



girl scouts 
of southern illinois

Council Connections
September 5, 2023
Recording in Process

WELCOME
Service Unit Managers

Agenda

1. Girl Scout Promise
2. Marketing/Communications
3. Community Engagement
4. Product Program
5. Program Engagement
6. Adult Education
7. Customer Experience
8. Retail

Marketing & Communications



MARKETING AND COMMUNICATIONS

GSofSI Branding:

[Members](#) | [For Volunteers](#) | [Volunteer Essentials](#) | [GSofSI Branding](#)

gsofsi.org/branding



Community Engagement



Your Year
of Fun

COMMUNITY ENGAGEMENT

MY24 Membership Goals and Update

Traditional Troop Girls = **5300**; Adults = **2800**

- Girls = 3,223 girls or 61% to MY24 goal

- Adults = 2,459 adults or 88% to MY24 goal

Girl Scouts of Southern Illinois
Traditional Girls and Adults
Progress to MY24 Goals

Area	Service Unit Name	New Girls	Retained Girls	YTD Total Girls	Total Girls Goal	Girls Needed to Goal	Total Girls % to Goal	New Adults	Retained Adults	YTD Total Adults	Total Adults Goal	Adults Needed to Goal	Total Adults % to Goal
Area002	SU007_Band_Fayette_County	34	52	86	85	(1)	100%	13	34	47	45	(2)	111%
Area002	SU101_Altam_Coody_Wood_River_Roxana	42	122	164	200	36	82%	24	107	141	180	(39)	78%
Area002	SU102_Cranite_City_Medison_Venice	35	75	110	105	(5)	105%	33	81	114	85	(29)	134%
Area002	SU105_Jervey_Cahoon_County	37	101	138	150	12	92%	29	67	66	55	(11)	120%
Area002	SU106_Bethalto	79	31	60	55	(5)	109%	12	22	34	25	(9)	136%
Area003	SU108_Edwardsville_Clean_Carbon	62	278	340	420	80	81%	38	198	236	255	19	93%
Area003	SU109_Troy_St_Jacob	64	196	170	135	(35)	126%	46	101	147	120	(27)	123%
Area003	SU110_Highland	15	75	93	100	7	93%	45	65	65	65	(0)	100%
Area003	SU111_Collinsville_Caseyville_Maryville	21	53	74	100	26	74%	14	49	63	55	(8)	114%
Area003	SU202_Circleville	38	148	206	230	24	90%	43	112	155	140	(15)	111%
Area004	SU201_Craters_Smith_Fairview	133	338	451	450	(1)	100%	109	205	314	250	(64)	126%
Area004	SU207_BelleVue_Swansea	142	250	392	415	23	94%	112	202	314	250	(64)	126%
Area004	SU209_Milledale_Columbia_Dupee_Smithton	81	124	211	195	(16)	108%	51	62	113	85	(28)	133%
Area004	SU210_New_Althaus_Meredith_St_Library_Freiburg	22	55	77	85	8	91%	4	36	42	45	3	93%
Area004	SU211_Waterloo	24	107	131	135	4	97%	29	99	124	90	(34)	139%
Area005	SU209_Centralia	18	51	69	60	(9)	115%	13	43	35	35	(0)	100%
Area005	SU205_Clinton_Washington_County	51	41	92	60	(32)	153%	24	28	52	40	(12)	130%
Area005	SU201_East_Marion_County	21	45	66	80	14	83%	12	31	43	35	(8)	123%
Area005	SU230_Jefferson_County	30	97	127	140	13	91%	11	53	64	55	(9)	116%
Area005	SU054_Perry_County	29	59	88	80	(8)	110%	22	40	62	45	(17)	138%
Area007	SU207_Jackson_County	19	40	59	65	6	90%	20	48	68	60	(8)	113%
Area007	SU242_East_Williamson_County	34	74	108	100	(8)	108%	8	50	58	65	7	89%
Area007	SU207_North_Randolph_County	40	65	105	80	(25)	132%	16	24	40	30	(10)	133%
Area007	SU243_South_Randolph_County	100	87	137	140	(3)	105%	10	47	77	75	(2)	103%
Area007	SU200_West_Williamson_County	42	108	150	150	(0)	100%	15	57	72	70	(2)	103%
Area008	SU203_Johnson_Pope_County	15	40	55	60	5	92%	3	13	16	20	4	80%
Area008	SU245_Monroe_County	21	29	50	45	(5)	111%	8	22	30	25	(5)	120%
Area008	SU246_Shawnee	28	22	50	60	10	83%	16	13	29	25	(4)	116%
Area008	SU202_Union_Pulaski_Alexander_County	13	58	71	70	(1)	101%	3	33	36	40	4	90%
Area008	SU205_Wayne_Hamilton_White_County	46	86	132	135	3	98%	31	64	95	90	(5)	106%
Area009	SU201_Clay_County	16	38	54	50	(4)	108%	2	18	20	25	5	80%
Area009	SU209_Lawrence_Walsh_Edwards_County	42	52	92	105	13	87%	20	41	61	65	(4)	109%
Area009	SU201_North_Franklin_County	34	129	163	150	(13)	109%	6	42	48	45	(3)	107%
Area009	SU243_Richland_County	21	49	70	80	10	88%	7	14	21	20	(1)	105%
Area007	SU287_West_Franklin	28	22	50	50	(0)	100%	15	20	35	30	(5)	117%
Area010	SU211_Ettringham_County	53	94	147	125	(22)	118%	23	54	77	70	(7)	110%
Area010	SU201_Western_Coles_Cumberland_County	65	85	150	140	(10)	107%	49	54	103	75	(28)	137%
Area010	SU232_Eastern_Coles_County	51	45	96	90	(6)	107%	20	44	64	60	(4)	107%
Area010	SU231_Edgar_Clarke_County	24	76	100	80	(20)	125%	13	49	30	30	(0)	100%
Area010	SU244_Crawford_Leeper_County	47	88	135	140	5	96%	13	37	50	45	(5)	111%

