

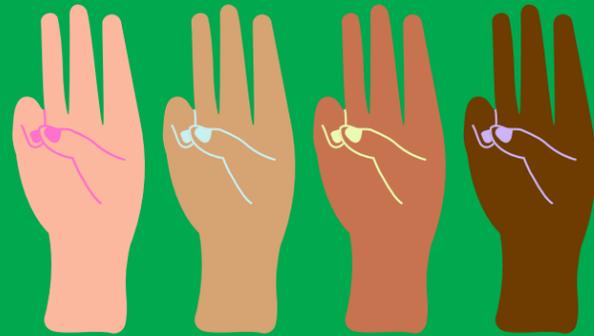
# Service Unit Manual

girl scouts   
of greater new york

Our vision: a New York City in which every girl feels empowered to lead in her community, the workplace, and the world.

### Girl Scout Law

I will do my best to be honest and fair, friendly and helpful, considerate and caring, courageous and strong, and responsible for what I say and do, and to respect myself and others, respect authority, use resources wisely, make the world a better place, and be a sister to every Girl Scout.



### Girl Scout Promise

On my honor, I will try:  
To serve God\* and my country,  
To help people at all times,  
And to live by the Girl Scout Law

*\*Members may substitute for the word God in accordance with their own spiritual beliefs*

Our mission: to build girls of courage, confidence, and character, who make the world a better place.

## Welcome

We are excited that you have chosen to be part of a key element of a successful Girl Scout experience in your community! As you know, volunteers are the heart of Girl Scouts and we are excited to have you on board in this role. As a service unit (SU) team member, your role goes beyond planning programs and holding meetings, you are a direct representation of Girl Scouting to your community. A well-functioning service unit not only provides program opportunities but increases awareness of the Girl Scout movement, supports Girl Scout volunteers in the area, and increases the reach of Girl Scouting through membership and programming. These actions are critical to sustaining and expanding the Girl Scout movement throughout our council. Thank you for taking this step into leadership with the Girl Scouts of Greater New York and we look forward to seeing the amazing things you do as a Service Unit Manager.

Thank you for your dedication to our mission and vision.

## General Overview

Girl Scouts is a volunteer led organization. Approximately 25,000 girls are served by 7,000 volunteers in the Greater New York Council (GSGNY). Without you, the volunteers, Girl Scouts would not be able to operate. In this spirit, the service unit was created in order to support all the volunteers that help deliver Girl Scouting each year. Within the purpose of the service unit, there are essential responsibilities that must happen in order to ensure we are working towards the mission and goals of Girl Scouting. These functions are carried out through appointed and trained administrative volunteers who work together as a service team. Before the service team can work to support girls and adults, each member must not only know and understand the role of the service unit team but also, the Girl Scout Leadership Experience, council goals and council program, and service delivery priority areas.

## What is a service unit?

A service unit is a subdivision of council that includes girls, volunteers, parents, and community members that are assigned to a defined geographic area who work collaboratively in a community to achieve council goals. The service unit has several different functions and roles as an extension of Girl Scouts of Greater New York. The functions of the service unit align with the goals of the council.

Girl Scouts of Greater New York

*The Volunteer Support and Development Team*

**Girl Scout Slogan**  
Do a good turn daily.

**Girl Scout Motto**  
Be Prepared.



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# Managing the Service Unit

## Service Unit Manager

The Service Unit Manager is accountable for the health and welfare of Girl Scouting in the Service Unit. This person is responsible for the development, extension and maintenance of girl and adult membership and for ensuring that girls and Girl Scout Leaders receive the services they need.

The Service Unit Manager plans for and directs the delivery of services to girls and adults. She/he recruits and directs the work of those who assist her/him in organizing troops/groups, in maintaining a high-quality program for girls and in providing support to Girl Scout leaders and other adults who guide girls through program activities.

Basic to the success of a manager's job is knowledge of the area in which she works. It is essential for her to know the demographics of the area, personnel and physical resources available along with present and potential membership statistics. This information will help to determine what size the Service Team should be, what qualifications the Service Team Members should have and what plans could be developed for recruiting and maintaining a Girl Scout membership that is reflective of the local population groupings.

**No Service Unit Manager works alone.** She/he receives direction and support from members of the Council's staff, Association Chair, Volunteer Support and Troop Engagement Specialist, Volunteer Support and Vice President of Membership and Community Development as well as other departments.

The Service Unit Manager's Purpose is to recruit, support, and guide a team of volunteers to deliver a quality Girl Scout experience for the adults and girls in a geographic area. The Service Unit Manager will lead the Service Unit with a clear vision that is consistent with the Girl Scout Mission, Vision, Promise and Law, and policies and goals of Girl Scouts of Greater New York (GSGNY) and Girl Scouts of the USA.

You are the Leader of leaders and your main goal should be to leave the Service Unit better than you found it. Others will look to you for direction and guidance, and it is important to remember that means being a role model in Girl Scouting.

One person can't do everything, so finding and recruiting the right people into Service Unit Team positions and delegating tasks to them is the most critical key to success as a SUM.

The ability and willingness to contribute to a supportive Service Unit environment and conscientious effort toward meeting the responsibilities of the position are required. Experience as a Girl Scout volunteer Co-Leader is preferred. Experience with volunteer management/supervision, delegation and public speaking are a plus. To be a great SUM, the main thing you need is to be sincerely committed to doing the job right. The girls and their Leaders are counting on you to take the responsibilities of the SUM role seriously.

To meet the full responsibilities of managing the service Unit, you need to recruit a strong team, but you'll also need to dedicate at least 1-2 hours per week and on occasion, more. There may be factors that can influence the amount of time it takes, for instance, if your Service Unit is very small or very large. Additionally, this will not include time you may dedicate toward other Girl Scout roles you may take on, such as troop leadership or as a Product Program Manager. If you find that the SUM role is taking much



longer than you think is reasonable, ask your Volunteer Support Specialist about ideas for lightening your workload. At the end of the year, you and your Volunteer Support Specialist will decide together whether your reappointment as Service Unit Manager is appropriate.

**Supervision and Support:** The Service Unit Manager is supported by and accountable to the Volunteer Support Specialist. Your GSGNY council staff are your #1 source of support – use them! In addition to providing you with training, they will also give you 1-on-1 guidance. You will directly support and supervise the entire Service Unit leadership team, but the goal of Girl Scouts is to serve girls, and this should be your top priority. GSGNY council staff are thinking first of the girls as well, and they're looking forward to working with you to provide the support the leaders need to give girls the best Girl Scout Leadership Experience possible!

Continuing education in the form of Council Collaborative Committee meetings, roundtables and trainings will allow you to grow and develop as a Service Unit Manager. GSGNY staff work hard to make sure the updates and roundtables are well worth your time, giving you information, a chance to network with other SUMs and to get more detailed training.

If you can't attend a Service Unit Manager's Meeting for some reason, it's imperative that you send a representative who will fill you in on everything that happened. (There's no substitute for the training, this is a requirement for all who fill a position.) The values of Girl Scouting are just words on a page if the people in leadership positions don't follow them. All adults in Girl Scouts are expected to use the Mission, Vision, Promise and Law to help them make decisions, interact with others, and most of all in being a role model to the girls. These values are the heart of the Girl Scout movement. Girl Scout policies are there first and foremost to protect the girls and to make sure they get the best possible experience. If you come across a policy that doesn't make sense to you, take the time to ask about it - you may be surprised at the reasons behind it. Become/ remain familiar with Girl Scout resources, especially those relating to safety, policies and organizational standards.



Become a champion of resources such as The National Program Portfolio, Volunteer Toolkit, Volunteer Essentials, gsLearn, and the Safety Activity Checkpoints. Your leaders will look to you to give them guidance and uphold the standards of Girl Scouting. If you're not informed and up to date on the policies and standards, you won't be able to help them learn the right way to do things.

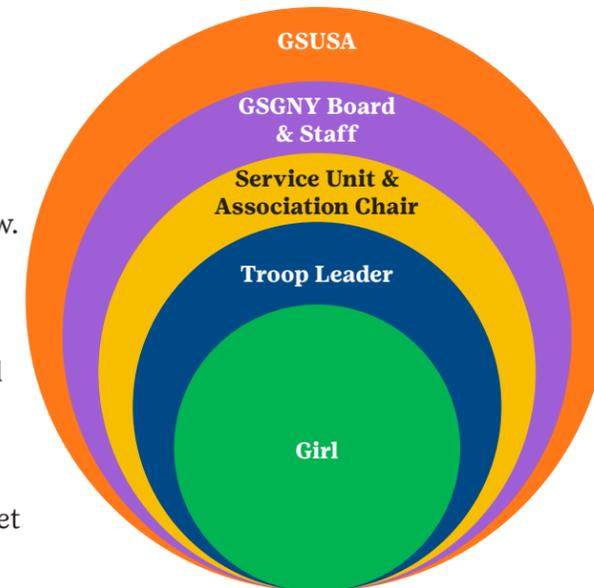
## The Service Unit Team

The successful Service Unit Team is made up of at least **two Service Unit Manager(s), Leader Mentor and Mission Consultant, Service Unit Cookie Manager, Community Outreach Liaison, VTK Champion, Delegates/Alternates.**

Your team is vital to reaching your SU goals and giving the leaders the support, they need. Not only will you be recruiting the members of your team, but you'll be expected to give them the tools they need to do their jobs. Finally, although they don't do it for the recognition, it's so important to take the time to appreciate all they give toward helping you and the girls.

## Qualifications And Core Competencies\*

- Must be a registered member of the Girl Scout Council of Greater New York, in good standing with background check on file. Background checks must be completed every three years.
- Subscribe to the beliefs and principles of the Girl Scout movement and adhere to the Promise and Law.
- Ability to work effectively with adults of diverse backgrounds.
- Support GSUSA and Council policies, standards and procedures.
- Excellent verbal and written communication skills.
- Computer skills with access to email and the internet
- Willingness to complete training including in all digital platforms (such as Looker, Volunteer Toolkit, gsLearn, etc.)
- Willingness and ability to promote Girl Scouting, motivate volunteers and serve as a role model for girls.
- Must be able to manage conflict in a professional manner.
- Must be an appropriate role model girls and adults and model leadership skills.
- **Discretion and positivity:** Team members must be able to conduct interactions at meetings and with parents, girls and volunteers in a positive, helpful manner that reinforces the Girl Scout Promise and Law. Team members cannot share negative personal opinions about volunteers or girls during meetings and events.
- **Girl focus:** Empower girls to lead activities, learn by doing, and cooperate with others on current issues that involve their interests and needs, while having fun.
- **Personal integrity:** Demonstrate dependability, honesty, and credibility.
- **Adaptability:** Adjust, modify own behavior, and remain flexible and tolerant in response to changing situations and environments.
- **Oral and written communication:** Express ideas and facts clearly and accurately.
- **Foster diversity:** Understand, respect, and embrace differences.
- **Computer skills:** Access to e-mail and the Internet.



\*Please consult with your Volunteer Support and Troop Engagement Specialist if clarification or assistance is needed to meet qualifications and core competencies.

## It's a Team Effort!

### Goal - Oriented

Team members have a strong commitment to the achievement of organizational goals and objectives. Getting the job done is the top priority. Tasks are clearly understood and accepted.

### Effective Communication

Team members communicate openly and honestly with each other. Each is skilled in giving and receiving constructive feedback and listening to each other. Everyone is kept informed.

### Clear Roles

Members know what their individual responsibilities and priorities are and how they relate to the other members. There are no missing links or duplication of effort.

### Participation

All team members participate in the problem-solving and decision-making process. Each member encourages involvement of the whole team. Decision-making is often by consensus.



## Common Skills Of Effective Leaders

### Self - Understanding

- Recognizing personal weakness and delegating to individuals who may be better qualified or skilled
- Knowing your strengths and nurturing them
- Accepting criticism
- Analyzing your trials and errors to learn through every experience

### Anticipating / Envisioning

- Actively seeking to be informed and to inform
- Setting goals for excellence
- Observing / studying a situation to diagnose a problem
- Foreseeing implications of decisions made/to be made
- Initiating change
- Networking with constituents throughout the organization to sense future trends and build coalitions

### Communicating

- Explaining
- Counseling
- Working with people at all levels
- Helping other visualize and understand your ideas
- Sharing your views and goals to recruit support and motivate others to follow
- Listening / paraphrasing to check for misunderstanding or gaps.
- Reporting / summarizing.
- Disseminating procedures and instructions.

