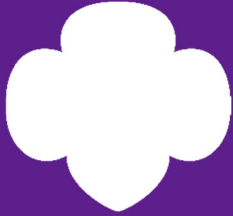


Service Team December Overview 2025



The purpose of this resource is to provide you with an overview of each volunteer position within the service unit so that you can stay updated with what everyone is focusing on during this month. This overview should be used in conjunction with your service unit annual plan so that you can customize resources and ideas to meet the specific needs of your service unit.

TIP OF THE MONTH

Celebrate together as a team! Host a small holiday gathering at your monthly SU meeting to acknowledge the impact of your volunteers. Carry-ins, cookie swaps, or other fun seasonal activities are great ways to make it festive. Taking time to pause, reflect, and express thanks strengthens relationships and leaves everyone feeling appreciated and energized for the new year.

SERVICE UNIT MEETING

- Welcome new troop leaders to the service unit meeting.
- Provide networking opportunities during service unit meeting.
- Promote upcoming community events, holiday service projects, and GSWO's 2025 Calendar of Program Events
- Highest Award Projects Check In – How are troops/individual girls doing and what are they doing.
- Treasurer provides update on Service Unit Finances.
- Encourage troops/volunteers to allow newly recruited girls to join their troop.
- Discuss ways that troops plan to give back to their communities during the upcoming holiday season.
- Treasurer provides update on service unit finances.
- Share key takeaways from November's Roundtable

SERVICE UNIT CHAIR

- In partnership with the service team and Volunteer Experience Specialist continue to connect with troops that have not yet registered.
- Reach out to troop leaders who have not attended a service unit meeting yet this year and invite them to attend this month.
- Share info on open service team positions and committee help needed.
- Review submitted troop financial reports (request list from your Volunteer Experience Specialist).
- Partner with Recruitment Chair/School Coordinators and Recruitment Specialist to promote winter events.
- Continue promoting Volunteer Appreciation Awards! Visit gswo.org/awards for nomination link, webinar dates, and more.
 - Consider hosting a Nomination Night to assist with award nominations. Ask your Volunteer Experience Specialist for more information!
 - Ask your Volunteer Experience Specialist for your Volunteer Award submission goal.
- Work with your GSLE Chair to follow up on New Leader Support and check-in with new volunteers.

- Review Service Unit Looker reports and discuss with the service team.
- Mark your calendar for our next virtual Roundtable meeting Tuesday, January 27, 2026 at 6:30 p.m.. The topic is Harvesting Highlights: Service Unit Success and Support RSVP here: <https://www.gsw.org/roundtable>

GSLE CHAIR

- Call new volunteers to follow up on:
 - Parent/caregiver meeting
 - Family engagement
 - Bank account setup
 - Connecting them to the SU
- Work with new leaders to ensure completion of Troop Start-Up Training (options: gsLearn, in-person individual/group, or Virtual).
 - Remind all Troop Start Up Trainers to turn in any surveys.
 - Volunteers wanting to facilitate Troop Start-Up Trainings must be certified. Check with your Volunteer Experience Specialist.
- Discuss service unit enrichment needs and request enrichments at: [gsw.org/volunteer-learning](https://www.gsw.org/volunteer-learning)
- Facilitate a Fast Fundamental at the SU meeting (based on the season). List available at: [gsw.org/volunteer-learning](https://www.gsw.org/volunteer-learning)
 - New to these? Ask your Volunteer Experience Coordinator to show you how easy it is to facilitate one!
- Promote upcoming council-sponsored program opportunities. Ask your Volunteer Experience Specialist to bring flyers to your SU meeting.
- Mark your calendar for our next virtual Roundtable meeting Tuesday, January 27, 2026 at 6:30 p.m.. The topic is Harvesting Highlights: Service Unit Success and Support RSVP here: <https://www.gsw.org/roundtable>

DATA CHAIR

- Review Looker reports to ensure all troop information is accurate and up to date.
- Verify key troop details, including troop meeting locations and desired troop size.
- Review and update the Troop Opportunity Catalog. This includes their meeting days, times, and how many girls they are accepting. Demonstrate how leaders can verify and update troop info.
 - [Troop Information JotForm](#)
- Confirm troop rosters are complete for the upcoming Cookie Program, including two registered leaders and a TCM with current Youth Protection Training.
 - Tutorial here: <https://youtu.be/LgpFAdIRN-0>.
- Connect individually registered girls with the Service Unit Cookie Coordinator or GSWO staff to support their participation in the Cookie Program.
- Provide an updated list of registered troops to your Service Unit Cookie Coordinator.
- Follow up with lapsed girls to determine if they plan to continue and/or participate in the Cookie Program.
- Collaborate with the Recruitment Chair to place any new girls or girls from disbanded troops who would like to continue.
- Mark your calendar for our next virtual Roundtable meeting Tuesday, January 27, 2026 at 6:30 p.m.. The topic is Harvesting Highlights: Service Unit Success and Support RSVP here: <https://www.gsw.org/roundtable>

RECRUITMENT CHAIR

- Promote **S'more Fun with Friends** by sharing the campaign resources with troop leaders. Encourage them to use the social media graphics, printable invitations, and S'mores Party Guide to help girls invite friends. Remind leaders that when a new girl joins, both she and the friend who invited her can receive an exclusive s'mores-themed reward. Visit www.gsw.org/invite for materials.
- Look for opportunities to recruit girls at community holiday events (e.g., hosting a table, handing out candy with Girl Scout stickers during parades, etc.) and work with your Recruitment Specialist to support these activities.
- Encourage troop leaders to connect with their Recruitment Specialist to participate in winter recruitment events and share their experiences as troop leaders with prospective families.
- Create and post a troop leader spotlight on your SU Facebook page to showcase the fun and meaningful experiences leaders are having with their troops.
- Show appreciation to new troop leaders in your service unit. Consider sending a holiday card or highlighting something they've already accomplished with their troop to thank them for stepping into the role.

SERVICE UNIT FALL PRODUCT COORDINATOR

- Rewards will ship to you in December. Open on arrival and review contents compared to the shipping receipt. Contact your regional product program manager if you are missing rewards.

SERVICE UNIT COOKIE COORDINATOR

- **Cookie 101 Webinar (new managers): Thursday, December 11, 2025 at 7:00 p.m.**
 - Recorded Training is available for experienced managers.
- **Troop Cookie Managers will have access to Smart Cookies & Digital Cookie beginning in early December.**
 - If TCMs can't access the platform, double check TCM is eligible via the TCM report sent from your local council product manager.
 - Let the TCM know if they are missing any requirements.
 - Only Troops with active TCMs that meet all requirements will be uploaded.
 - New troops and new girls will continue to be uploaded each week.
- Encourage all TCMs and Troop Leaders to check their rosters. Troops will be uploaded continually as all requirements listed in the TCM reports are met.
- Service Unit Cookie Trainings and Cookie Rallies should be scheduled. Cookie materials have been distributed to troops. Reach out to your regional product program manager for assistance.
- Pass out Cookies 101 kits and hold training for newly formed troops.
- Remind troops to log into Smart Cookies and verify the Troop's roster. If girls are missing from the roster, contact Customer Care at 888.350.5090.
- Work with other members of your team to ensure that all troop cookie managers know where to find cookie resources and how to sign up for our webinars (www.gsw.org/cookiresources)
- **Cookie Program Begins: Wednesday, January 7, 2025**



888.350.5090 | gsw.org
customer care@gsw.org

