



girl scouts 
of southern illinois

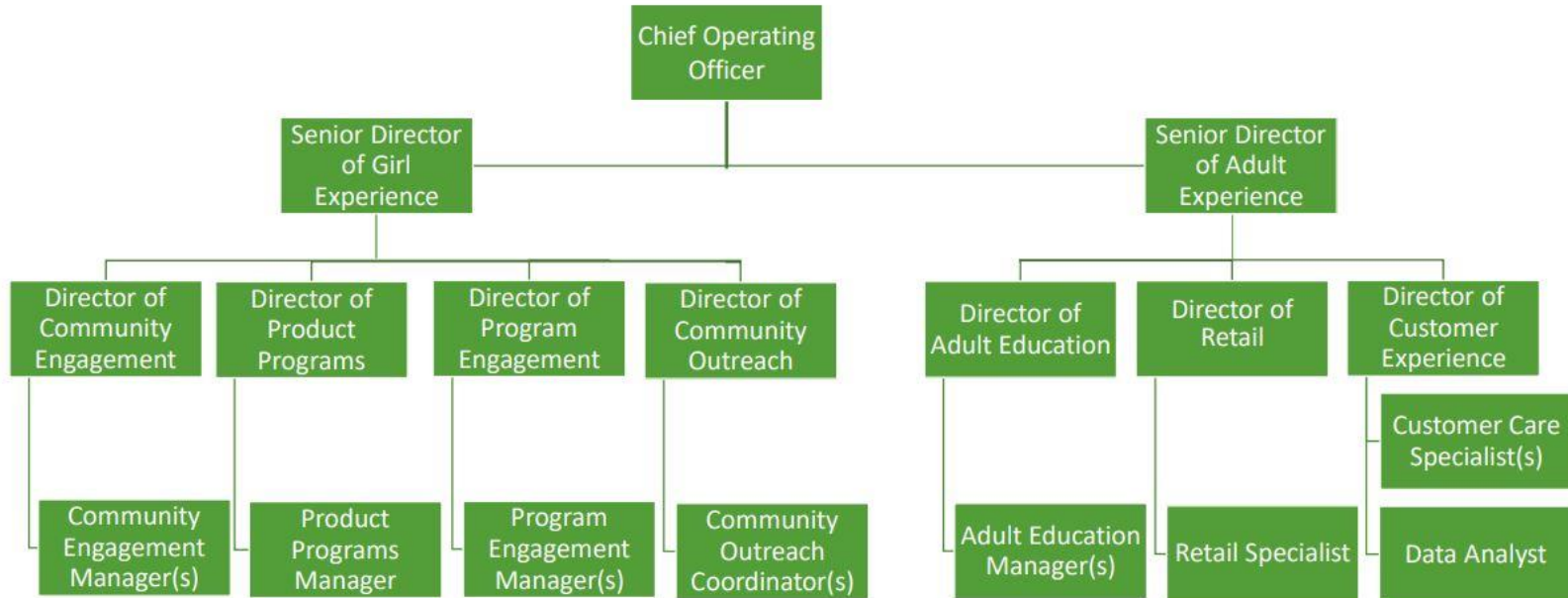
Council Connections
August 7, 2023
Recording in Process

WELCOME
Service Unit Managers

Agenda

1. Girl Scout Promise
2. GSofSI Service Support Updates
3. Marketing/Communications
4. Community Engagement
5. Product Program
6. Program Engagement
7. Adult Education
8. Customer Experience
9. Retail

GSofSI Service Support Update



Effective 06-23-2022

Marketing & Communications



Community Engagement



Your Year
of Fun

COMMUNITY ENGAGEMENT

MY23 Membership Goals and Update

Traditional Troop Girls = **5200**; Adults = **2800**

- Girls = 5,106 girls or 98% to MY23 goal

- Adults = 3,225 adults or 115% to MY23 goal

The image shows a screenshot of a membership report table. The table has multiple columns, including 'Unit', 'Total', 'New', 'Renewal', 'Lapsed', 'Total', 'New', 'Renewal', 'Lapsed', 'Total', 'New', 'Renewal', 'Lapsed'. The rows list various units and regions, such as 'SU 7 - Bond/Fayette County', 'SU 12 - Clay County', 'SU 15 - Clinton/Washington County', etc. The data is presented in a grid format with alternating light and dark blue rows.

Congratulations – MY23 Goal Achievements

- SU 7 – Bond/Fayette County
- SU 12 - Clay County
- SU 15 – Clinton/Washington County
- SU 45 – Massac County
- SU 51 – North Franklin County
- SU 54 – Perry County
- SU 57 – North Randolph County
- SU 60 – South Randolph County
- SU 72 – Union/Pulaski/Alexander County
- SU 90 – West Williamson County
- SU 102 – Granite City
- SU 106 – Bethalto
- SU 109 – Troy/St. Jacob
- SU 201 – O’Fallon/Shiloh/Fairview Heights
- SU 209 – Columbia/Millstadt/Dupo/Smithton
- SU 511 – Effingham County
- SU 521 – Western Coles/Cumberland County
- SU 522 – Eastern Coles County
- SU 531 – Edgar/Clark County



COMMUNITY ENGAGEMENT

MY24 Membership Goals and Update

Traditional Troop Girls = **5300**; Adults = **2800**

- Girls = 2,764 girls or 52% to MY24 goal
- Adults = 2,253 adults or 80% to MY24 goal

Spring Renewal Incentives Review

- T-Shirts and Patches distributed at the September/October meetings.

