



# Service Unit

## Annual Goal Setting & Evaluation Packet

What is a Service Unit .....	2
Introduction: Goal Setting.....	3
Planning the Best Year .....	4
Calendar .....	5-6
Setting Yearly Goals.....	7
Goal Options .....	8-9
Setting Yearly Goals Templates....	10-12
Mid Year Reflection Templates ....	13-15
End of Year Review Templates.....	16-18

# What is a Service Unit?

Service units are Girl Scout communities that represent a geographic area. Service Units 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. For many volunteers, Girl Scouts, and families, the Service Unit is Girl Scouts.

## 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
  - ◆ Serve ALL Girl Scouts in your area, regardless of troop affiliation
- Participate in and encourage volunteer recognition throughout the Girl Scout year
- Communicate and work in collaboration with Girl Scouts of the Sierra Nevada

# Introduction: Goal Setting

We created this toolkit 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 success. 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 set 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 and we'd be happy to schedule some time to talk you through how to host a successful conversation at [girlscoutshelp@gssn.org](mailto:girlscoutshelp@gssn.org). We would love for you to share your goals, mid-year reflection, or end of year reflection with us. This is not a required step, but it is useful for your Volunteer Support Specialist 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 GSSN staff and helps us provide the best support to your service unit.

# 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 GSSN's efforts to increase girl membership and recruit new troop leaders
- Support and encourage participation in GSSN's Snacks & Magazines and Cookie Sale programs
- Promote older girl participation opportunities
- Encourage Early Bird Registration

**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?**

**Are there other things 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.

	<b>Council Events</b>	<b>Service Unit Events</b>	<b>Community Events</b>	<b>School Events</b>
August	Summer Camps End Back to School Nights	Attend Back to School Nights Finalize SU Goals		Back to School Events
September	Membership Year Ends 9/30 Volunteer Conference State Park Events SUPSC Trainings	Host Recruitment Events Finalize SU Goals	Labor Day	
October	New Membership year begins 10/1 Snacks & Magazine Sale 10/1-10/25 Juliette Gordon Low's Birthday 10/31	Juliette Gordon Low's birthday party event Investiture/Rededication Event Connect with new Troop Leaders	Nevada Day Halloween	Fall Breaks
November		Distribute Fall Product	Veterans Day Parade Thanksgiving Day	
December	SUPSC/SUM Cookie Trainings	Distribute Fall Rewards	Christmas Parades	Winter Break

	<b>Council Events</b>	<b>Service Unit Events</b>	<b>Community Events</b>	<b>School Events</b>
January	SUPSC/SUM/TPSC Cookie Trainings Cookie Rally	SU mid-year Checkin Host a Cookie Rally TPSC Trainings		School Break Ends
February	World Thinking Day 2/22 Cookie Drops	Nominate a Volunteer Cookie Drops World Thinking Day Events		
March	Booths Cupboards Open Girl Scout Week Girl Scout's Birth- day 3/12 Cookie Sale Ends	Girl Scout Birthday Party Cookie Manager Appreciation Event		Spring Breaks
April	Early Bird Registration	Recruit open SU po- sitions		Spring Breaks
May	All That Glitters	Distribute Cookie Rewards Host a Top Seller Event	Memorial Day	End of School
June	SU/Troop Finance Reports Due	Renew SU Roles Goal Evaluations and Planning		End of School
July	Summer Camps	Camporees	Independence Day	Summer Break

# Setting Yearly Goals

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. GSSN supports Service Units financially through its Cookie Bonus Program for meeting product related goals.

## How to set goals

At Girl Scouts of the Sierra Nevada, 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 GSSN?
- Trackable—how will we measure and track our progress and results? Examples:

*In May 2024, we will host a top seller party for the top three cookie sellers in each troop.*

*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 to five yearly goals:

- ⇒ Two goals focused on Cookie Bonus Program
- ⇒ One to three 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
  - Events and activities goals
  - Volunteer appreciation goals

## Why setting a Cookie Bonus Goal is important

Girl Scouts of the Sierra Nevada recognizes the for many volunteers, Girl Scouts, and families, the Service Unit is Girl Scouts. We represent a large geographic area that spans over 450 miles between our farthest reaching troops. Our Service Units help us support Girl Scouts in all areas of our council. It's important that our members see themselves reflected and respected in their local Girl Scout communities. Girl Scouts of the Sierra Nevada sets aside funds for Service Units from the cookie sale to help Service Units host events and meet their goals. These funds are intended to help Service Units serve our Girl Scouts and fund events like camporees or host events like volunteer appreciation during the year.

