

Service Unit Annual Plan Facilitation Guide 2026-2027

The Service Unit Annual Plan is a roadmap of actions to achieve service unit goals. It is a tool to strengthen a service unit and enable it to offer the best possible program to the girls it serves and is a collaborative effort between volunteers and council staff. Remember, it is a fluid document periodically reviewed and updated.

This facilitation guide is designed to assist the service unit in completing the annual plan.

Prepare for Annual Planning Meeting

Who should be involved in the annual planning? When should we hold our meeting?

- Service team, leaders, and council staff; consider involving other adult volunteers, caregivers, or girls in the process.
- Choose a date, location, and time that accommodates most schedules in May or June, and provides an interruption-free environment, ensuring your Volunteer Experience and Recruitment Specialists can attend.

What should you bring with you to the meeting?

- Current year Annual Plan and Annual Plan template for the 2026-2027 membership year.
- Event Planning Guide, SU Meeting Guide, New Leader Mentor Guide
- School calendars
- Computer, newsprint, post its, or notebook to capture updates throughout the discussion.

Completing the Plan—Facilitation Tips

The service unit fulfills its role by ensuring that:

- Service unit communication and activities reflect the mission and goals of the organization.
- Girls and adults have opportunities to join and participate in Girl Scouts.
- Girls have access to a quality Girl Scout Leadership Experience.
- Volunteers feel prepared to deliver the Girl Scout Leadership Experience.
- Volunteers have a network and community of support that provides a safe and comfortable environment to ask questions and learn from each other.

Sections of the Service Unit Annual Plan:

Assessment and Priorities

- Make sure the service team completes and reviews the assessment to help identify priorities and address areas that need to be strengthened.
- Review the highlighted indicators and sub indicators. Mark if the work happens by staff, with volunteer support, or is volunteer led.
- Based on the assessment and the work that needs to be done, identify 1-3 priorities for the service unit in the following areas to plan for growth:
 - Supporting Leaders
 - Programmatic Service Unit Activities
 - Recruitment Activities
 - Core Volunteers That Support Membership in the Community
 - Communicates in a Variety of Ways

Calendar

This will provide a comprehensive look at the topics/events on a monthly basis that will support the volunteers and prepare them to deliver the Girl Scout Leadership Experience.

- Monthly meetings: What topics or major things need to be covered at a specific time? What additional training, enrichment or networking opportunity are you providing that month?
- Service unit events: What events are the service unit sponsoring or are going to be troop sponsored for the service unit? Who is the event coordinator?

There are four columns to choose to enter information in:

- **Service Unit Activities:** Girl Scout Holidays (Juliette Gordon Low Birthday, Thinking Day, etc.) Cookie Rally, Outdoor Opportunities, Badge/Journey Days/Workshops, Ceremonies, Family Events, Service Unit Campout.
- **Membership Growth:** Recruitment efforts include Fall Membership Campaign, Second Chance, Spring, Daisy Launch, and Extended Year Membership. Renewal efforts include Early Bird, On-time, disbanding placement, lapsed member initiatives.
- **Volunteer Support:** Service Unit based enrichments and trainings, support to leaders, support to new leaders, Fast Fundamentals, promote council volunteer enrichments, and recognize volunteers informally and formally through GSUSA and GSWO award nominations.
- **Communication Efforts:** Service Unit communicates in a variety of ways.

Dashboard

- This page is to be completed by your Volunteer Experience Specialist and brought to the Service Unit Annual Planning meeting.
- Provides 2025-2026 actuals, 2026-2027 goals, and additional metrics for 2025-2026.

Service Unit Roster

Complete the information regarding meeting time, location, and team members.

If a volunteer is continuing or a new volunteer would like to serve in a team position, list them in the appropriate position. Girl Scouts of Western Ohio staff will contact potential new service team members to review the position and finalize appointment. **Note: Official appointment of volunteers is completed by staff.**

Communication Plan

The communication plan is a document that you can use side-by-side with your SU annual plan. You will add any events, trainings, recruitments, etc., to the document and plan out the communication needed. To use the communication plan, follow these steps:

1. Decide what events the service unit would like to have and add them to the Service Unit Annual Plan.
2. To ensure you have all the appropriate events, use the key to the right to label the event, training, etc.
3. Work with the service unit team to decide what the best forms of communication are for the event you are planning.
4. Write the date and time of the event in the appropriate box.
5. Write the date or day the service unit should send out a communication to leaders, families, and/or girls under the appropriate form of communication.
6. Take the communication plan to Service Unit and Service Unit Team meetings to be sure the service unit is keeping up communication with members.

Once the plan is finished, please send a copy (via email attachment preferably) to your Volunteer Experience Specialist by June 30.

