling events and other functions where Girl Scouts could have a presence.
- Ensure coverage of tables at identified events.
- Communicate consistently with SU Recruitment Specialist and council staff.
- Make reservations as required for recruitment events at your school.
- Assist as needed with tabling events, troop forming meetings, and Parent Information Nights at your school.
- Post on social media (e.g. Nextdoor, Facebook, school and parent groups).
- Act as a liaison for the troops at your school - facilitate connections and co-ordinate events if desired.
- Partner with New Leader Mentor to ensure that new leaders at your school are adequately supported.

## Encouraging Community Engagement

- Bring together troops at your school through community service projects, mentoring, and event partnerships to grow the Girl Scout community and build collaboration and engagement.
- Advertise the activities of the troops at your school through the PTA and social media channels to raise awareness of what Girl Scouts can do!
- Encourage your school's troops to host 'Open House' or 'Bring a Friend' events and invite the community to learn more.
- How can your school's troops support their school? Get involved with e.g. clean-ups and community events!



# Cookie Program Advisor

## Your Commitment

- Attend and contribute to annual Plan for Success meeting.
- Attend annual Fall Kickoff Summit.
- Complete position-specific training as required.
- Support SU Cookie Rally, initial order delivery, and rewards distribution as needed.
- Be available during program time period with reliable access to computer and internet.
- Conduct after action review with team.
- Problem solve with patience and sensitivity.

## Your Impact

You will be integral to providing volunteers with education which will enable them to empower their Girl Scouts to learn and grow in the five key entrepreneurial skills.

Ensuring consistent support and communication helps to build a community of effective and connected Girl Scout volunteers.

## Primary Responsibilities

- Recruit and coordinate cookie committee.
- Offer support and guidance to troop and SU volunteers.
- Communicate regularly with troop cookie volunteers and ensure they are trained for their role.
- Utilize baker's software to access data, support troops, and finalize SU sales.
- Identify volunteers in need of support and connect them to support and resources.

## Qualifications

- Registered and background screened.
- Strong organizational and communication skills.
- Understanding of the benefits of the cookie program for Girl Scouts, troops, and the community.
- Familiarity with or ability to learn how to use tools, platforms, and resources provided.
- ***Willing to abide by the GSNorCal Culture Code and commit to the practices of anti-racism, anti-oppression and gender-expansive inclusivity.***

## Ongoing Tasks

- Promote and support training of troop volunteers and communicate program updates.
- Respond to volunteer questions throughout the program in a timely manner.
- Review data, allocations, and rewards for initial orders and final reports.
- Support troop volunteers to resolve issues.
- Provide inventory management support as needed.

## Encouraging Community Engagement

- Lead by example! Partner with troops and service units in your area to ensure that everyone is working together towards a unified goal, and supporting the success of all Girl Scouts.
- Ensure Juliettes are included and supported.
- Ensure that volunteers and community partners are recognized and appreciated.



# Initial Order Coordinator

## Your Commitment

- Complete position-specific training as required.
- Ensure that you are available during key program time periods.

## Your Impact

Across council, Initial Order Coordinators ensure that millions of packages of cookies are distributed to troops and Girl Scouts to support their goals.

In this role, through planning and clear communication you will be able to simplify distribution and help it run smoothly.

## Primary Responsibilities

- Secure a distribution site, coordinate delivery and complete required paperwork.
- Recruit a team of adult volunteers and older Girl Scouts to assist if needed.
- Coordinate troop initial order pick ups.

## Qualifications

- Registered and background screened.
- Organizational and communication skills.
- Familiarity with or ability to learn how to use tools, platforms, and resources provided, and access to a computer and internet.
- ***Willing to abide by the GSNorCal Culture Code and commit to the practices of anti-racism, anti-oppression and gender-expansive inclusivity.***

## Ongoing Tasks

- Communicate directly with council regarding any initial distribution issues, sharing documentation as needed.
- Coordinate time slots for troop initial order distribution.
- Communicate effectively with troops with regard to distribution date, sign ups, deadlines, and process.
- On receipt of delivery, double count and verify quantities, and sign paperwork prior to troop distribution.
- Ensure troop cookies are double counted, signed for, and a receipt is provided.

