

Service Unit Directors

Through Girl Scouts, girls learn to think like entrepreneurs as they participate in activities that spark curiosity, confidence, and innovation. Research shows that girls are actively interested in becoming entrepreneurs, developing financially stable futures, and using their skills to make a big impact on the world.

With the Cookie Program in full swing, we see the girls in action learning how to be entrepreneurs. As cookie entrepreneurs, girls gain essential skills and work as a team to accomplish common goals and solve problems while building the confidence they need to shine as girls, as young women, and as future leaders. And did we mention fun? They have lots of that along the way, too.

Let's continue to support our girls through encouragement and opportunities to grow in their skills, especially through this year's cookie season. And hopefully, by the time the program is over, they will be able to get out and reach some of their far-reaching goals like traveling, service projects, camping, and so much more!

1. Service Unit Training

We hope you had a chance to review the training [Leading Effective Digital Meetings](#) and learned a little something to help you as a Service Unit Director. The next video is [Leading Effective Meetings](#). Please share any insights from the videos with volunteers in your Service Unit. Next month, we will look at developing and growing your Service Unit Team.

2. Summer Camp

There may be snow on the ground but we are dreaming of kayaking on Flint Lake, flying down the zip line, and roasting marshmallows over a campfire at summer camp at Camp Liberty! Sessions are limited this summer to keep campers safe and having fun! Our team has added NEW you and me and family camp sessions at Camp Little Cloud and Camp L-Kee-Ta, too.

Make sure your troop families know where to find the [2021 Summer Camp Guide](#) on www.GirlScoutsToday.org and encourage them to register on February 1, 2021.

3. Cookie Season

Girls are ready to sell cookies! We have [many resources](#) to enable girls to participate in the program they love safely. Please continue to encourage your girls to spend the next few weeks ramping up their sales efforts through [Digital Cookie](#). The Digital Cookie app was updated! New features allow expanded opportunities for touchless transactions such as QR codes directing customers to girls/troops cookie sites and OCR card reader functionality to scan cards safely for "Cookies In Hand" sales in Digital Cookie.

Cookie Booths begin on February 5 with the Cookies-In-Hand Phase of the season! Troops can reach out to local businesses to schedule a location and then enter the site in eBudde so it will be searchable on the Cookie Finder on www.GirlScoutCookies.org. Troops can also sign up for Council Booth Sales on the Booth Sites tab in eBudde. Please visit the Resources for Troops page on our website to find tips and requirements for hosting [in-person](#), [drive-thru](#), and [virtual](#) Cookie Booths. We also have a letter with [safety requirements](#) for in-person booth options.

Additionally, remember to set up your Troop Digital Cookie accounts. This year, customers can enter their zip code, locate a troop to order cookies, and have them directly shipped to their homes or donated.

4. ACH Pull 40% on February 17

Council will pull 40% of the troop cookie balance due to council on February 17, 2021. This includes cookies picked up or checked out from a cookie cupboard. Pending orders are NOT included. Any payment from Digital Cookie in eBudde will reflect as payment and will come out of the amount due. To find the amount due, go to the Sales Report Tab-Amount You Owe Council (bottom of the second column). Council will pull 40% of that amount.

5. Volunteer Recruitment

Did you know that leaders come from all backgrounds and bring many different perspectives to our council? Do you know a college student, coworker, or mom with all boys who you think would make a good leader? Email Info@GirlScoutsToday.org to send us information about a potential volunteer, and we will reach out. And remember to add your Community Engagement Manager (CEM) on Facebook for links to upcoming recruitments that you can send to your non-girl scout friends! Their profiles begin with GSEIWI and then first and last name.

6. Girl Scout Week

Traditions give Girl Scouts a sense of history—and inspire them to be the best they can be. Sharing traditions with millions of Girl Scouts—and the huge network of Girl Scout alumnae who came before them—helps remind girls they belong to a big, powerful, and inclusive sisterhood. One of our favorite traditions is Girl Scout Week!

