

Service Team

October Monthly Overview

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

October gives us two great opportunities to remind volunteers and girls why Girl Scouts matters. International Day of the Girl on October 11 and Juliette Gordon Low's birthday on October 31, are more than just dates on calendars, they're opportunities to celebrate the possibilities girls have when they are encouraged to lead, explore, take risks, and be themselves.

As you connect with your SU and they connect with their troops this month, share a little Girl Scout history or ask a question that gets everyone thinking about their own Girl Scout story. What are they learning? What are they brave enough to try? How are they making a difference?

When we help volunteers and girls connect their experiences today to the larger Girl Scout story, we help them see that they aren't just following a legacy, they are helping to create the next chapter.

SERVICE UNIT MEETING

- Provide networking opportunities during meetings.
- Introduce and welcome any new volunteers.
- Encourage troops/volunteers (including older girls) to assist with recruitment events.
- Promote setting up a year plan in the VTK to all leaders.
- Treasurer provides an update on service unit finances.
- Share key takeaways from September's Roundtable
- Discuss the updated Founder Award. This award celebrates Service Units that demonstrate strong leadership, support for volunteers and troops, and a commitment to membership growth and the Girl Scout experience. Ask your Volunteer Experience Specialist for more information or fill out the Founders Award Checklist at www.gswo.org/foundersaward.

SERVICE UNIT CHAIR

- Welcome new troop leaders to the SU meeting.
 - Make sure they:
 - Receive the service unit calendar developed during annual planning.
 - Get added to SU communications including email lists, Facebook groups, and Rallyhood
- In partnership with the service team and Volunteer Experience Specialist plan to connect with troops that have not yet registered.
- Review Service Unit Looker reports and discuss with the service team.
- 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 recruitment events.
- Volunteer Awards are open! 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!
- Mark your calendar for the in-person October Roundtable meeting. Details: www.gswo.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).
- Discuss service unit enrichment needs and request enrichments at: gswo.org/volunteer-learning
- Facilitate a Fast Fundamental at the SU meeting (based on the season). List available at: gswo.org/volunteer-learning
 - New to these? Ask your Volunteer Experience Specialist to show you how easy it is to facilitate one!
- Discuss and begin planning events for the year that were decided during annual planning; form committees as needed.
- Mark your calendar for the in-person October Roundtable meeting. Details: www.gswo.org/roundtable.

DATA CHAIR

- October 1st is the start of the new Girl Scout year!
- Follow up with troops, both new and returning, to confirm all adults and girls are registered for the new membership year.
- Work with the Recruitment Chair and School Coordinators to help support the registration process for new girls and adults.
- Review service unit roster and confirm each troop has the required number of leaders and girls.
- Encourage troop leaders to review their troop roster.
 - Tutorial here: <https://youtu.be/LgpFAdIRN-0>.
- 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](#)
- Follow up with disbanding troops:
 - Help place girls who want to continue
 - Assist in finding new troop leaders
 - Ensure closure of troop bank accounts and submission of final finance reports
 - Notify your Volunteer Experience Specialist
- Mark your calendar for the in-person October Roundtable meeting. Details: www.gsw.org/roundtable

RECRUITMENT CHAIR

- Recognize and thank volunteers and girls who helped.
 - Remind them to return unused materials to your Recruitment Specialist.
- Hand off all interest cards and coordinate follow-up with your Recruitment Specialist
- Continue encouraging volunteers and older troops to help with recruitment nights.
- Contact families who filled out interest cards and invite them to upcoming events.
- Promote events via:
 - Social media
 - Yard signs
 - Community flyers

Note: Ask your Recruitment Specialist for resources.
- Ensure you have all the recruitment materials needed: girl activities, interest cards, and resources.
- After each event:
 - Follow up with attendees promptly
 - Share next steps to form new troops
- Help new volunteers begin the adult registration process and connect to opportunities.
- Work with troop leaders to identify possible meeting locations for new troops.
- Mark your calendar for the in-person October Roundtable meeting. Details: www.gsw.org/roundtable

SERVICE UNIT FALL PRODUCT COORDINATOR

- **Fall Product Program begins: Friday, October 2, 2026**
 - Girls can set up their [M2 Digital Storefront](#) and send emails to customers on the 2nd. Sending just 22 emails earns a reward!
- **Fall Product paper order deadline: Sunday, October 25**
 - Last day caregivers can enter paper orders into M2.
- **Fall Product Troop Orders Due: Wednesday, October 28 by 11:59 p.m.**
 - All orders must be entered in to M2.
- **Fall Product online order deadline Girl Delivery: Thursday, October 29 at 11:59 p.m.**
 - Last day customers can order nuts/candy online to be delivered by girls.
- **Fall Product online order deadline Shipped: November 8 at 11:59 p.m.**
 - Last day customer can order magazines or shipped nuts/candy
- Remind troops:
 - New incentives!
 - Early Bird troops with 3 girls selling with 10 item PGA = extra \$.05/package of cookies
 - Early Bird troops with 3 girls selling with a 20 item PGA = free MY27 adult membership
 - Early Bird troops with 3 girls selling with a 30 item PGA AND have 60% of girls set up their M2 storefront and send at least 10 emails by October 8th.
 - Troops that sign both fall product manager and cookie manager agreement form and participate in the fall program will get access to one early cookie booth sign up.
 - Troop product manager must be identified, registered, and background checked.
 - Once cleared, they'll receive a link to complete the online Troop Product Manager Agreement Form for M2 access. Form: gswo.org/troopagreement
 - Those handling both Fall and Cookie Programs can check both roles on the form.
 - Complete the Troop Bank Information Form: gswo.org/bankform
- Use weekly Fall Product Manager Reports (from your regional product manager) to track participation and contact information.
- Mark your calendar for the in-person October Roundtable meeting. Details: www.gswo.org/roundtable

SERVICE UNIT COOKIE COORDINATOR

- Coordinate with the SU team to identify a volunteer to plan a Cookie Rally (with SU or a neighboring SU).
- Troop cookie managers must:
 - Be identified, registered, background checked
 - Complete the Troop Product Manager Agreement Form for access to Smart Cookies. Form: gswo.org/troopagreement
 - Those handling both Fall and Cookie programs can check both roles on the form.

- Remind troops to complete the Troop Bank Information Form if not already done:
gswoweb.org/bankform
- Mark your calendar for the in-person October Roundtable meeting. Details:
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