## Encouraging Community Engagement

- Ensure that troops and the team work together and cooperate to facilitate a smooth and successful pick up.
- Clear and consistent support helps to build rapport and connection.
- Show appreciation for community partners who assist with initial order delivery and distribution.





# Cookie Booth Coordinator

## Your Commitment

- Complete position-specific training as required.
- Ensure that you are available during key program time periods.

## Your Impact

Through building community partnerships, you will help improve community visibility and ensure that Girl Scouts has a positive relationship with the local community.

You are providing the opportunity for youth to engage with the community to meet their goals, gain entrepreneurship skills, and to give back to the community that supports them.

## Primary Responsibilities

- Recruit and build partnerships with local community businesses for booth location and scheduling.
- Partner with council staff to ensure that contracts and COIs are issued as needed.
- Partner with SU team to support and guide booth selection process.
- Partner with businesses to resolve any issues that may arise during public sales.

## Qualifications

- Registered and background screened.
- Approachable and friendly.
- Understanding of the benefits of the cookie program for Girl Scouts, troops, and the community.
- Familiarity with or ability to learn how to use tools, platforms, and resources provided, and access to a computer and internet.
- ***Willing to abide by the GSNorCal Culture Code and commit to the practices of anti-racism, anti-oppression and gender-expansive inclusivity.***

## Ongoing Tasks

- Identify opportunities and secure community permission for booth locations.
- Follow booth upload process as outlined by council.
- Partner with neighboring service units to ensure businesses are approached in a professional manner and troop booth requests are handled in a timely and equitable way.
- Review troop booth requests and determine whether or not the booth is permissible, communicating with other team members and council as needed.
- Respond to requests in a timely fashion.
- Ensure that community partners are acknowledged and thanked.

## Encouraging Community Engagement

- Build long term, rewarding relationships with community partners and ensure that troops work cooperatively to support these relationships.
- Strategically utilize booth locations to increase Girl Scouts' visibility and promote the positive impact. Utilize the available recruitment materials offered by councils for cookie booths.
- Recognize and thank community partners and consider nominations for service unit and council awards.





# Cookie Program Mentor

## Your Commitment

- Complete position-specific training as required.
- Ensure that you are available during key program time periods.

## Your Impact

Supporting new cookie volunteers means they will be equipped to empower the Girl Scouts in their troops to take risks, learn, and grow in a safe environment.

You will educate and provide tools for your volunteers to confidently support their troops through the entrepreneurship program in years to come.

## Primary Responsibilities

- Connect and partner with troop volunteers and Juliette caregivers new to the program.
- Offer support and guidance throughout the program regarding platforms, resources, processes, and benefits of the cookie program.

## Qualifications

- Registered and background screened.
- Approachable and friendly.
- Understanding of the benefits of the cookie program for Girl Scouts, troops, and the community.
- Familiarity with or ability to learn how to use tools, platforms, and resources provided, and access to a computer and internet.
- ***Willing to abide by the GSNorCal Culture Code and commit to the practices of anti-racism, anti-oppression and gender-expansive inclusivity.***

## Ongoing Tasks

- Connect with troop volunteers and Juliette caregivers to offer support.
- Keep up to date with program tools, platforms, and resources.
- Encourage new troops, and Juliettes and their caregivers, to attend cookie rally.
- Support new volunteers with software navigation, and in completing tasks and reconciliation on time.
- Provide support and advice to new leaders for financial literacy badge earning opportunities.
- Assist with initial order calculation, rewards, and final cookie allocation.

## Encouraging Community Engagement

- Ensure that troops and the team work together and cooperate to facilitate a smooth and successful cookie program.
- Clear and consistent support helps to build rapport and connection.
- Be sure to recognize and celebrate outstanding troop volunteers.



# Rewards Coordinator

## Your Commitment

- Complete position-specific training as required.
- Ensure that you are available during key program time periods.

## Your Impact

Timely rewards help to recognize Girl Scouts' participation in entrepreneurship programs, encouraging them to set goals, celebrate their successes, and learn and grow in the 5 key entrepreneurship skills.