Kudos to the Service Units:

Renewed 50% of members 4/30 – SU Party Event Box – **Record # of 25 SUs**



COMMUNITY ENGAGEMENT

Council Wide Registration Day – August 26th

- [Join | Girl Scouts \(gsofsi.org\)](https://www.gsofsi.org)



United Way Black-Out Dates – Troop Money Earning Suspended
September 4 (Labor Day) – October 31 (Effingham Area – December 1)

Fall Town Hall Meeting – Wednesday, September 13th at 6:30 PM
Open to all volunteers. No pre-registration required. Send any questions to be addressed at this meeting to Ashley Green-Bryant, agreen-bryant@gsofsi.org.

Topic: GSofSI Town Hall Meeting w/Council Leadership

Time: Sep 13, 2023 06:30 PM Central Time (US and Canada)

Join Zoom Meeting

<https://us06web.zoom.us/j/81826666121?pwd=SUV1N00weWhKUGV5Y2VxcDQ0dENvUT09>

Meeting ID: 818 2666 6121

Passcode: 979847





PRODUCT PROGRAM

Product Program

Forms

ACH Form

- Annual Form
- ALL Checking Account Signers listed on this form
- One signed form per troop

Girl/Caregiver Permission Slip

- Same form and process as last year.
- Form now active on website.
- Caregivers will need to know their Service Unit, Troop number and Troop leader email.
- Completed forms - copy to parent, troop leader, Service Unit Product Manager (SUPM) and council.
- Requesting all SUPMs to verify email address for this purpose.

Service Unit and Troop Product Manager Responsibility form

- Read-only form – no signature required



Product Program

NCM Program 2023

August 23	Print material will arrive at SU
August 30	SU Nut & Candy Manager (NCM) training 6:30 via Zoom
August 31	Troop training on gsLearn
Sept 23	Program starts
October 16	Paper Card ends
October 22	Online ends
November 1	ACH
November 6-8	SU NCM delivery

New for the NCM Program

- Troop proceeds are now 18% of total sales and Cadette, Senior, Ambassador troops can opt out of rewards for 20%
- New Nut Product- Thai Chili Mix and Cheddar Caramel Crunch - \$8.00
- New Tins - \$12.00
- New M2 Product Online Only - Bark Boxes \$19.99 and Tervis Tumblers \$27.99 to \$49.99



Product Program

Cookie Program-at-a Glance

October 22	SU Cookie Training in Mt Vernon -- 1-4pm
November 13	Troop Cookie Training on gsLearn Live
December 4	Area 2 Zoom check in call
December 5	Area 3 Zoom check in call
December 6	Area 4 Zoom check in call
December 7	Area 5 Zoom check in call
December 11	Area 7 Zoom check in call
December 12	Area 8 Zoom check in call
December 13	Area 9 Zoom check in call
December 14	Area 10 Zoom check in call
January 3	Troop initial order due
January 13-19	Service Unit Delivery week
January 13	SWIC Mega Drop
January 15	Edwardsville Mega Drop (location yet to be determined)
January 20	Cookie Program begins including Digital Cookie
March 10	Cookie Program closes!



Product Program

New for the Cookie Program

- Cookie Price \$6 for all varieties
- Troop proceeds
 - \$1 per box sold
 - Troops with PGA of 225 can earn \$1.05 a box
- Troop Initial Rewards will be based on cases ordered and not PGA. These rewards will be handed out to the troop leaders at the time of Cookie Initial Order Pick up.
- *Mint to Be* event
 - 600 box level
 - Family day at the St. Louis Zoo
 - May 11, 2024
 - Each girl that chooses that reward, will receive 4 adventure passes to the zoo for that day. More activities will be planned once we have the total number of girls receiving that reward.
- Cookie newsletters will go out to all leaders and SUCMs each Tuesday during the cookie program.
- Service Unit Goal and Service Unit Cookie proceeds are now combined together. The % to goal determines SU proceeds.
 - 125% of goal will receive \$0.025 a box
 - 100% of goal will receive \$0.02 a box
 - 90% of goal will receive \$0.015 a box
 - Below 90% of goal will receive \$0.01 a box





PROGRAM ENGAGEMENT

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Upcoming Program Offerings

Girl Scouts Love State Parks 2023!