Girl Scout week starts with Girl Scout Sunday and ends with Girl Scout Sabbath on a Saturday, and it always includes Girl Scouts' birthday, March 12. This year we have created some extra fun FREE programs so you can celebrate with us! This year's Girl Scout Week runs March 7-13, 2021.

- Sunday, March 7- join us as we bake the original Girl Scout Cookie
- Monday, March 8- we are taking it old school with a fun retro Girl Scout craft
- Tuesday, March 9- test your STEM skills with a Pringles Challenge and Elephant Toothpaste
- Friday, March 12 - Happy Birthday Girl Scouts with a fun birthday inspired S.W.A.P
- Saturday, March 13 – Girl Scout game night

Find the sign-up information for all of these FREE and FUN events on www.GirlScoutsToday.org/Events.

7. Annual Meeting

Mark your calendar for our Annual Meeting on March 18, 2021, from 6:00-7:00 p.m. We will be reflecting on all we accomplished in 2020 and vote on renewing board members and new girl board members. Invitations will be emailed in early February. You must register in advance with an email unique to you to vote.

8. Your Blueprint for an Amazing Troop Year

The third release of the Girl Scout Blueprint is live and includes 30-plus additional programs focused on many Outdoor badges and Journeys. Keep your troop going strong with these specially adapted badges, Journeys, and activities for virtual and safe in-person meetings, as well as current COVID-19 guidelines and resources. To learn more got to our [website](#), then choose your age level and see all the resources.

9. New Event Updates

Along with the updated Events page on our website comes a few changes in registering and the deadlines that are now in place for these events. Make sure when registering for an event to fill out all the sections of the registration information including accepting the Promise and Law and check the deadlines for the activities. Deadlines are always on a Wednesday 7-10 days before the scheduled event. One exception, and the only exception, right now, is the Cookie Rally on February 11, 2021. Our team added the print materials right to the registration page so no supplies will need to be mailed in advance.

Also, until the search radius is increased, two events will be listed so all members of the council can find events when searching nearby.

10. Gift of Girl Scouts

A huge shout out to the troops supporting their sisters through the Gift of Girl Scouts! Because of you, families struggling financially this year have been able to give their girl a membership.

If you have not already, please talk with your troop and consider supporting girls in your community through a troop donation. This is an excellent conversation to have with your girls when setting goals for selling cookies. This initiative will continue all year, so feel free to participate at any time. When your troop donates \$25 or more, each girl will receive a Gift of Girl Scouts patch!

Recognitions

Service Unit Recognition coordinators should be getting in their [orders](#) for membership and years of service pins now so they will have them for Leader Day or year-end celebrations. Some pins need to be ordered through GSUSA and the closer to recognition time the longer it takes to fill an order since the demand is high. Send your orders to Recognitions@GirlScoutsToday.org.

Keep your calendar open for April 10, 2021, for a Virtual Leading the Way Celebration for volunteers from the past two years! A Virtual Honoring Excellence will also be hosted the same day to celebrate girls who have achieved Bronze, Silver, and Gold or have earned scholarships or are graduating in 2021.

Upcoming Events

[Camp Registration opens](#) - February 1, 2021

[Virtual Cookie Rally](#) - February 11, 2021

[gsLive](#) - February 16, 2021

[World Thinking Day Events](#) - February 23, 2021

[Girl Scout Week](#) - March 7-12, 2021

Find programs at [girlscoutstoday.org/events](https://www.girlscoutstoday.org/events)

Keep Updated

Website – www.girlscoutstoday.org

Email – info@girlscoutstoday.org

Phone – 800-798-0833

Facebook – www.facebook.com/gseiwi

Instagram – www.instagram.com/gseiwi

Twitter – www.twitter.com/gseiwi

gsLive – <https://bit.ly/2IRzcSW>