## Primary Responsibilities

- Partner with SU cookie committee to offer support and guidance to troops regarding rewards.
- Receive, sort, and distribute rewards

## Qualifications

- Registered and background screened.
- Approachable and friendly.
- Familiarity with or ability to learn how to use tools, platforms, and resources provided, and access to a computer and internet.
- ***Willing to abide by the GSNorCal Culture Code and commit to the practices of anti-racism, anti-oppression and gender-expansive inclusivity.***

## Ongoing Tasks

- Support troop volunteers with rewards questions as needed.
- Review troop rewards orders for completion.
- Identify potential issues and support troops to resolve.
- Submit service unit initial and final rewards orders in baker's software by deadline.
- Coordinate rewards distribution.
- Communicate with council as needed to ensure all Girl Scouts receive their rewards.

## Encouraging Community Engagement

- Ensure that troops and the team work together and cooperate to facilitate a smooth and successful cookie program.
- Clear and consistent support helps to build rapport and connection.



# Fall Program Advisor

## Your Commitment

- Complete position-specific training as required.
- Participate in service unit planning each year.
- Attend annual Fall Kickoff Summit.
- Be available during program time period with reliable access to computer and internet.
- Problem solve with patience and sensitivity.

## Your Impact

You will be integral to providing volunteers with education which will enable them to empower their Girl Scouts to learn and grow in the five key entrepreneurial skills.

Ensuring consistent support and communication helps to build a community of effective and connected Girl Scout volunteers.

## Primary Responsibilities

- Provide training, support, and guidance to troop volunteers on all aspects of the Fall Product Program.
- Coordinate order distribution.
- Sort and distribute rewards.

## Qualifications

- Registered and background screened.
- Strong organizational and communication skills.
- Understanding of the benefits of the Fall Program for Girl Scouts, troops, and the community.
- Familiarity with or ability to learn how to use tools, platforms, and resources provided.
- ***Willing to abide by the GSNorCal Culture Code and commit to the practices of anti-racism, anti-oppression and gender-expansive inclusivity.***

## Ongoing Tasks

- Receive and distribute program materials.
- Support and promote training of troop volunteers and communicate program updates.
- Read council updates.
- Respond to volunteer questions throughout the program in a timely manner.
- Review troop orders for completion.
- Coordinate order pickup with troop volunteers and Juliette caregivers.
- Ensure accuracy and attention to detail when working with data entry.
- Provide inventory management support if needed.
- Review final package allocations and reward selections and resolve issues.
- Sort and distribute rewards in a timely manner.

## Encouraging Community Engagement

- Lead by example! Partner with troops and service units in your area to ensure that everyone is working together towards a unified goal, and supporting the success of all Girl Scouts.
- Ensure Juliettes are included and supported.
- Ensure that volunteers and community partners are recognized and appreciated.



# Treasurer

## Your Commitment

- Complete paperwork and attend appointment to be added as a signer on SU bank account.
- Complete relevant training.
- Participate in service unit planning each year.
- Complete annual Service Unit Financial Report.

## Your Impact

Financial management is a life skill, and one of the core skills learned through Girl Scouts - from planning events and travel to budgeting for ongoing expenses, in this role you have the opportunity to support your service unit's troops and ensure those skills are passed on to the youth!

## Primary Responsibilities

- Assist with service unit budget.
- Maintain service unit bank account and financial records.
- Update volunteers on status of service unit funds.
- Support troops in their financial management activities.

## Qualifications

- Registered and background screened.
- Comfortable using mobile banking.
- Basic math and accounting skills.
- Good communication skills.
- ***Willing to abide by the GSNorCal Culture Code and commit to the practices of anti-racism, anti-oppression and gender-expansive inclusivity.***

## Ongoing Tasks

- Utilize volunteer meetings to ensure adult volunteers are trained on how to properly report troop finances, youth-led financial management, and money-earning opportunities.
- Regularly report out SU financial status to adult volunteers and provide transparency to SU finances.
- Support troop treasurers with completion of annual troop finance report: partner with council staff to identify troops in need of additional outreach and follow up on missing TFRs.
- Connect with Retention Specialist to provide information on returning status of troops for follow up.
- Assist as needed with troop bank account creation and change of signers.
- Assist as needed with final report for disbanding troops.
- Ensure that the SU bank account retains a positive balance.
- Process reimbursements as required throughout the year for legitimate service unit expenditure.

## Encouraging Community Engagement

- Facilitate connections between troops to enable learning and mentoring for long-term budgeting and money-earning opportunities.
- SU money belongs to everyone in the SU - ensure that the community has an understanding of the SU finances and the opportunity to weigh in on expenditure.