- [Fox Ridge State Park Guided Hike](#)

September 9 - - 10AM - 12 PM

Daisies – Ambassadors

Charleston, IL

Cost: \$2

Deadline: 9/4/23

- [Fox Ridge State Park Camp Out](#)

September 9 - 10

Brownies – Ambassadors

Charleston, IL

Cost: \$15 (girl); \$12 (adult)

Deadline: 9/4/23

- [Cache River Canoe Tour](#)

September 9 - - 1:00 – 3:30 PM

Daisies – Ambassadors

Ullin, IL

Cost: \$25 (girl); \$48 (adult)

Deadline: 8/28/23



PROGRAM ENGAGEMENT

Upcoming Program Offerings

- **October 7 – Journey Day**

Daisies – Brownies

Makanda, IL

Cost: \$50

Deadline: 9/25/23

- **October 21 - Journey Day**

Daisies - Brownies

Carlyle, IL

Cost: \$50

Deadline: 10/9/23

- **November 4– Fall Fest**

Daisies– Ambassadors

Camp Torqua

Cost \$25 (girl); \$7 (adult)

Deadline: 10/23/23



PROGRAM ENGAGEMENT

Upcoming Program Offerings – SAVE THE DATE

- **December 2 – Cookie College**
Olney, IL
- **December 9 - Cookie College**
Edwardsville, IL

Upcoming Girl Leadership & Highest Awards Training

- Silver Award Trainings – 9/6, 10/4, 12/6
- Gold Award Trainings – 9/5, 10/3, 12/5
- LiA Award Training – 10/4 (Virtual); 10/7 (Makanda)
- LiA Award Training – 10/18 (Virtual); 10/21 (Carlyle)
- Highest Award Prep Overnight – 11/17 – 11/18



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PROGRAM ENGAGEMENT

Council-Sponsored Travel

[GSofSI Celebrates Summer at Holiday World & Splashin' Safari](#)



Dates: Thursday, June 20, 2024 1:00 PM – Sunday, June 23, 2024 5:00 pm

Grade Levels: Brownies – Ambassadors; Adults

Cost: \$400 (\$200 due with registration)

Registration deadline: **February 26, 2024**

Join Girl Scouts of Southern Illinois as we celebrate Summer at Holiday World in Santa Claus, Indiana! On this 4 day, 3 night trip, we will take a bus to travel to Holiday World, stay at the Sun Outdoors Lake Rudolph Outdoor Resort, enjoy two full days at Holiday World & Splashin' Safari and on the last day, we will round out the trip on the way home with a visit to Lincoln's Boyhood Home National Memorial Park & Visitor's Center. **This trip includes:** Bus transportation and pick up and drop off from Fairview Heights and Mt. Vernon, lodging, park tickets for Holiday World & Splashin' Safari, \$50.00 HoliCash for Girl Scouts, field trip to Lincoln's Boyhood Home National Memorial on Sunday, June 23, some meals, program materials, t-shirt, patch.



ADULT EDUCATION

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Adult Training

CPR/AED/First Aid:

Thursday, August 24th in O'Fallon, IL
Tuesday, September 5th in Marion, IL
Saturday, September 9th in Glen Carbon, IL
Monday, September 18th in Mt. Vernon, IL
Monday, October 16th in Mt. Vernon, IL
Monday, November 13th in Marion, IL
Tuesday, January 9th in Mt. Vernon, IL
Wednesday, January 17th in Marion, IL
Tuesday, March 12th in Mt. Vernon, IL
Wednesday, March 27th in Marion, IL

Camping Out Training

Saturday, September 16th - Effingham, IL
Sunday, September 17th - Edwardsville, IL
Saturday, September 30th - Marion, IL
Saturday, October 21st - Carlyle, IL
Saturday, February 24th - Edwardsville, IL

Archery:

Saturday, October 21st - Carlyle, IL
Saturday, February 24th - Edwardsville, IL



ADULT EDUCATION

Youth Mental Health First Aider

Opening up participation to Girl Scout Ambassadors of adult age (18) to join training

Saturday, October 7, 2023

Girl Scout Cabin in Marion, IL

Saturday, March 9, 2024

GS Service Center in Glen Carbon, IL

Saturday, May 18, 2024

Girl Scout Little House in Mt. Vernon, IL



Service Unit Volunteer Training

Monthly Short & Snappy:

- | | |
|-----------|----------------------------------|
| August | Investiture and Rededication |
| September | Falling Back into Troop Finances |
| October | Money Earning |

ADULT EDUCATION

Training Reminders:

Complete IL MR and MY24 Understanding Your Role

Compliance Report: Summary of completed background checks and IL MR training.

Actions:

GSofSI is working on strengthening our communication/training notification process.

SUM/SUR should utilize Looker reports to determine who has incomplete training and notify the individuals.



Adult Awards

Nominations open until November 1, 2023

Social Media Platform – Leaders Lounge Communication



CUSTOMER CARE

CUSTOMER CARE

REMINDER: New members can only be added by a caregiver of a girl or the adult on their own behalf, or GSofSI staff member. Troop Leaders and Co-Leaders are not able to add new members without placing them in their personal household. Please reach out to Customer Care or your Community Engagement Manager for assistance with brand new members.

Girl Scout Experience Fund: GSEF funds are available for August and September events. The year will reset with the Girl Scout membership year, October 1.

Background Checks: Monthly efforts to re-send background check emails to all registered adults needing to complete one will continue. This takes place two days following the monthly Council Connections meeting. The link expires after 72 hours.



RETAIL

QUESTIONS?

THANK YOU!

Next Meeting:

September 5, 2023