### Teambuilding

- Supporting / encouraging.
- Sees growth in others.
- Trusts others and delegates.
- Reaffirming shared values and goals.
- Celebrating accomplishments.
- Offering educational opportunities for adults.
- Being constant / building trust.
- Being positive.
- Respecting others



# Service Unit Expectations

## Membership:

- Meet/ Exceed Membership Goals- Track progress with Looker
- Recruit volunteers
- Recruit girl members
- Support troop membership and help any new troops as they begin their time with Girl Scouts

## Program:

- Provide diverse program opportunities that incorporate the Girl Scout Leadership Experience and National Program Portfolio that meet the needs and interests of girls
- Coordinate and participate in the Product Program in their area
- Encourage leaders to conduct Sidewalk Sales/Booth Sales

## Volunteer:

- Provide access to training and support to volunteers in the service unit
- Recognize the contributions and achievements of volunteers in the service unit

## Administrative:

- Conduct a minimum of 6 meetings per year
- Organize and launch 4 Service Unit Events a Year – 2 of which are Family friendly (Share list of suggestions)
- Host/ support a recruitment Event - Help build community partnerships and awareness of the Girl Scout brand
- Submit end of the year financial report by June 30 of each year and data as required by policy
- Support and follow GSUSA and GSGNY policies and procedures
- Build a unified team that is inclusive of all people

# Service Unit Meetings

Leading a service unit meeting is an important responsibility for a Service Unit Team, especially the Service Unit Manager. These meetings should happen a minimum of seven times a year, with options to occur more frequently based on the needs of your service unit. Ideally, **20% of the meeting should be spent on announcements and service unit business; the other 80% should be spent on collaborating with each other**, mentoring each other, planning events, and learning new skills.

## Tips for a Great Meeting

- Start on time!
- Adhere to the agenda
- Guide discussion
- Review relevant dates/ information regarding events
- Ask questions! You are here to support the volunteers, ask for their ideas
- Provide meaningful, help information that volunteers can apply to their troops (e.g. how to hold an investiture ceremony)
- Maintain consistency at each meeting (similar time frame, agenda items, etc)
- End on time!

## A typical service unit meeting will include:

- Welcome/introductions (sign in, pick up agenda/ fliers) (assign one to person to be the greeter, so that all feel welcome)
- Opening (e.g. flag ceremony, Girl Scout Promise and Law, welcome and introduce new leaders)
- Girl/adult guest speakers
- Council news (e.g. upcoming workshops, support staff updates, etc.)
- Training
- Upcoming SU Events (Include date, location, facilitating troop.)
- Closing and thank you (Take a moment to recognize leaders and community partners.)
- Information about next service unit meeting

## Things to Avoid

- **Negativity**- A great rule to establish and use with your service unit team is, “If you bring up a problem or concern during the service unit meeting, you must also give one possible solution.”
- **Unpreparedness** -Remember, you will need to use the small amount of time you have as wisely as you can. This means you should create an agenda, arrive early, and be prepared when it is time for the meeting to start.
- **Losing control of the discussion/agenda** - You might need to table a discussion until a later time when everyone has had an opportunity to think through the issue. If need be set a time on your phone to keep track of time.

## Planning Service Unit Meetings

|   |   |
|---|---|
| <p><b>September/October</b></p> <ul style="list-style-type: none"> <li>Welcome new and returning volunteers</li> <li>Registration for new year</li> <li>Recognition Nominations for volunteers and community partners</li> <li>VTK training</li> <li>Juliette Low's Birthday October 31.</li> <li>Learning and Development</li> </ul> | <p><b>November/December</b></p> <ul style="list-style-type: none"> <li>Welcome new and returning volunteers</li> <li>Product program volunteer education</li> <li>Holiday celebration</li> <li>Learning and Development</li> </ul>                            |
| <p><b>January/February</b></p> <ul style="list-style-type: none"> <li>Welcome new and returning volunteers</li> <li>Cookie Program initial orders are due</li> <li>World Thinking Day – Feb.22</li> <li>Learning and Development</li> </ul>   | <p><b>March/April</b></p> <ul style="list-style-type: none"> <li>Girl Scout Birthday – March 12</li> <li>Leader Appreciation Day – April 22</li> <li>Cookie Program: Sidewalk/Booth Sales</li> <li>Learning and Development</li> </ul>                        |
| <p><b>April/May</b></p> <ul style="list-style-type: none"> <li>Early Renewal</li> <li>Cookie Program: Sidewalk/Booth sales</li> <li>Volunteer Recognition Event</li> <li>Spring Events (Events, Community Service, and trips- Earth Day!)</li> </ul>  | <p><b>June</b></p> <ul style="list-style-type: none"> <li>Early Renewal deadline</li> <li>Service Unit Planning for next year</li> <li>Bridge Crossing Event May 2, 2020</li> <li>Late Spring and Summer Events (Events, Community Service, trips)</li> </ul> |

## How to increase attendance at meetings

To increase attendance at service unit meetings, consider the time commitment of your volunteers, as well as the content of the meeting. Modern Girl Scout volunteers live in a fast paced, highly technological world with many commitments. In order to get their attention and participate in the service unit, it is critical the meetings consist of the following features:

- Welcoming, engaging and fun: service unit meetings should be full of positive energy, enthusiasm, and discussion. Make your meetings meaningful to your volunteers.
- Provides support and information they could not get via email: **Create an experience, not just updates (that can be shared via technology)**. Create opportunities for learning, personal development, and guide volunteers in their service.
- Social networking and relationship building: Girl Scouts is for adults too! Allow time in your agenda for volunteers to be volunteers and engage with one another as friends, not just fellow volunteers. **Maybe even have social activity nights where you have a fun activity in place of the meeting. Make it fun!**
- Offers unique experiences: Provide opportunities volunteers cannot get anywhere else. We are facing more and more challenges in terms of time availability, over commitments, and increased employment responsibilities. **For a volunteer to sacrifice time from their families for this purpose, it needs to be meaningful, unique, and engaging. Find ways to make your SU activities and meetings fun and meaningful-you won't be able to keep them away!**

Finally, when planning your service unit meeting, consider the following questions:

- Are we meeting the needs of our volunteers and girls?
- What are we offering at the meeting that is meaningful to our volunteers and their service?
- Is our agenda more focused on reviewing logistics or allowing for personal development?
- What is our incentive to get people here?
- How are we making this engaging and fun?
- Are volunteers able to network and engage during the meeting?
- How are we marketing our SU meetings and activities?
- What is the tone of our meetings and communications?

If you are struggling with service unit attendance, contact your Volunteer Support and Troop Engagement team for more ideas and tips. A thriving service unit is dependent on diverse ideas and involvement from a variety of groups.

## Tips and Suggestions for meetings:

- Make sure to review all communication from council (e-blasts, etc.) This will give you the most up to date information on what is going on in the council. If you do not receive these council communications, please contact our Customer Experience Team, [customercare@girlscoutsnyc.org](mailto:customercare@girlscoutsnyc.org)
- Plan your training, development and team building activities to go along with topics/ events going on in the entire Girl Scout Movement and the council.
- Start on time. End on time or early. Always.
- If your volunteers want to stick around and talk afterwards, allow time for them to do so. Great ideas can be shared in casual conversations! Be prepared to keep the building open longer than the scheduled time but know when/if the building manager needs to lock up the facility.
- If you are meeting virtually, utilize breakout rooms to have “structured” conversations. Different levels can take a room, different interests, etc.
- Be consistent with your meetings. ‘Face time’ with service unit team members and other leaders along with the opportunity to share information can make a huge difference in a volunteer’s Girl Scout experience.

## Ideas for Service Unit Events

- Virtual Museum Events
- Virtual Scavenger Hunts/Escape Rooms, etc.
- Virtual Yoga, Zumba, Dance Class
- Virtual Cooking/Baking Challenge
- Outdoor events (like encampment, Daisy Day at Camp, family camping)
- STEM events (like a STEM Journey workshop or event with a science museum)
- Entrepreneurship events (like a Cookie Rally)
- Girl Scout tradition events (like World Thinking Day or Founders Day)
- Girl Scout ceremony (like Bridging, Court of Awards, etc.)
- Fun social events (like sleepovers, father/daughter dance)
- Travel opportunities

## Sample Service Unit Meeting Agenda

- **Arrival Activity**- pick up handouts, name tags etc. This is a great opportunity to network with other leaders!
- **Welcome and Introductions** – Spend a few minutes going around the room until everyone has a chance to introduce themselves. This will help volunteers learn key people in the unit and help everyone feel connected
- **Council Updates**- this is the time for the staff person to share any info. If a staff person is not attending the meeting- be sure to touch base to see if there is anything they would like highlighted. Or, remind leaders to join our Council Band app
- **Development**- Topic trainings- hosting virtual meetings, finance, registration, travel, songs, ceremonies etc, Buzz Time(break up by age level or school so leaders can discuss projects and events), Craft/Idea Swap- give time for leaders to share their ideas with whole group.  
  
\*Note- while it is tempting to leave this agenda item for the end, set a time limit and offer it during the middle of the meeting. it will break up the report out structure and allow those who are unable to stay until the end to benefit.
- **Treasurer Report** - report on balance of SU account and expenditures
- **Product Program Updates**- This will vary throughout the year but may include upcoming deadlines, logistics plans, training, distribution of materials etc.
- **Membership Report**- Share the number of members in the service unit, girls needing to be placed, groups that need volunteers, help needed for recruitment events
- **Event Updates**- This is the time to tell the group about upcoming service unit programs and events. Make decisions, share handouts, deadlines, final reports etc.
- **Open Forum**- Save a few minutes at the end for questions, concerns, moments of gratitude, etc

## Diversity, Equity and Inclusion

The Girl Scouts of the USA and the Girl Scouts of Greater New York support pluralism and inclusion. We are an inclusive organization and accept *all* girls in grades Kindergarten through 12 as members.

The Girl Scout organization stands firm in valuing diversity and does not discriminate based on age, religion, ethnicity, sexual orientation, socioeconomic status, national origin, or physical or developmental disability.

The Girl Scouts of Greater New York works in one of the most diverse cities in the world, and thus, we value and embrace reflecting this diversity in every aspect of our work.

Our Council seeks to enhance society and to prepare our girl members to make the world a better place by ensuring they learn not only about themselves, but also about acceptance, tolerance, and appreciation of other human beings.

### Girl Scouts For All - Inclusion & Accessibility Initiative and District 75

As part of GSGNY's Girl Scouts for All Initiative, our council fully supports the inclusion of girls with disabilities and/or special needs in all council programs. The Inclusion and Accessibility program welcomes all eligible girls into girl scouting regardless of ability. This program is designed to embrace and engage girls of school age in traditional, hybrid and specialized troops that offers both age and developmentally appropriate programming. The goal of this initiative is to address and eliminate barriers that prevent any girl from participating in over 100 years of our girl-lead programs on the basis of physical, developmental, cognitive, intellectual or sensory impairments.

Our commitment to diversity and inclusion in our programming is made successful through the valuable partnerships between our council and local schools and community partners serving girls with disabilities throughout the city. Through this initiative, we support troops in all schools and school programs including District 75, Non-public Schools, Integrated classroom settings, home-based, hospital-based, public and private institutions.

Furthermore, GSGNY encourages and supports the inclusion of adult persons with disabilities within our council community in the roles of co-leaders, volunteers and parent/adult members.

### Training and Support

Council staff will be available to train and guide co-leaders and volunteers as part of volunteer and troop development and support. This includes initial on-boarding, volunteer training and assistance with exploring, creating, adapting and facilitating troop activities. GSGNY staff will also provide ongoing support, technical assistance and training opportunities throughout the lifespan of the troop. Our trained staff may also aid in the facilitation of your initial meetings to model suggested troop meeting structure, processes and activities. Some of the resources and supports we provide include:

- Badge Activity Modification
- Highest Awards Training
- Special Topics Workshops
- Information and Resources (third-party, girl and disability specific resources)
- Membership Recruitment

The Girl Scout mission is to serve all girls! As a Service Unit Team Member, this mission extends to the volunteers you support.

### How can Service Unit Managers accomplish the mission?

- Know the ethnic breakdown of the girls in your existing troops.
- Know the ethnic breakdown of your leaders and volunteers.
- The ABC's
  - Action
  - Behavior
  - Caring

### Have you asked yourself where you stand?

- Evaluate your own beliefs
- Examine stereotypes you may have.
- Be aware of your own lack of knowledge.
- Be open-minded, non-judgmental.

### Have you looked at your community?

- What does your community look like?
- What are the diversity demographics?
- Is your community growing, shrinking, changing?
- What organization, groups can help you?

### How can you make all your volunteers feel welcome?

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## Girl Scout Delegates

A Delegate is a Girl Scout member who is selected to act for or represent others in her/his geographic area as a Council or National Delegate. You are nominated by your peers and elected by those who are members of your service units and associations.

### What kinds of Delegates are present in Girl Scouting?

There are two types of Girl Scout Delegates, Council Delegates and National Delegates.

### What is an Alternate?

An Alternate is selected to fulfill the duties of a Delegate if the selected Delegate is unable to perform her/his duties.

### What is a Quorum?

The number of delegates of a group or organization required to be present to transact business legally. This number is based on a percentage of the total number of delegates elected.



## Council Delegates

### Who can be a Girl Scout Council Delegate?

Any registered Girl Scout 14 years of age or over, elected as a voting member of a local Girl Scout council.