## Requirements to earn the Cookie Bonus

- A minimum of 3 troops
- Completed Financials
- ACH & Bank account with 3 signers
- SUM Position filled
- SUPSC Position filled
- Treasurer Position filled
- Council communicates with SU, not individual troops

# Service Unit Goal Options

For 2025/2026, Service Units can earn up to 13 cents per package sold in their service unit. The "Cookie Bonus" is intended to help Service Units pay for events throughout the year. Service Units can Mix and Match these bonus opportunities up to the 13 cents per package. Additionally, our outlying areas have the opportunity to earn an additional 5 cents per package for hosting specific council events that allow Girl Scouts of the Sierra Nevada to offer the same product program to all of our Girl Scouts. Use the Sticky Notes below to spark your discussions and planning. Please note, these are not mandatory, but suggested events/goals. Bonuses will be paid for events listed with a cent per package amount up to the 13 cents per package

Host a Cookie Top Seller Event 5¢

**Invite the Top 3 sellers from your troops. (Go to the movies, have a pizza party, host a paint or ceramic party. Don't forget your Juliette's!)**

Host a Fall Event 2¢

**Invite your troops for a kickoff party or celebrate fall with an event! (Pumpkin Patch, fall themes, or kickoff events)**

Host a JGL Birthday Party

**Invite your Girl Scouts to a Birthday Bash! . (Have cake & ice cream and learn about GS Traditions**

1¢

Host a Girl Planned & Girl Led Event

**Invite your girls to plan an event. (Document how girls plan and led event; have girls report on the event's success)** 3¢

Host a Cookie Kickoff Event 2¢

**Invite your troops for a kickoff party. (Do themed activities or come up with your own!)**

Host a Badge Night during Cookies

**Relieve some troop leader stress and plan a badge night during the cookie season.** 1¢

## Goal Options, continued

Host a Camporee 5¢

**Between 5/1/26 and 9/30/26.** SU must show reservations and a fixed date for this bonus to be paid. In case the event is not held, your SU will not be eligible for this bonus for the following two years.

Host a Fall or Spring Recruitment Event

**Bring a Friend event, back to school event...** 2¢

Host a Volunteer Appreciation Event 1¢

**Invite your leaders and other troop volunteers! (It's also a great way to recruit for your open Service Unit Positions)**

Host a Service Unit Community Project

**Invite your troops to help in a community service project!**

2¢

Retain 75% of Service Unit troops and Girl Scouts 2¢

**By May 1st, have 75% of your service unit renewed!**

Host a Cookie Training Led by your SUPSC 1¢

**Make sure your leaders know to ask SUPSC for help first!!**

## Outlying Area Bonus Opportunity

Host a 500 Box Club Party 5¢

**Host a party to celebrate girls reaching 500 packages. Follow Council Theme.**

**Note: Council supplies incentives and dessert**

Service Units in our outlying areas have the opportunity to earn an additional 5¢/package for hosting specific council event that allow Girl Scouts of the Sierra Nevada to offer the same programs to all of our Girl Scouts. An outlying area is more than 60 miles from our council's main office in Reno, NV.

If your service unit has more than three Girl Scouts reaching the 500 Box Club level, we ask that you host a themed party. Girl Scouts of the Sierra Nevada will supply the incentives and dessert and your Service Unit supplies the location and the FUN! Please help us make this event memorable for all of our Girl Scouts!

# Setting Yearly Goals

**Goal #1: Define your goal**

**Actions and tactics your team will take to achieve this goal**

**Who will be involved?**

**Timeline?**

**Potential roadblocks or challenges?**

**Success looks like:**

# Setting Yearly Goals

**Goal #2: Define your goal**

**Actions and tactics your team will take to achieve this goal**

**Who will be involved?**

**Timeline?**

**Potential roadblocks or challenges?**

**Success looks like:**

# Setting Yearly Goals

**Goal #3: Define your goal**

**Actions and tactics your team will take to achieve this goal**

**Who will be involved?**

**Timeline?**

**Potential roadblocks or challenges?**

**Success looks like:**

# Mid-Year Reflection

## 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 is needed?**

**Other Notes:**

# Mid-Year Reflection

**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 is needed?**

**Other Notes:**

# Mid-Year Reflection

## Goal #3: 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 is needed?**

**Other Notes:**

# End of Year Evaluation

**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:**

# End of Year Evaluation

**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:**

# End of Year Evaluation

## Goal #3: 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: