

Service Team Monthly Overview February 2026



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

Volunteer support thrives when expectations are clear and help is easy to access. When Service Unit team members share timely information, point volunteers to the right resources, and follow up with consistency, volunteers feel steady and capable in their roles—reinforcing trust and belonging throughout the Service Unit. Support isn't about having all the answers; it's about making sure volunteers know where to go and who to ask. This month, focus on one simple act of support: highlight a key resource or contact and personally remind volunteers, "You're not in this alone—we're here to help."

SERVICE UNIT MEETING

- Welcome new leaders to the service unit meeting. Service Unit Team should invite at least one new leader personally to the Service Unit meeting. Introduce them to the Service Unit.
- Provide networking opportunities at the service unit meeting.
- Promote World Thinking Day (February 22, 2026)
- Promote Girl Scout Week (March 8-14, 2026) activities
- Promote GSWO Camp Opportunities (January 28, 2026: Overnight Camp registration opened; February 11, 2026: Day Camp registration opens; February 18, 2026: Troop Adventure Camp registration opens).
- Allow time for Q&A and check in with new leaders about cookies.
- Treasurer provides update on service unit finances.

SERVICE UNIT CHAIR

- Connect with volunteers, especially those not attending SU meetings, and see what support is needed. Make sure all troops are connected to service unit communication.
- Review Service Unit Annual Plan. Check progress of plan, update or make adjustments. This is a working document that should be reviewed on a regular basis and discussed with the service team. Notify Volunteer Experience Specialist with any changes.
- Submit something amazing the Service Unit did this Fall (girl-led event, recruitment, leader event) <https://www.gswo.org/en/for-volunteers/for-service-teams/spotlight.html>.
- RSVP to join us for our February Virtual Roundtable From Roots to Results: Voices Count on February 24, 2026, at 6:30 p.m. <https://www.gswo.org/roundtable>

GSLE CHAIR

- Add new leaders to all service unit communications.
- Encourage new troop leaders to attend the upcoming New Leader Fair on January 24, 2026, at 10 am.. They can register here: <https://www.gswo.org/en/discover/activities/events.html?q>New%20Leader%20Fair>
- Connect troops with a mentor or “sister troop”; consider having age level breakout groups during service unit meetings.
- Inform leaders of the Grade Level Guidance resources on gsLearn.
- Identify bridging girls/troops. Offer support, resources, and requirements.
- Encourage participation in Summer Overnight and Day Camp opportunities.
- RSVP to join us for our February Virtual Roundtable From Roots to Results: Voices Count on February 24, 2026, at 6:30 p.m. <https://www.gswo.org/roundtable>

DATA CHAIR

- Review reports on Looker to make sure information is correct and troop rosters are complete for the upcoming cookie program.
- Continue to encourage Troop Leaders to update their meeting information such as meeting days, times, and how many girls they are accepting. <https://form.jotform.com/81915189999177>.
- RSVP to join us for our February Virtual Roundtable From Roots to Results: Voices Count on February 24, 2026, at 6:30 p.m. <https://www.gswo.org/roundtable>

RECRUITMENT CHAIR

- Check in with your Recruitment Specialist to discuss gaps, where to target recruitment, and ensure all parties are on the same page with recruitment strategies moving forward. Explore new opportunities to promote recruitment opportunities.
- Extended Membership begins April 1. Identify opportunities to connect with girls going into kindergarten next fall such as Kindergarten Registrations, Kindergarten Open Houses, and preschool graduations
- Leverage relationships with faith-based organizations for upcoming Girl Scout week celebrations. Will they honor the girls during a service or celebrate Girl Scout Week?
- Girl Scouts is the most visible in our communities during the Girl Scout Cookie Program. We want our troops to be prepared when asked, “Can my girl join your troop?” While we want every girl to have an opportunity to join Girl Scouts, we understand not every troop can welcome new girls. Troop leaders should direct families to gswo.org/join to get more information about Girl Scouts. GSWO will work with the family to find the best opportunity for them.
- Share Galentine’s Invite a Friend Resources with troops. Information can be found at GSWO.org/invite

SERVICE UNIT COOKIE COORDINATOR

- Please keep checking your TCM reports and encouraging your troops to participate in this year's program in any capacity they choose, we have nearly two months remaining in this year's program.
- **Deadline: Initial Order:** February 2, 2026, at 11:59 p.m.
- Special mystery reward announcement on February 3, 2026!
- **Cookie Booth Sign-Up:** 7 p.m. on February 3, 2026(4 locations) and February 5, 2026(unlimited locations).
- **Cookie Pickup Week:** February 20-26, 2026 Please make sure all your troops know what to expect and are prepared with designated volunteers and appropriate vehicle sizes.
- **Troop-secured booths begin:** February 27, 2026
- **Council-secured booths begin:** March 6, 2026.
- **Cupboards start opening:** March 4, 2026
- Promote the Pickup, Cupboard, and Booth Tips Webinar February 12, 2026, Cookies-In-Hand Webinar February 26, 2026, and the Finishing Out the Program webinar on March 19, 2026. All take place at 7 p.m.
 - Even if troop cookie managers cannot attend, they can still register and receive an email with the recording the next day.

05-19049-05/2023