### Why are Council Delegates important?

Representing Girl Scouts of Greater New York (GSGNY) is an honor and a privilege. When you accept the nomination, you are proudly stating your commitment to place the needs and desires of the council, association, and service unit members above your own personal interests. We encourage you to become a delegate to represent your association and service unit. Being a delegate is a wonderful way to build your resume' for college applications and for your career.

### What are the responsibilities of a Council Delegate?

Council Delegates are responsible for attending the Council's Association meetings and Annual Meeting and any applicable trainings leading up to the annual meeting. Council Delegates are also responsible for electing the Board of Directors, determine general lines of direction for Girl Scouting within the jurisdiction of the Council by receiving and responding to reports and information from the Board of Directors, amending and revising the Articles of incorporation and Bylaws; and other duties outlined in the position description.

### How long is the term of a GSGNY Council Delegate?

Up to two years. Delegates may serve consecutive terms.

### What is the GSGNY Annual Meeting and why is it important?

The GSGNY Annual Meeting is the yearly business meeting of the council. The time, date, and place are determined by the CEO and the Board of Directors.

## National Delegates

### Who can be a Girl Scout National Delegate?

A person 14 years of age or over, selected by a local Girl Scout council as a voting member of the National Council (Girl Scouts of the USA corporation). National Delegates serve a 3-year term.

# Supporting Volunteers

## New Troop Leader Resources

Being a brand-new troop leader is exciting! At the same time, it can also be a bit overwhelming. It's important that new leaders have a solid foundational knowledge so they can confidently deliver fun, safe, and meaningful Girl Scout experiences to their troop girls. That's why we have a few resources you can share with new leaders with helpful advice on getting their troop going and leading with gusto!



**GSUSA Successful Leader Learning Series**- Through this course, troop leaders will receive and introduction to Girl Scouts and gain insight into how successful Girl Scout Leaders:

- Incorporate the 'Girl Scout Way' into thoughts and actions
- Know and apply GSLE when working with their troop to develop G.I.R.L.s
- Create a safe, inclusive, girl-led space with embraces troop diversity
- Understand and execute council specific guidelines around troop operations
- Begin guiding their troop into outdoor activities.

**GSGNY Leader's Guide to Success** - training for new and existing leaders, with all of the info that you need to be a Girl Scout Troop Co-Leader in NYC. This training provides a comprehensive overview of "need to know" topics in an enjoyable, interactive, and flexible format. The training can be easily customized to accommodate large group, small group, and even one on one sessions! Training sessions are hosted throughout the year by GSGNY via webinar.

**The Volunteer Toolkit (VTK)** is a digital resource developed by GSUSA specifically for troop leaders where they can view their troop roster, plan meetings, access program resources, send meeting reminders, and more. While this tool is available to all leaders, new leaders may find it especially helpful in planning out their year. Think of it as the "administrative assistant" to the troop leader! Leaders can access VTK by logging into the member community and selecting Volunteer Toolkit under the MyGS tab.

## gsLearn

This new system will give volunteers more just-in-time training, both online and in-person learning opportunities, and the ability to track all your accomplishments! Learn at your own pace, access additional resources, and repeat info when you need it!

If you are a registered Girl Scout adult member, you can access gsLearn as soon as your membership is active by following these instructions:

Sign in to gsLearn through the website with **MY GS** sign in login information and click on gsLearn.

**Girl Scouts of Greater New York website** is the place to find upcoming council events, information on how to join, and can lead you to your Member Profile and the VTK under the MyGS tab! Check it out at [www.girlscoutsnyc.org](http://www.girlscoutsnyc.org)

## Volunteer Appreciation

There is simply no way we able to serve the 30,000 girls in the Girl Scout Council of Greater New York without the support, dedication, and commitment of our Girl Scout volunteers! If you know of any volunteers who go above and beyond their role description, please nominate them for an adult award, or informally recognize them through a small token of appreciation or shout out—they'll appreciate to recognition!

## Volunteer Recognition

Adult awards (including pins) are available to formally recognize exemplary, measurable service of adult Girl Scouts who go "above and beyond" the expectations of their volunteer position. Volunteers as well as girl members and their families may nominate someone for an award.

Volunteers can receive their awards at the Volunteer Recognition Luncheon, held annually.

## Informal Volunteer Recognition

Thanking and celebrating your fellow service team volunteers and troop leaders doesn't need to be time consuming or expensive. Most people love a simple and heartfelt thank you note with a personalized message.

A few more ideas:

- Giving a small or homemade gift
- Bringing cupcakes to a leader meeting
- Sharing positive feedback



## Overcoming Obstacles- Conflict Resolution

In every role an adult volunteer plays in Girl Scouting, she/he should always be a positive role model for girls, as well as adults. An adult volunteer should be mindful that to be guided by the Girl Scout Promise and Law in everything that they do. When working with girls, adults never use inappropriate behavior or language in the presence of girls. In dealing with difficult situations or inappropriate behavior there is a protocol that all adults follow. These protocols will be outlined in each scenario.

### Leader Working With Leader

If there is a conflict or disagreement between adults, **always remember you are a role model to the girls.**

- Do not have disagreements or arguments in front of the girls. Remember you are responsible for what you say and do.
- Agree to disagree.
- Discuss the situation and try to resolve it as quickly as possible.
- Compromise and negotiate for a solution.

If the situation cannot be resolved between both adults, follow this protocol and contact:

- 1-Service Unit Manager
- 2-Volunteer Support Specialist
- 3-Volunteer Support Manager
- 4-Vice President of Membership and Community Engagement

### Leader Working With Girls

If a girl in the troop exhibits inappropriate behavior, the leader should:

- Document interactions with all involved, use incident / accident form
- **Never** scream or yell at the child.
- Speak to the child individually, away from the rest of the troop.
- Ask her what is wrong and if there is anything you can do to help.
- Address the inappropriate behavior exhibited at that time and not something she had done before.

If the behavior continues contact the parent or guardian and speak to them privately. Ask the parent or guardian for advice or clues as to the reasons that may be causing the behavior.

If after a discussion with the parent or guardian the behavior continues, follow this protocol, contact:

- 1-Service Unit Manager (if none call Volunteer Support and Troop Engagement Specialist)
- 2-Volunteer Support and Troop Engagement Specialist
- 3-Volunteer Support and Development Manager
- 4-Vice President of Membership and Community Outreach

### Leader Working With Families

It is important to give families as much information as possible concerning the troop at the first caregiver meeting. This will avoid many questions or concerns regarding their girl's troop. Families need to know what to expect from you. If there is a conflict with a family member/caregiver:

- Remember to discuss the issues away from the rest of the troop or group.
- Document all interactions with family member, use incident / accident form.
- **Remember you are both “role models” for the girls and other adults.**

If after a discussion with the parent or guardian the behavior continues, follow this protocol, contact:

- 1-Service Unit Manager
- 2-Volunteer Support Specialist
- 3-Volunteer Support Manager
- 4-Vice President of Membership and Community Engagement

*Remember: adults working in Girl Scouting are representatives of the Girl Scout organization.*



## Guidelines and Standards for the use of Service Unit Funds

All Girl Scout Service Unit Managers are required to establish a bank account in the Service Unit's name. This account should be one that allows ACH transfers. Service Unit Managers are responsible for the management of the Service Unit finances. Service Unit finances should be transparent and are to be discussed with troop leaders throughout the Girl Scout year.

### Source of Service Unit Funds:

- Product Program Rebates only if overall Council Cookie goal is met.
- Each Service Unit will receive one council Service Unit Zoom account

**Purpose:** Service Unit Funds are for the enrichment of Girls Scouting within the geographic area of the Service Unit. SU funds shall benefit all girls, troops and volunteers within the geographic area.

### Uses:

- SU events\* that include all grade levels.
- SU encampments.
- SU trips.
- SU equipment that can be borrowed by SU troops (flags, banners, bridges)
- SU meetings (refreshments, coffee, cake, paper goods, printing, mailings)
- SU service projects.
- By SU Team vote, to pay for recognition event for volunteers receiving highest award
- Expenses for recognition of all volunteers within the service unit. Recognition should be equitable from one volunteer to another

*\*Service Unit Funds may not be used for or by individual girls, volunteers or troops.*

### Equipment:

- Office supplies
- Duplication of agenda, handouts and meeting notes
- Meeting space rental for meetings, events, and recognitions
- Books, packets and pamphlets for Service Unit library
- Postage
- Food for meetings, events, trainings, and recognitions
- Tokens of appreciation for community speakers and sponsors
- Coffee pots
- Service Unit Banner/ Flags
- Flags & poles
- Sleeping bags
- First Aid kits
- Paper goods

**Important Note:** Service unit events should be fully funded by the registration/admission fees charged for them. More information on planning service unit events, including a budget planning worksheet, can be found in the GSGNY Event Planning Guide.



### Service Unit Money Earning

- The service unit may not participate in any other money-earning activity.
- Service unit events cannot be used to make a profit.

**Service Unit End of the year Financial Report is available on the Volunteer Toolkit and should be submitted yearly by 6/30.**

# Safety & Risk Management

## General Safety Guidelines

- Keep caregivers informed Communicate regularly about troop meetings and activities. Use permission slips anytime the troop is doing anything out of the ordinary.
- Girls are never alone! Girls should always use the buddy system and be accompanied by two registered and background cleared adults.
- Adults are never alone with girls! At least one troop leader and either another troop leader or a troop parent helper should be present any time girls are together.
- Be prepared Have a first aid kit, non-emergency number of local law enforcement, and phone/charged cell phone on hand, just in case you need it. Know who your certified CPR/First Aid adult volunteer is for your troop.
- Know your surroundings This goes for both the regular meeting place and when venturing out with the troop and applies to both people and places. Assess any risks that might be present and take appropriate action. See Volunteer Essentials for more information.

## Understanding How Many Volunteers You Need

| Volunteer-to-Girl Ratio Chart         | Group Meetings   |   | Events, Travel and Camping   |   |
|---------------------------------------|--|---|--|---|
|                                       | Two unrelated Troop Adults (at least one trained leader and one whom is female ) for this number of girls: | Plus one additional approved Troop Committee Volunteer for each additional number of this many girls: | Two unrelated Troop Adults (at least one trained leader and one whom is female ) for this number of girls: | Plus one additional approved Troop Committee volunteer for each additional number of this many girls: |
| Girl Scout Daisies (grades K-1)       | 12   | 1-6   | 6  | 1-4   |
| Girl Scout Brownies (grades 2-3)      | 20   | 1-8   | 12   | 1-6   |
| Girl Scout Juniors (grades 4-5)       | 25   | 1-10  | 16   | 1-8   |
| Girl Scout Cadettes (grades 6-8)      | 25   | 1-12  | 20   | 1-10  |
| Girl Scout Seniors (grades 9-10)      | 30   | 1-15  | 24   | 1-12  |
| Girl Scout Ambassadors (grades 11-12) | 30   | 1-15  | 24   | 1-12  |

## What to do in an Emergency

Although we all hope the worst never happens, it's important to know and follow our council's procedures for handling emergency incidents. At the scene of the incident, safety is your first priority. Provide care for the injured person or obtain medical assistance and then immediately report the emergency to GSGNY staff. Call our office at 212.645.4000 or after business hours on our emergency line at 212.206.2467

Each troop should have an adult certified in CPR/First Aid to ensure troop safety. Make sure a general first aid kit is available at your meeting place and accompanies girls on any activity. The troop may need to purchase the kit if one is not already available at your meeting location. Always have on hand the names and telephone numbers of our council office, parents/guardians and emergency services such as the police, fire department or hospital.

## Safety Resources

The safety and well-being of girl and adult members is our highest priority. As a volunteer, it is imperative to know and understand the safety policies and procedures in place, where to look, or who to ask for more information when necessary. Here are the main resources where safety policies are listed:

- **Volunteer Essentials**—A guide to all the policies and procedures including safety.
- **Safety Activity Checkpoints**—Activity specific safety guidelines for activities including meeting virtually, camping, participating in a parade, and even the fall product program participation. These guidelines are available online or through the Volunteer Toolkit.
- **Girl Scouts of Greater New York website**—Check out [girlscoutsnyc.org](http://girlscoutsnyc.org) for more information.

## Basic Information for Crisis Intervention

*Always call 911 if a person is in immediate danger.*

**Mental Health Crisis in NYC:** 1 (888) NYC-WELL-1 (888) 692-9355

- **Mobile Crisis Team:** Call 1 (888) NYC-WELL & explain that you think you need the support of a Mobile Crisis Team (MCT)
- The MCT is a group of health professionals who will go to wherever the individual is located and provide assessment, crisis intervention, supportive counseling & referrals.
- If they determine the individual is a harm to herself or others, they will transport her to a psychiatric emergency room.
- The MCT does not utilize police officers.
- **NYC Well**
- Hotline: 1 (888) NYC-WELL-1 (888) 692-9355 (English, Spanish & Mandarin)
- Text message: Text the word WELL to 65173

## National Suicide Prevention Hotline:

- 1 (800) 273-8255
- <https://suicidepreventionlifeline.org/>

## Crisis Text Line:

- Text: 741741
- <https://www.crisistextline.org/text-us/>

## If a child discloses thoughts of suicide or self-harm:

1. Where is the child now?
  - a. You need to know how to get help to the child.
2. Are they with anyone?
  - a. If other are around, and it's safe, encourage them to sit with people until help gets there.
  - b. If they are alone, remain on the phone with them while you take next steps. This may require you using your computer or an additional cell phone to obtain support. The child should not be left alone.
3. Having the caregiver's contact information/knowledge of their family is important and helpful.
4. Always communicate with the parent/caregiver about what's happening/happened and what steps were taken to address the situation.

**A note on suicide & expression of suicidal thoughts:** The most unsettling thing about disclosure of suicidal thoughts is that we have no control over whether the person chooses to attempt suicide. The good thing about someone expressing these feelings is that in sharing these thoughts/feelings with you, they are asking for help.

It *is not* your responsibility to make sure someone doesn't hurt themselves.

It *is* your responsibility to connect them with the appropriate resources. Your role is the connector & communicator.

## Concerns About Child Safety, Abuse & Neglect:

Call 911 if child is in immediate danger. [NYS Concerned Citizen Guide](#)

To report suspected child abuse & neglect, call the State Central Registry: 1 (800) 342-3720

**Note:** Calling this number does not guarantee that an ACS case will be opened, or that a Child Safety Specialist will even go to the home. The person at the call center will ask you questions and will then make the decision on what to do next. By calling this number you are not "calling ACS" on a family.

### Missing Persons

- When a person is discovered missing, determination should immediately be made when and where the person was last seen. Care must be taken to assure that the person is not just resting in a quiet spot, etc. The person in charge of the program should be notified immediately of the possibility of a lost person.
- Some adults should remain with the girls in order to calmly continue the program activities. Other available volunteers will organize search teams and designate a meeting location to coordinate the search teams.
- If the missing person is not found within 30 minutes, the person in charge will contact the local police department to conduct a further search. Immediately after notifying the police, contact the missing person's parents and the GSGNY emergency line phone number (212) 206-2467. If the parents cannot be located, the emergency contact listed on the program registration form will be contacted.

## Security

- Be aware of your surroundings.
- Use the buddy system.
- Do visual signs that announce the presence of girls need to be eliminated?
- Be sure the adults know their sleeping area assignments, if applicable.
- Adults and girls should be alert for and report any suspicious sounds, activities, vehicles, or people.
- Make plans to lock up or store equipment when not in use.

## Contracts

All contracts, agreements or other official documents require council CEO approval and signature. Volunteers are not authorized to sign any documents on behalf of the council. Submit all contracts to your Volunteer Support and Troop Engagement Team.

## Insurance for members

The Basic Plan for insurance assures that every registered Girl Scout is automatically covered by accident insurance during normal supervised program activities, except those events which last more than two consecutive nights (three nights when one of the nights is a federal holiday, such as Memorial Day or Labor Day). Coverage is automatic for all girls and adults upon GSUSA registration and payment of dues.

For events, camps or trips lasting longer than two consecutive nights, insurance needs to be purchased for all participants (regardless if they are members).

## Insurance for non-members

Additional insurance must be purchased for all non-Girl Scouts attending any program. This can include outside consultants and presenters. All other adults and girls must be registered Girl Scouts in order to attend and participate in camp. Insurance for non-members is \$0.11 per person per day.

## Insurance Accident Claim Forms

In the event of an accident, a Claim Form should be filled out. The Claim Form is prepared by the Girl Scout volunteer or another authorized person, usually one who was at the scene of the accident and familiar with the circumstances. Begin the process here: <https://girlscoutsnyc.wufoo.com/forms/k1xygf7u1lyjxse/>

## Volunteer's or Other Activity Representative's Procedures:

1. Complete, including original signature, each section of the claim form to the best of your ability. Be sure to provide all of the information required to expedite processing and avoid delay.
2. Submit an itemized bill complete with diagnosis, date(s) and procedure code(s).
3. Retain one copy of the completed claim form for your records.
4. Send the original and one copy to the council for validation along with any available bills for covered expenses which have been incurred. Claims will not be processed without council signature.

## Certificate of Liability

A Certificate of Liability Insurance is a certificate stating that GSGNY has a liability insurance policy in place with certain minimums. These are issued when GSGNY holds an event or has an activity or uses the premises of another organization. This certificate ensures that GSGNY insurance will have coverage if needed in cases of injury, damage, etc. It also states that the host organization is an additional insured on GSGNY policy for the same issues. To request a certificate, contact your Volunteer Support and Troop Engagement Specialist or our Customer Experience team, [customercare@girlscoutsnyc.org](mailto:customercare@girlscoutsnyc.org)

## Confidentiality & Neutrality

As a service unit team member, you will be leading fellow volunteers through their Girl Scout volunteer experience. Please respect all personal information that is shared with you and not share it with other volunteers, community members, or friends. Examples of information that is not to be shared is:

- Any personal or health issues of the volunteer (unless otherwise specified)
- Negative opinions shared about fellow volunteers
- Any personal opinions you have about your assigned volunteers
- Evaluation results or performance corrections of volunteers
- Any contact information (addresses, emails, and phone numbers) outside of the service unit
- Volunteer performance, interventions, or concerns with other volunteers (keep these types of discussion with Council staff)
- Confidential information and paperwork. Paperwork should always be kept secure

### If the volunteer shares concerns about or witnesses:

- Abuse or neglect
- Inappropriate behavior by a GS volunteer (drug or alcohol use while volunteering, violence, etc.)
- Concerns regarding theft of Girl Scout money or equipment

These concerns need to be shared with your Volunteer Support Manager immediately. Confidentiality is forfeited if the girls, volunteers, or staff are in any immediate danger.

As a service unit team member, you will find that you may be put into difficult situations between volunteers, volunteers and staff, and volunteers and council. As a Service Unit Manager, you are expected to remain neutral in any conflict. This includes:

- Not taking one side over the other
- Taking time to know both sides of the story and not jump to conclusions
- Not engaging in gossip or complaining
- Offering positive solutions or action steps to problems as they arise
- Helping build an enthusiastic and positive volunteer community that is focused on service

## Following the Girl Scouts Safety Guidelines

Every adult in Girl Scouting is responsible for the physical and emotional safety of girls, and we all demonstrate that by agreeing to follow these guidelines at all times.

- 1. Follow the Safety Activity Checkpoints.** Instructions for staying safe while participating in activities are detailed in the Safety Activity Checkpoints, available from your council. Read the checkpoints, follow them, and share them with other volunteers, parents, and girls before engaging in activities with girls.
- 2. Arrange for proper adult supervision of girls.** Your group must have at least two unrelated, approved adult volunteers present at all times, plus additional adult volunteers as necessary, depending on the size of the group and the ages and abilities of girls. Adult volunteers must be at least 18 years old (or the age of majority defined by the state, if it is older than 18) and must be screened by your council before volunteering. One lead volunteer in every group must be female.
- 3. Get parent/guardian permission.** When an activity takes place that is outside the normal time and place, advise each parent/guardian of the details of the activity and obtain permission for girls to participate.
- 4. Report abuse.** Sexual advances, improper touching, and sexual activity of any kind with girl members are forbidden. Physical, verbal, and emotional abuse of girls is also forbidden. Follow your council's guidelines for reporting concerns about abuse or neglect that may be occurring inside or outside of Girl Scouting.
- 5. Be prepared for emergencies.** Work with girls and other adults to establish and practice procedures for emergencies related to weather, fire, lost girls/adults, and site security. Always keep handy a well-stocked first-aid kit, girl health histories, and contact information for girls' families.
- 6. Travel safely.** When transporting girls to planned Girl Scout field trips and other activities that are outside the normal time and place, every driver must be an approved adult volunteer and have a good driving record, a valid license, and a registered/insured vehicle. Insist that everyone is in a legal seat and wears her seat belt at all times, and adhere to state laws regarding booster seats and requirements for children in rear seats.
- 7. Ensure safe overnight outings.** Prepare girls to be away from home by involving them in planning, so they know what to expect. Avoid having men sleep in the same space as girls and women. During family or parent-daughter overnights, one family unit may sleep in the same sleeping quarters in program areas. When parents are staffing events, daughters should remain in quarters with other girls rather than in staff areas.
- 8. Role-model the right behavior.** Never use illegal drugs. Don't consume alcohol, smoke, or use foul language in the presence of girls. Do not carry ammunition or firearms in the presence of girls unless given special permission by your council for group marksmanship activities.

- 9. Create an emotionally safe space.** Adults are responsible for making Girl Scouting a place where girls are as safe emotionally as they are physically. Protect the emotional safety of girls by creating a team agreement and coaching girls to honor it. Agreements typically encourage behaviors like respecting a diversity of feelings and opinions; resolving conflicts constructively; and avoiding physical and verbal bullying, clique behavior, and discrimination.
- 10. Ensure that no girl is treated differently.** Girl Scouts welcomes all members, regardless of race, ethnicity, background, disability, family structure, religious beliefs, and socioeconomic status. When scheduling, helping plan, and carrying out activities, carefully consider the needs of all girls involved, including school schedules, family needs, financial constraints, religious holidays, and the accessibility of appropriate transportation and meeting places.
- 11. Promote online safety.** Instruct girls never to put their full names or contact information online, engage in virtual conversation with strangers, or arrange in-person meetings with online contacts. On group web sites, publish girls' first names only and never divulge their contact information. Teach girls the [Girl Scout Online Safety Pledge](#) and have them commit to it.
- 12. Keep girls safe during money-earning.** Girl Scout cookies and other council-sponsored product sales are an integral part of the program. During Girl Scout product sales, you are responsible for the safety of girls, money, and products. In addition, a wide variety of organizations, causes, and fundraisers may appeal to Girl Scouts to be their labor force. When representing Girl Scouts, girls cannot participate money-earning activities that represent partisan politics or that are not Girl Scout-approved product sales and efforts.



## Service Unit Manager Volunteer Position Description

**PURPOSE:** To provide the leadership and management of an assigned geographic area by ensuring the retention of existing members and the extension of the Girl Scout program to potential members.

**SUPPORT:** Volunteer Support and Development Manager/Volunteer Support and Troop Engagement Specialists

**TERM OF APPOINTMENT:** Annually appointed based on proven ability to fulfill the responsibilities of the position. Five Year maximum.

### RESPONSIBILITIES:

- Ensure the development and implementation of a Service Unit plan of work, in partnership with the Service Unit team and Volunteer Support and Development Manager, based on Council goals, objectives, and initiatives
- Provide leadership to the Service Unit.
- Facilitate and maintain a communication strategy from the Service Unit team and the volunteer leaders/troops within the unit
- Work in partnership with Council Staff to identify, recruit, and support development of new Service Team members
- Coach, motivate, and recognize Service Unit members
- Complete position training (including but not limited to: Service Unit Manager training, Looker, Volunteer Toolkit, Virtual meeting best practices)
- Participate in monthly Council Collaborative Champions meetings, and other Council meetings as required
- In partnership with the Volunteer Support and Development Manager, recommend to Product Program Department volunteers to be considered for Service Unit Product Program Manager. All Service Unit Product Program Managers are appointed by the Product Programs Department and final decisions will be made by Product Programs Department only.
- Promote and seek out opportunities to ensure that Service Unit Team members and Troop Leaders are trained for their respective positions
- Plan, schedule, and chair Service Unit Troop Leader meetings (6 minimum) and Service Unit Team meetings. Submit a Service team roster and calendar of meetings for the new membership year
- Remain informed about and comply with the most current policies, procedures, and guidelines of Girl Scouts of Greater New York and Girl Scouts (GSGNY) of the USA (GSUSA) and ensure compliance within the Service Unit.
- Promote Girl Scouting in the community.

- Maintain a Service Unit Bank Account and submit records and reports including the financial records of the Service Unit, annually
- In partnership, with GSGNY staff, ensure all troops in Service Unit are in compliance with troop bank account compliance rules.

### CORE COMPETENCIES:

- Girl focus: Empower leaders to support girls to lead activities, learn by doing, and cooperate with others on current issues that involve their interests and needs, while having fun.
- Personal Integrity: Demonstrate dependability, honesty, and credibility
- Adaptability: Adjust, modify, and remain flexible in response to changing situations and environments
- Oral and Written Communication: Express ideas and facts clearly and accurately
- Foster Diversity, Equity, and Inclusion: Understand, respect, and embrace differences
- Computer Skills: Access to email and internet

### REQUIREMENTS:

- Must be a registered member of GSUSA, in good standing
- Approved background check on file with GSGNY. Must be completed every three years.
- Be guided in all actions by the Girl Scout Mission, GSGNY Vision, and Promise and Law
- Ability to keep accurate records
- Willingness to maintain a cooperative working relationship with GSGNY staff, Service Unit team members and experience
- Proven leadership skills
- Ability to communicate in a professional manner
- Demonstrated group and interpersonal communication skills
- Excellent organization and project-management skills.
- Basic computer skills (including but not limited to MS office, web applications, social media applications)

***This position description is not intended to be all-inclusive.***

## Mission Delivery and Leader Mentor Volunteer Position Description

**PURPOSE:** Use Girl Scout knowledge and expertise to provide and support new and existing leaders

**SUPPORT:** Service Unit Manager/Volunteer Support and Development Manager/First Year Experience Manager

**TERM OF APPOINTMENT:** Annually appointed based on proven ability to fulfill the responsibilities of the position

### **RESPONSIBILITIES:**

- Work in partnership with the Service Unit Manager, and Volunteer Support Specialist to welcome and support new Co-Leaders to Girl Scouting and the Girl Scout Leadership Experience
- Initiate and maintain contact with new Co-Leaders throughout the Girl Scout year (through email, phone calls)
- Attend all Service Unit Meetings
- Attend required trainings for the position, as well as check-in meetings with Council staff as needed.
- Invite and encourage new Co-Leaders to attend Service Unit and GSGNY meetings
- Provide ongoing support to new and existing troop Co-Leaders by sharing knowledge of the Girl Scout Leadership Experience (GSLE) and provide coaching on program delivery, including best practices to engage girls and have a successful girl-led troop
- Promote and coach on Girl Scout traditions
- Maintain current knowledge of the Girl Scout program and other Council initiatives.
- Promote troop leader growth through scheduled roundtables and one-to-one conferences.
- Remain aware of community resources and inform troop leaders of persons and opportunities available.
- Work closely with Volunteer Committees
- Share mentee/mentor experience with GSGNY staff through surveys
- Celebrate successes

### **CORE COMPETENCIES:**

- **Girl focus:** Empower leaders to support girls to lead activities, learn by doing, and cooperate with others on current issues that involve their interests and needs, while having fun.
- **Personal Integrity:** Demonstrate dependability, honesty, and credibility
- **Adaptability:** Adjust, modify, and remain flexible in response to changing situations and environments
- **Oral and Written Communication:** Express ideas and facts clearly and accurately
- **Foster Diversity, Equity, and Inclusion:** Understand, respect, and embrace differences
- **Computer Skills:** Access to email and internet

### **REQUIREMENTS:**

- Must be a registered member of GSUSA, in good standing
- Approved background check on file with GSGNY. Must be completed every three years.
- Be guided in all actions by the Girl Scout Mission, GSGNY Vision, and Promise and Law
- Previous Girl Scout experience and willingness to stay current in all aspects of the Girl Scout Leadership program
- Willingness to maintain a cooperative working relationship with GSGNY staff, Service Unit team members and experience
- Proven leadership skills
- Ability to communicate in a professional manner
- Demonstrated group and interpersonal communication skills
- Excellent organization and project-management skills.
- Basic computer skills (including but not limited to MS office, web applications, social media applications)

*This position description is not intended to be all-inclusive.*

# Service Unit Cookie Manager

## Position Description

**PURPOSE:** Cookie Program Manager for specific Service Unit

**SUPPORT:** Product Program Department

**TERM OF APPOINTMENT:** Annually appointed based on proven ability to fulfill the responsibilities of the position

### RESPONSIBILITIES:

- Attend Service Unit Cookie Manager training
- Provide Product Program Department with timely information and feedback vital to the planning and implementation process for the Girl Scout Cookie Program.
- Utilize your Service Unit Manager email account to communicate with your leaders.
- Train Troop Cookie Managers in all aspects of the Girl Scout Cookie Program and be available for speaking at leaders' and troop meetings.
- Remind leaders to submit a signed Troop Cookie Manager Agreement through the wufoo form.
- Remind leaders to submit delivery location information through the Wufoo form.
- Assist leaders with questions about the Opt Out Form
- Ensure the distribution of cookie program materials to every troop in the Service Unit for both Initial Cookie Program period and Catch-Up Cookie period.
- Serve as a source of information for all troops in the Service Unit. Provide extra materials as needed for all troops in Service Unit.
- Monitor the program within the Service Unit and report progress as requested by Product Program Department.
- Ensure that all cookie program-related materials have been submitted accurately by the Troop Cookie Managers.
- Ensure that the troops meet all deadlines set forth by the Council.
- Verify Troop ACH bank information entry in eBudde and follow up with troops that have not entered their information.
- Encourage troops to deposit cookie money frequently and remind them of the ACH sweep deadlines to ensure they have funds available.
- Encourage participation in the Girl Scout Cookie Program by all troops in the Service Unit. Explain all the ways girls can participate – traditional order taking, Digital Cookie, Gift of Caring Program and Booths. Help all troops and their leaders work toward meeting troop and Service Unit goals.
- Develop a familiarity with eBudde, the online cookie management system, and assist all troops in Service Unit to submit their cookie orders online.
- Ensure that information concerning product delivery is accurate and complete. Assist troops in submitting that information through eBudde.
- Ensure the distribution of reward/incentive items to every troop in the Service Unit.

### CORE COMPETENCIES:

- **Girl focus:** Empower leaders to support girls to lead activities, learn by doing, and cooperate with others on current issues that involve their interests and needs, while having fun.
- **Personal Integrity:** Demonstrate dependability, honesty, and credibility
- **Adaptability:** Adjust, modify, and remain flexible in response to changing situations and environments
- **Oral and Written Communication:** Express ideas and facts clearly and accurately
- **Foster Diversity, Equity, and Inclusion:** Understand, respect, and embrace differences
- **Computer Skills:** Access to email and internet

### REQUIREMENTS:

- Must be a registered member of GSUSA, in good standing
- Approved background check on file with GSGNY. Must be completed every three years.
- Be guided in all actions by the Girl Scout Mission, GSGNY Vision, and Promise and Law
- Willingness to maintain a cooperative working relationship with GSGNY staff, Service Unit team members
- Proven leadership skills
- Ability to communicate in a professional manner
- Demonstrated group and interpersonal communication skills
- Excellent organization and project-management skills.
- Basic computer skills (including but not limited to MS office, web applications, social media applications)

***This position description is not intended to be all-inclusive.***

## Community Outreach Liaison Position Description

**PURPOSE:** To provide guidance and knowledge of the local community events to bring awareness of the Girl Scouts Leadership Experience. Works in collaboration with the Community Outreach and Membership Development team to facilitate outreach and recruitment events, for girls and adults, in-person and utilizing digital platforms. They are essential members of the membership recruitment team and serve as the liaison between Girl Scouts of Greater New York and the community.

**SUPPORT:** Service Unit Manager /Community Outreach and Membership Development Manager

**TERM OF APPOINTMENT:** Annually appointed based on proven ability to fulfill the responsibilities of the position

### **RESPONSIBILITIES:**

- Attend Council and Service Unit meetings
- Advance the Girl Scout Mission, GSGNY Vision, and promote the benefits of the Girl Scout Leadership Experience
- Maintains current knowledge of the Girl Scout program and Council programs/initiatives
- Works in partnership with Community Outreach and Membership Development Manager and Service Unit Manager to build Girl Scout awareness, cultivate community relationships and develop rapport through community events including booths, tables, open house events as well as social media and other digital platforms
- Works in partnership with Community Outreach and Membership Development Manager and Service Unit Manager in the implementation of community focused strategies for recruiting and engaging both girls and adults
- Conducts Adult Recruitment/Parent Meetings to recruit leaders and support positions for the troops.
- Invites new girls and leaders to join/volunteer online using the Opportunity Catalog.
- Ensure troop rosters are accurate with the use of Looker
- Distribute current and relevant marketing materials and recruitment information

### **CORE COMPETENCIES:**

- **Girl focus:** Empower leaders to support girls to lead activities, learn by doing, and cooperate with others on current issues that involve their interests and needs, while having fun.
- **Personal Integrity:** Demonstrate dependability, honesty, and credibility
- **Adaptability:** Adjust, modify, and remain flexible in response to changing situations and environments
- **Oral and Written Communication:** Express ideas and facts clearly and accurately
- **Foster Diversity, Equity, and Inclusion:** Understand, respect, and embrace differences
- **Computer Skills:** Access to email and internet

### **REQUIREMENTS:**

- Must be a registered member of GSUSA, in good standing
- Approved background check on file with GSGNY. Must be completed every three years.
- Be guided in all actions by the Girl Scout Mission, GSGNY Vision, and Promise and Law
- Willingness to maintain a cooperative working relationship with GSGNY staff, Service Unit team members
- Proven leadership skills
- Knowledge of, or willingness to learn, the Volunteer Toolkit and the Girl Scout Leadership Experience (GSLE) model.
- Willingness to complete required training
- Ability to communicate in a professional manner
- Demonstrated group and interpersonal communication skills
- Excellent organization and project-management skills.
- Basic computer skills

*This position description is not intended to be all-inclusive.*

## Volunteer Toolkit Champion Position Description

**PURPOSE:** To provide guidance and knowledge to Service Unit members about the Volunteer Toolkit

**SUPPORT:** Service Unit Manager/Virtual Content Manager/Virtual Content Lead Specialist/ Volunteer Support and Development Manager

**TERM OF APPOINTMENT:** Annually appointed based on proven ability to fulfill the responsibilities of the position

### RESPONSIBILITIES:

- Serve as an expert resource to leaders in the Service Unit on use and troubleshooting of the Volunteer Toolkit (VTK)
- Maintain a current knowledge of the content and features of Volunteer Toolkit and inform Co-Leaders in Service Unit
- Deliver Volunteer Toolkit demonstrations at service unit meetings and one-on-one meetings with troop leaders.
- Assist leaders in using Volunteer Toolkit to conduct virtual troop meetings.
- Promote the use of the VTK during Service Unit meetings

### CORE COMPETENCIES:

- Girl focus: Empower leaders to support girls to lead activities, learn by doing, and cooperate with others on current issues that involve their interests and needs, while having fun.
- Personal Integrity: Demonstrate dependability, honesty, and credibility
- Adaptability: Adjust, modify, and remain flexible in response to changing situations and environments
- Oral and Written Communication: Express ideas and facts clearly and accurately
- Foster Diversity, Equity, and Inclusion: Understand, respect, and embrace differences
- Computer Skills: Access to email and internet

### REQUIREMENTS:

- Must be a registered member of GSUSA, in good standing
- Approved background check on file with GSGNY. Must be completed every three years.
- Be guided in all actions by the Girl Scout Mission, GSGNY Vision, and Promise and Law
- Willingness to maintain a cooperative working relationship with GSGNY staff, Service Unit team members
- Proven leadership skills
- Knowledge of, or willingness to learn, the Volunteer Toolkit and the Girl Scout Leadership Experience (GSLE) model.
- Willingness to complete required training
- Ability to communicate in a professional manner
- Demonstrated group and interpersonal communication skills
- Excellent organization and project-management skills.
- Basic computer skills

***This position description is not intended to be all-inclusive***

## Service Unit Support Position Description

**PURPOSE:** Any additional Service Unit Positions that already exist in your unit can remain and should be referred to as Service Unit Support Volunteer, including, Treasurer, Secretary, Event Coordinator, etc.

**SUPPORT:** Service Unit Manager/Volunteer Support and Development Manager/Volunteer Support and Troop Engagement Specialists

**TERM OF APPOINTMENT:** Annually appointed based on proven ability to fulfill the responsibilities of the position.

### RESPONSIBILITIES:

- Attend Service Unit meetings
- Complete position training as it pertains to you (including but not limited to: Looker, Volunteer Toolkit, Virtual meeting best practices)
- Remain informed about and comply with the most current policies, procedures, and guidelines of Girl Scouts of Greater New York and Girl Scouts (GSGNY) of the USA (GSUSA)
- Promote Girl Scouting in the community.

### CORE COMPETENCIES:

- Girl focus: Empower leaders to support girls to lead activities, learn by doing, and cooperate with others on current issues that involve their interests and needs, while having fun.
- Personal Integrity: Demonstrate dependability, honesty, and credibility
- Adaptability: Adjust, modify, and remain flexible in response to changing situations and environments
- Oral and Written Communication: Express ideas and facts clearly and accurately
- Foster Diversity, Equity, and Inclusion: Understand, respect, and embrace differences
- Computer Skills: Access to email and internet

### REQUIREMENTS:

- Must be a registered member of GSUSA, in good standing
- Approved background check on file with GSGNY. Must be completed every three years.
- Be guided in all actions by the Girl Scout Mission, GSGNY Vision, and Promise and Law
- Ability to keep accurate records
- Willingness to maintain a cooperative working relationship with GSGNY staff, Service Unit team members and experience
- Proven leadership skills
- Ability to communicate in a professional manner
- Demonstrated group and interpersonal communication skills
- Excellent organization and project-management skills.
- Basic computer skills (including but not limited to MS office, web applications, social media applications)

***This position description is not intended to be all-inclusive.***

## Association Chair Position Description

**PURPOSE:** To encourage and provide for maximum participation of delegate members, in Council planning and policymaking.

**SUPPORT:** President, Board of Directors

**TERM OF APPOINTMENT:** Appointed by the President for one term of 3 years beginning June 15. Chair may serve one term plus and partial term as defined in Article III..

### RESPONSIBILITIES:

- Guiding the members of the Association in their responsibilities as set forth in the Bylaws, Article IX, Section A, 8.
- Within guidelines and polices established by the Board of Directors, planning the agendas and presiding at Association meetings.
- Participating in the Council meeting(s), and in meeting(s) of the Association Chairs as designated by the respective Vice President.
- Convening if necessary, the Delegates to inform them about the issues to be considered.
- Interpret, support and convey all council goals, fundraising efforts, policies and objectives, including the Human Relations Statement.
- Promoting community visibility using media and public speaking.
- Designating an Alternate in accordance with the Bylaws, Article I, Section 3.
- Designating a successor Delegate in accordance with the Bylaws, Article X, Section B, 4
- Mailing appropriate reports, and ensuring that Association records, minutes, etc. are accurate and submitted in a timely fashion and are on file in Council office.
- Arranging Association meeting date(s) and site(s) in conjunction with appropriate staff member.
- Appointing persons as needed to assist with arrangements and participate in Association meetings.
- Representing Girl Scouting in the community, as assigned.
- Carrying out such other duties as may be designated by the Board of Directors.

### CORE COMPETENCIES:

- Girl focus: Empower leaders to support girls to lead activities, learn by doing, and cooperate with others on current issues that involve their interests and needs, while having fun.
- Personal Integrity: Demonstrate dependability, honesty, and credibility
- Adaptability: Adjust, modify, and remain flexible in response to changing situations and environments
- Oral and Written Communication: Express ideas and facts clearly and accurately
- Foster Diversity, Equity, and Inclusion: Understand, respect, and embrace differences
- Computer Skills: Access to email and internet

### QUALIFICATIONS:

- Be a current registered member of the Girl Scouts of Greater New York.
- Subscribe to the principles and philosophy of the Girl Scouts of Greater New York and GSUSA.
- Stature in the Association and broad acquaintance with the membership.
- Willingness to participate actively in fulfilling the responsibilities of the position, and a sense of timing to complete the work.
- Willingness to support the Board of Directors and to promote understanding of Girl Scouting and the Council in the Association and the community.
- Recognition, understanding, and acceptance of council goals, policies and objectives.
- Ability to listen and convey different points of view and participate in decision making.
- A commitment of time and resources.
- Willingness to take training.

## Delegate Position Description

**PURPOSE:** As elected members of the Council to elect the Officers of the Council, the members at large of the Board of Directors, the members of the Council Nominating Committee, and the delegates and persons to fill delegate vacancies for the National Council of GSUSA

**SUPPORT:** Council President of Designee

**TERM OF APPOINTMENT:** Elected at the Spring Service Unit Meeting (and installed at the Fall Association Meeting) for a term of two years beginning immediately or until their successors are elected or appointed and have taken office and shall be eligible for re-election for 1 additional consecutive term.

### RESPONSIBILITIES:

- To attend Association meetings and Service Unit meetings.
- To attend Annual Meeting.
- To be familiar with the candidates for elected positions and to vote in accordance with the Council Bylaws.
- To determine the general lines of direction for Girl Scouting within the jurisdiction of the Council by receiving and responding to reports and information from the Board of Directors.
- To amend the Articles of Incorporation and Bylaws, subject to Article XIV.
- To take all other action requiring membership vote; and to conduct such other business as may from time to time come before the members.
- To refer qualified candidates to the Council Nominating Committee for consideration.

### CORE COMPETENCIES:

- Girl focus: Empower leaders to support girls to lead activities, learn by doing, and cooperate with others on current issues that involve their interests and needs, while having fun.
- Personal Integrity: Demonstrate dependability, honesty, and credibility
- Adaptability: Adjust, modify, and remain flexible in response to changing situations and environments
- Oral and Written Communication: Express ideas and facts clearly and accurately
- Foster Diversity, Equity, and Inclusion: Understand, respect, and embrace differences
- Computer Skills: Access to email and internet

### QUALIFICATIONS:

Be a current registered member of the Girl Scouts of Greater New York.

- Subscribe to the principles and philosophy of the Girl Scouts of Greater New York and GSUSA.
- Stature in the Service Unit and broad acquaintance with the membership, and having the ability to represent the respective service unit.
- Willingness to participate actively in fulfilling the responsibilities of the position, and a sense of timing to complete the work.
- Willingness to take training as required.

## Alternate Delegate Position Description

**PURPOSE:** Serve as volunteers who can replace a duly elected Delegate in the assigned Service Unit when the Delegate cannot fulfill their position requirement to elect the officers of the Council, the members at large of the Board of Directors, the members of the Council Nominating Committee, and the Delegates and persons to fill delegate vacancies for the National Council of GSUSA

**SUPPORT:** Council President of Designee

**TERM OF APPOINTMENT:** Elected at the Spring Service Unit Meeting (and installed at the Fall Association Meeting) for a term of two years beginning immediately or until their successors are elected or appointed and have taken office and shall be eligible for re-election for 1 additional consecutive term.

### RESPONSIBILITIES:

- to step in and fill the Delegate position when required
- To attend Association meetings and Service Unit meetings.
- To attend Annual Meeting.
- To be familiar with the candidates for elected positions and to vote in accordance with the Council Bylaws.
- To determine the general lines of direction for Girl Scouting within the jurisdiction of the Council by receiving and responding to reports and information from the Board of Directors.
- To amend the Articles of Incorporation and Bylaws, subject to Article XIV.
- To take all other action requiring membership vote; and to conduct such other business as may from time to time come before the members.
- To refer qualified candidates to the Council Nominating Committee for consideration.

### CORE COMPETENCIES:

- Girl focus: Empower leaders to support girls to lead activities, learn by doing, and cooperate with others on current issues that involve their interests and needs, while having fun.
- Personal Integrity: Demonstrate dependability, honesty, and credibility
- Adaptability: Adjust, modify, and remain flexible in response to changing situations and environments
- Oral and Written Communication: Express ideas and facts clearly and accurately
- Foster Diversity, Equity, and Inclusion: Understand, respect, and embrace differences
- Computer Skills: Access to email and internet

### QUALIFICATIONS:

Be a current registered member of the Girl Scouts of Greater New York.

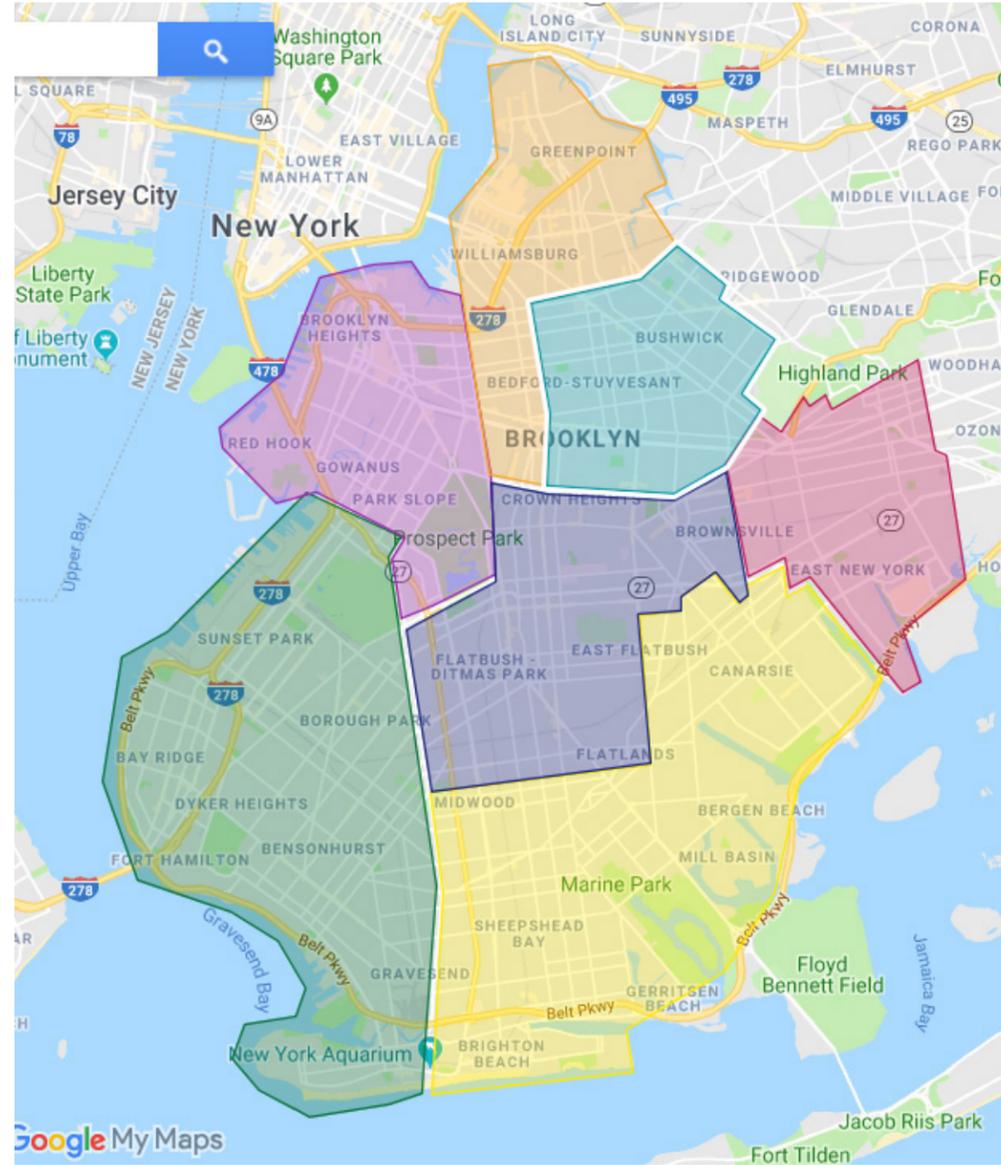
- Subscribe to the principles and philosophy of the Girl Scouts of Greater New York and GSUSA.
- Stature in the Service Unit and broad acquaintance with the membership, and having the ability to represent the respective service unit.
- Willingness to participate actively in fulfilling the responsibilities of the position, and a sense of timing to complete the work.
- Willingness to take training as required.



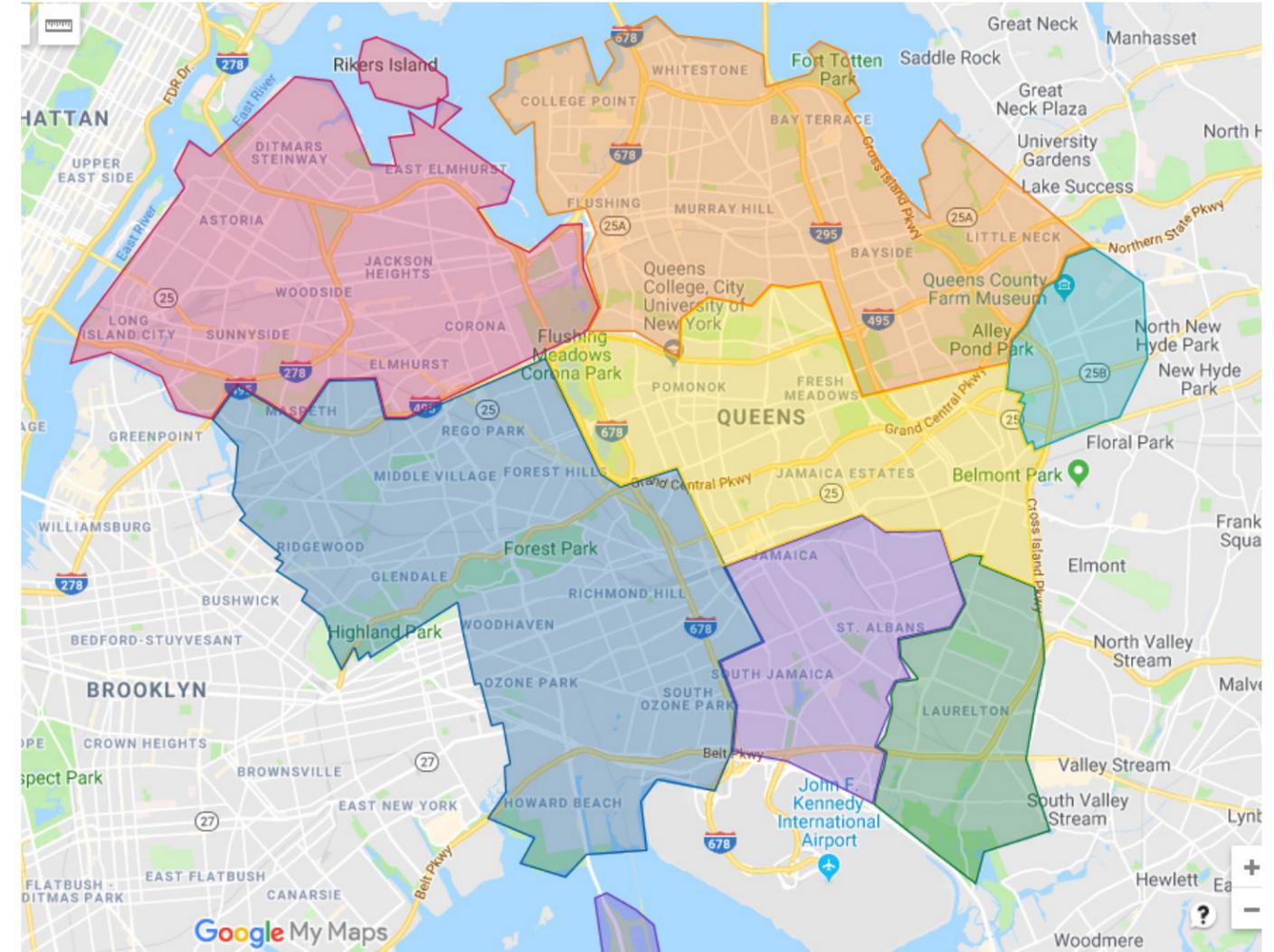
# Appendix

Service Unit Maps by Borough

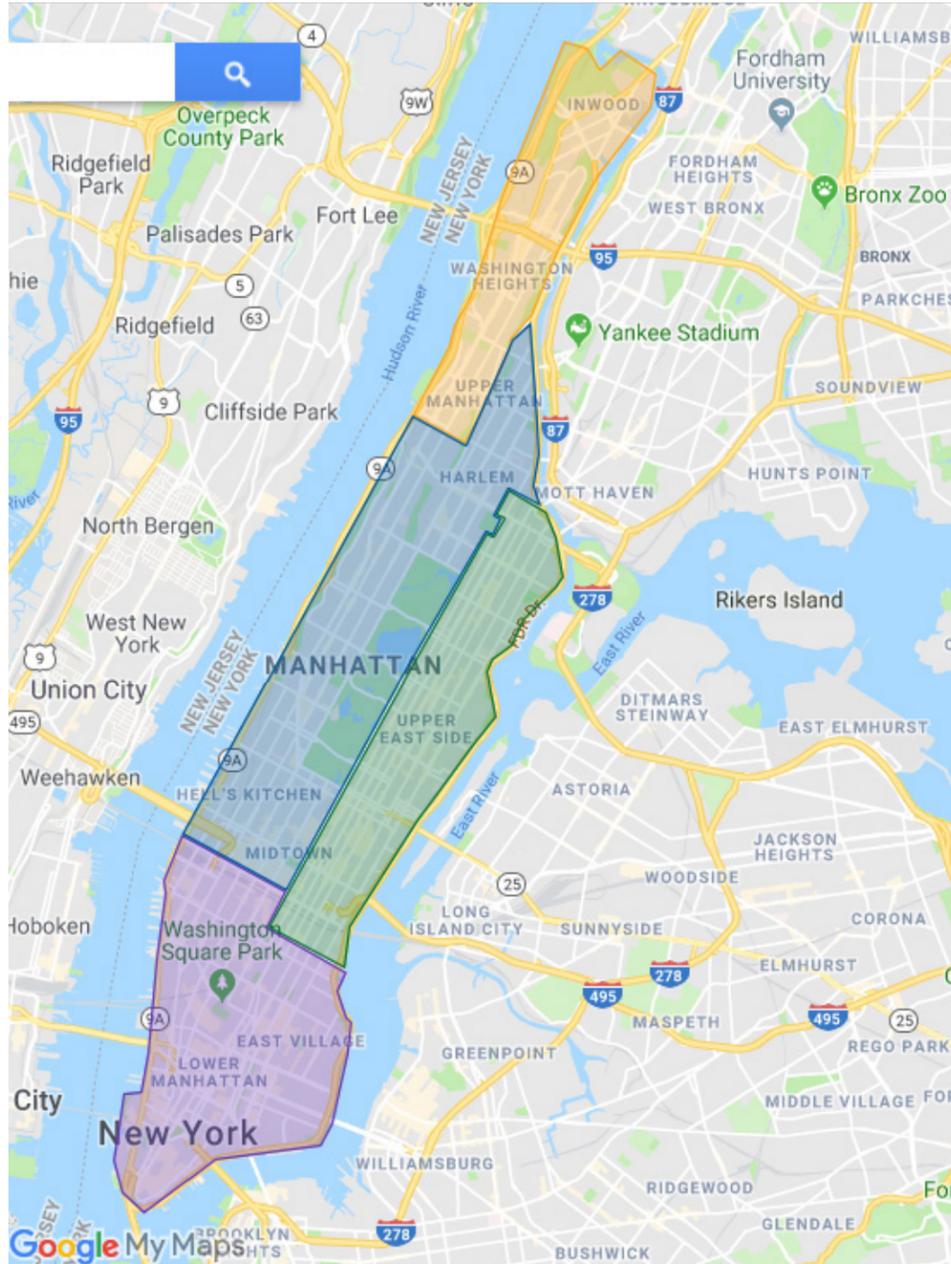
### Brooklyn Service Unit Map



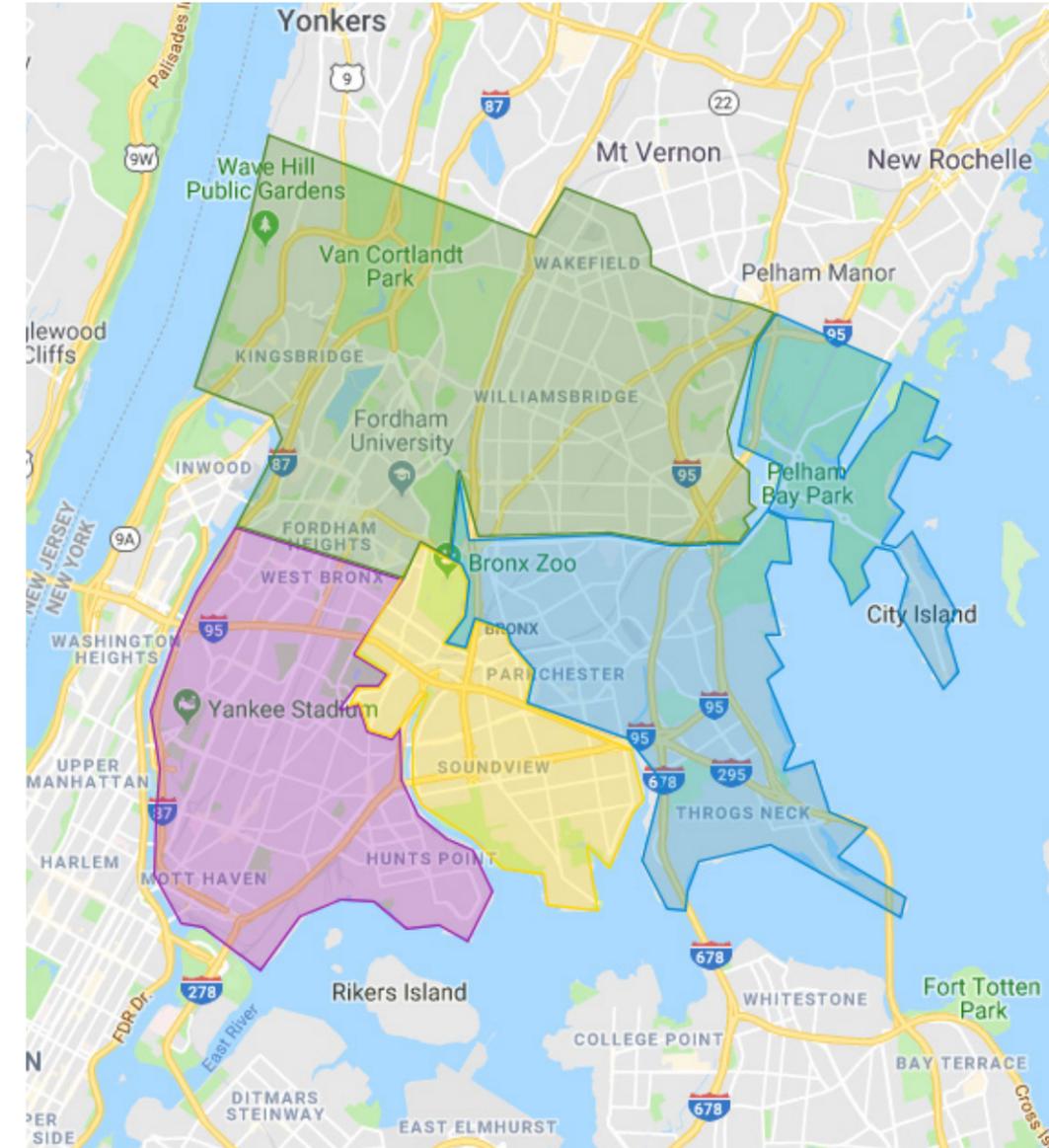
### Queens Service Unit Map



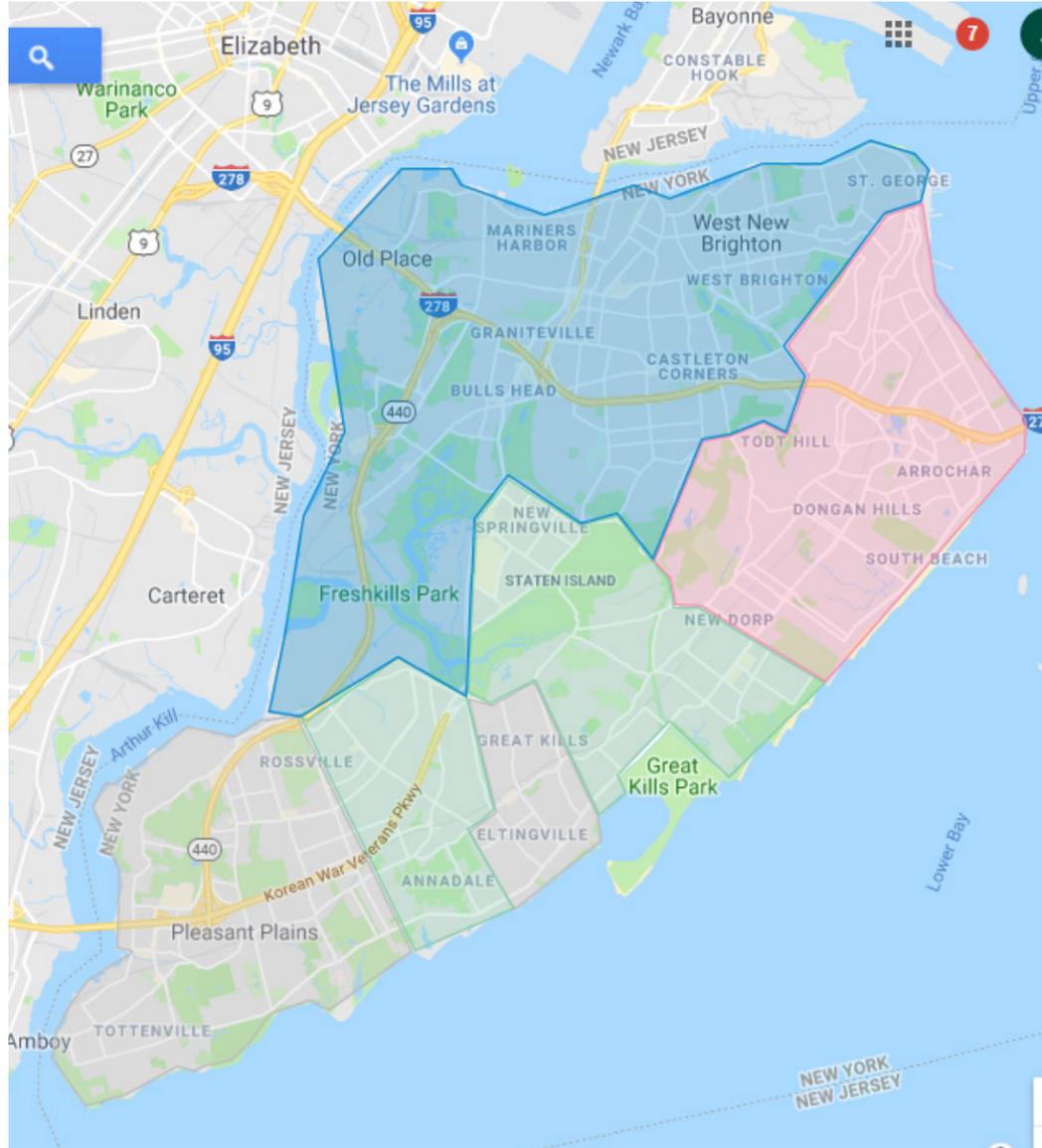
**Manhattan Service Unit Map**



**Bronx Service Unit Map**



### Staten Island Service Unit Map



### Camp Kaufmann

Campground in Holmes, NY, owned and operated by Girl Scouts of Greater New York. Camp Kaufmann is open to all Girl Scouts of GSGNY!



# Service Unit Health Assessment

## **We had a healthy service unit team. We...**

- recruited new volunteers on to the service unit team
- tried a new way to recruit service unit team members
- filled \_\_\_\_\_ positions
- empowered volunteers to participate in the service unit outside of service unit team roles (event planning, administrative tasks, etc.)
- had team meetings separate from leader meetings

## **We as a service unit team committed to learning from GSGNY**

Our service unit team completed \_\_\_\_\_ training or learned about \_\_\_\_\_

## **We represented our service unit at...**

- CEO calls with volunteers (bi weekly), position roundtables, Council Collaborative Champions, Committee meetings
- Volunteer Celebration
- Association Meetings

## **We supported a spirit of inclusion within the service unit and troops. We...**

- created a feeling of welcome at service unit events and meetings informed troops of Girl Scout financial assistance
- encouraged Girl Scout troops to open to new members
- sought volunteer participation and leadership at locations across our service unit
- increased our participation in service unit leader meetings (attendance or discussion)

## **Our service unit had an impact in our community.**

**We shared about the benefits of Girl Scouts with our community and encouraged Girl Scout visibility. We...**

- participated in “show your girl pride” days
- marched in a parade
- did a Girl Scout activity booth at a community fair
- had our service unit featured in the local paper/publication

## **We did something to recruit new members. We...**

- held a recruitment opportunity (open house, event, parent meeting)
- reached out to school and daycares
- started a troop in \_\_\_\_\_ area or at \_\_\_\_\_ school (focus on a new or lapsed area)
- hosted a fall/spring recruitment event
- posted recruitment flyers at schools or community centers

## **We supported new leaders. We...**

- introduced volunteers to the Volunteer Toolkit
- offered a variety of adult learning trainings
- encouraged troop leaders to complete relevant GSGNY trainings
- provided networking time at service unit leader meetings
- hosted a new leader event

## **We empowered volunteers to guide their troops in the cookie program. We...**

- We got first-year troops to participate in cookie product program
- offered troop cookie manager trainings and ensured troop cookie managers had all resources increased participation
- celebrated girls’ participation in the cookie program

**We equipped volunteers to confidently address financial matters in their troops. We...**

- offered an Annual Financial Report training or office hours
- reached out to troops during Annual Financial Report season
- helped troops disband
- Made sure that all troops had a bank account and had turned in a yearly ACH Form to council

**We supported Independently Registered Members (Juliettes). We...**

- included them in all service unit communication
- Invited them to participate in all events and programs

**We effectively communicated and distributed information to our volunteers. We...**

- have service unit meetings monthly/bi-monthly
- online communication platform
- updated our online communication platform (the bio section, who the admins are, \_\_\_\_\_, and \_\_\_\_\_)
- Encouraged our members to join the GSGNY Band app

**We did something to retain our current members. We...**

- offered an early renewal incentive
- reached out to lapsed members
- met the Early Renewal campaign service unit goals (goal will be provided no later than February 2021)
- assisted troops in transition to find new leadership

**We recognized our volunteers. We...**

- hosted a dinner/tea/retreat
- had an end-of year celebration
- nominated and endorsed people for our council awards
- creatively thanked people who hosted events
- recognized service unit team members for their roles
- thanked new leaders

**We went above and beyond to provide additional support to volunteers as needed**

**We encouraged a spirit of community service in our service unit. We...**

- Shared community service project opportunities within my Service Unit
- hosted a service project
- highlighted/supported a Take Action Project

**We supported girl planning and leadership in our service unit through a...**

- troop planned event
- Talked to our girls about what it means to be a delegate
- Promoted or hosted a training around highest awards
- older girl leadership board

**We hosted one or more of the following events**

- rededication and investiture
- Daisy day
- Juliette Gordon Low birthday party
- Cookie Kickoff
- World Thinking Day celebration
- Girl Scout Week celebration
- bridging ceremony
- leader appreciation dinner/brunch holiday party
- older girl event
- encampment

**We promoted camp or outdoor events**

**We completed and kept to a service unit budget**

# Rubric Sample

We had a healthy SU Team

|  | IN PROGRESS | YES | NO | COMMENTS |
|--|-------------|-----|----|----------|
| Recruited New Volunteers on to the SU Team   |             |     |    |          |
| Implemented new ways to recruit SU Team members  |             |     |    |          |
| Filled Open Positions  |             |     |    |          |
| Empowered volunteers to participate in SU outside of SU team roles (I.e. event planning, adm. Tasks, etc.) |             |     |    |          |
| Had team meetings separate from leader meetings  |             |     |    |          |

Comments / Next Steps

# Social Media Guidelines

## Social Media 101

### What is Social Media?

Social media platforms allow you to share information and create communities through online networks or people. It's a way to have two-way conversations online! Some of the most common types of social media include social networking sites—like Facebook, Twitter, and Instagram—and content-sharing platforms—like YouTube and Pinterest.

### Where Can I Connect with Girl Scout Volunteers on Social Media?

There are many small groups for service units, troops, and beyond, but you can also join the council-wide Girl Scout volunteer community on social media:

### General Community Groups

**Facebook:** [facebook.com/girlscoutsnyc](https://www.facebook.com/girlscoutsnyc)

**Instagram:** [instagram.com/girlscoutsnyc](https://www.instagram.com/girlscoutsnyc)

**Twitter:** [twitter.com/girlscoutsnyc](https://twitter.com/girlscoutsnyc)

**LinkedIn:** [linkedin.com/company/girlscoutsnyc](https://www.linkedin.com/company/girlscoutsnyc)

**YouTube:** [youtube.com/girlscoutsnyc](https://www.youtube.com/girlscoutsnyc)

### Social Media & the Girl Scout Promise and Law

As a Girl Scout, the Girl Scout Promise and Law should guide all your actions—and that's true for when you're using social media, too! We've included some ideas to keep in mind below, but this isn't a comprehensive list—when in doubt, ask yourself, "Is this action in line with the Girl Scout Promise and Law?"

- 1. Be honest and fair.** Be transparent about your role as a Girl Scouts of Greater New York volunteer when communicating about Girl Scout-related issues online.
- 2. Be friendly, helpful, considerate and caring.** Treat others as you want to be treated. Don't use social media to attack other volunteers, troop members, or staff members.
- 3. Be courageous and strong.** Careful monitoring of social media is important in maintaining a welcoming and supportive community. If you see posts, comments, or behavior that concern you, please notify the Volunteer Support Manager. Don't be afraid to speak up or ask questions.

4. **Be responsible for what you say and do.** Remember that what you post online will be around for a long time (think of it as your online carbon footprint), and nothing is really private anymore. Use discretion and if you have questions about whether or not you should post something, ask the Volunteer Support Manager.

5. **Respect yourself and others.** Respect other people's privacy and your own personal boundaries by using discretion when choosing to connect with a fellow volunteer or girl/guardian. (For service unit or troop Facebook groups, the privacy settings will give you the ability to give permission to only those who are involved with the service unit or troop.) Also, please do not publish girls' full names online—girl safety is a top priority!

6. **Respect authority.** If your actions on social media—as with any other kind of action taken as a Girl Scout volunteer—do not support the Girl Scout Promise and Law, we do deserve the right to take corrective action.

7. **Use resources wisely.**

8. **Make the world a better place and be a sister to every Girl Scout.** This is true regardless of how you are communicating!

As a representative of Girl Scouts, your online presence can reflect positively or negatively on Girl Scouts. It's always recommended to set your personal Facebook profile to "private" (only your Facebook friends can see it), especially if you have Girl Scouts of Greater New York listed as an organization that you volunteer for or represent. Please remember that your Facebook profile picture can always be viewed publicly, so use discretion when choosing how the world sees you.

#### **What if I'm contacted by the media or a public figure?**

If you're contacted by a member of the media or a public figure through a social media site and asked to comment on an issue, please refer them to our [\*\*Media Team\*\*](#).

## **Best Practices for Girl Scout Troop and Service Unit Social Media**

Many Girl Scout troops and service units set up their own social media groups! Here are some best practices to keep in mind when creating a social media group.

### **Managing Your Group**

Before you begin developing a Girl Scout social media account, designate two adults who will be responsible for managing the account—one who is the primary manager, and one who can be a back-up. That way, there's always more than one person who can manage the account!

### **Naming Your Group or Profile**

It's a good idea to give a descriptive name to your group or profile (ex: Girl Scout Troop XXXXX or "Girl Scouts of Greater New York Service Unit XXXXX"), so viewers can easily identify the troop, service unit, and council.

### **Social Media and Privacy**

- **Names:** If you wish to post Girl Scouts' names on the page, first names are recommended and you should not use girls' entire names.
- **Addresses:** Do not identify personal addresses of Girl Scouts. However you can list the address of event locations.
- **Contact Information:** It's a good idea to create a generic email address (like **GSTroop4444@gmail.com**), instead of using contact information that's related to a specific person.
- **Photos:** Girl safety needs to be the top priority, so don't post photos without permission. As part of purchasing membership, most signed Girl Scout Membership Forms include permission for photos to be used for Girl Scout purposes—if in doubt, ask the girl's parent or guardian. If you have a photo that includes non-Girl Scouts, they can fill out a **Health History Record**.

### **Posting Content**

Anything you post on your group or profile can reflect on Girl Scouts, so ask yourself, "What information would be appropriate for a stranger to see on my page?"

Make sure that the girls and adults in your Girl Scout Troop or Service Unit who may be contributing content realize that this is a Girl Scout page, not a personal page. Please be particularly careful about inappropriate references to race, religion, age, sex, national origin, sexual orientation, marital status, learning disability, physical or mental disability, or political affiliation—they have no place on a Girl Scout page.

### **Girls and Social Media**

Girl Scouts can fill out the Internet Safety Pledge, and you can use your group or page as a great way to discuss online safety with them. We strongly encourage you to talk with your girls about issues of privacy and educate them about not sharing personal information, photos, contact information, etc. with strangers online.

### **Advertising and Product Sales**

Do not sell advertising on your site or within your group—including banner ads, sponsored links, etc. The sale of advertising creates an implied relationship between Girl Scouts and the goods or services advertised and cannot be permitted.

Girls and adults may post notices on websites alerting their communities about Girl Scout Cookie Program Sales or Fall Product Sales. However—with the exception of Digital Cookie—payments may not be taken online. For girl safety, best practice is to not promote your girl's sale on group social media sites where you or your girl do not know all members, and to not share personal girl information—such as last names, addresses, or phone numbers—on any social media site.

### **Social Media Bullying or Other Incidents**

If any Girl Scout member's actions on social media—as with any other kind of actions taken as a Girl Scout—do not support the Girl Scout Promise and Law, we do reserve the right to take corrective action.

If you have any concerns at all—about a specific post, person, or conversation—please contact the Volunteer Support Manager immediately. We are here to help make sure that all Girl Scouts can have a safe and supportive online environment!

### **Girl Scout Branding, Trademarks, and Copyrights**

Check out the [\*\*GSUSA Copyrights and Trademarks page\*\*](#) for more information about how to use Girl Scout branded materials.

In general, you can't use copyrighted designs, text, graphics or trademarked symbols without specific permission from the copyright or trademark holder. The basic principle is: If it is not yours, don't use it. Using the phrase “no copyright infringement is intended” (or similar wording) on your website does not mean that you can upload copyrighted or trademarked material without permission. All necessary permission must be obtained, or the material cannot be posted on your website.

## **Best Practices for Girl Scout Troop and Service Unit Virtual Meetings**

1. Ensure all girls have their names listed with their devices, so leaders know who they are letting in to their meetings
2. Assign at least one volunteer to monitor the chat and waiting room for non-members trying to join
3. Institute a plan with your girls so that if someone does hack/bomb the meeting, they know to get up, walk away from the computer, and report it to an adult. Leaders should be responsible for shutting down the meeting in this event.

### **More Questions?**

If you have any other questions, please get in touch by calling 1 (212) 645-4000 or emailing us at [\*\*customercare@girlscoutsnyc.org\*\*](mailto:customercare@girlscoutsnyc.org).

# Service Unit Leadership Team

Service Unit Co-Managers \_\_\_\_\_

Cookie Manager \_\_\_\_\_

Mission Delivery and Leader Mentor \_\_\_\_\_

Community Outreach Liasion \_\_\_\_\_

Volunteer Toolkit Champion \_\_\_\_\_

Service Unit Support

(treasurer, secretary, communication coordinator, event coordinator, etc)

\_\_\_\_\_

Delegates \_\_\_\_\_

Alternates \_\_\_\_\_

Our Association Chair is: \_\_\_\_\_

[girlscoutsnyc.org](http://girlscoutsnyc.org)

Girl Scouts of Greater New York  
40 Wall Street, Suite 708, New York, NY 10005  
212.645.4000