COUNCIL TOTALS*

1,642 3,463 5,105 5,200 95 98% 960 2,268 2,238 2,800 (428) 115%

9/5/2023

*Council Totals show the number of unique individuals and may not equal the actual column total some members participate in multiple SUs

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Girl Scouts of Southern Illinois
Traditional Girls and Adults
Progress to MY24 Goals

Area	Service Unit Name	New Girls	Retained Girls	YTD Total Girls	Total Girls Goal	Girls Needed to Goal	Total Girls % to Goal	New Adults	Retained Adults	YTD Total Adults	Total Adults Goal	Adults Needed to Goal	Total Adults % to Goal
Area002	SU207_Band_Fayette_County	6	52	58	85	27	68%	4	38	42	45	3	93%
Area002	SU101_Altam_Coody_Wood_River_Roxana	11	95	106	195	89	54%	5	107	112	180	18	62%
Area002	SU102_Cranite_City_Medison_Venice	16	62	78	105	27	75%	3	76	79	85	6	88%
Area002	SU105_Jervey_Cahoon_County	4	84	88	150	62	59%	3	47	50	55	8	85%
Area002	SU106_Bethalto	6	14	20	60	40	33%	5	24	29	25	(4)	120%
Area003	SU108_Edwardsville_Clean_Carbon	19	296	215	420	205	51%	13	183	196	255	59	78%
Area003	SU109_Troy_St_Jacob	11	133	144	135	11	93%	11	115	126	120	(6)	105%
Area003	SU110_Highland	3	74	76	100	24	76%	45	76	85	100	15	85%
Area003	SU111_Collinsville_Caseyville_Maryville	4	20	28	100	72	28%	4	40	44	55	11	80%
Area003	SU202_Circleville	21	129	150	230	80	65%	19	118	137	140	3	98%
Area004	SU201_Craters_Smith_Fairview	27	261	288	450	162	62%	13	192	205	250	45	82%
Area004	SU207_BelleVue_Swansea	13	180	193	405	212	48%	7	184	191	250	59	76%
Area004	SU209_Milledale_Columbia_Dupee_Smithton	23	101	124	205	81	60%	20	74	94	95	1	99%
Area004	SU210_New_Althaus_Meredith_St_Library_Freiburg	4	4	8	85	77	91%	2	36	38	45	7	84%
Area004	SU211_Waterloo	5	101	106	135	29	79%	10	96	106	90	(16)	118%
Area005	SU209_Centralia	16	29	45	60	15	75%	6	29	34	35	1	97%
Area005	SU205_Clinton_Washington_County	5	59	64	70	6	91%	3	31	34	40	6	85%
Area005	SU201_East_Marion_County	5	23	28	80	52	36%	1	27	28	35	7	80%
Area005	SU230_Jefferson_County	2	50	52	135	83	28%	1	40	40	55	15	73%
Area005	SU054_Perry_County	13	59	72	90	18	80%	3	44	47	45	(2)	104%
Area007	SU207_Jackson_County	2	39	41	65	24	63%	4	48	52	60	12	80%
Area007	SU242_East_Williamson_County	2	26	28	100	72	28%	1	31	32	45	13	73%
Area007	SU207_North_Randolph_County	2	41	43	100	57	43%	2	29	31	30	(1)	103%
Area007	SU243_South_Randolph_County	1	44	45	140	95	68%	1	59	60	75	15	80%
Area007	SU200_West_Williamson_County	6	30	36	150	114	76%	2	49	51	70	19	73%
Area008	SU203_Johnson_Pope_County	1	30	30	60	30	50%	1	11	12	20	8	60%
Area008	SU245_Monroe_County	1	17	18	50	32	36%	2	25	25	25	0	100%
Area008	SU246_Shawnee	7	20	27	60	33	45%	3	21	24	25	1	96%
Area008	SU202_Union_Pulaski_Alexander_County	6	45	51	70	19	73%	3	32	35	40	5	88%
Area008	SU205_Wayne_Hamilton_White_County	7	84	91	100	9	91%	47	64	111	120	9	93%
Area009	SU201_Clay_County	1	40	40	50	10	80%	2	20	20	25	5	80%
Area009	SU209_Lawrence_Walsh_Edwards_County	7	46	53	70	17	75%	2	43	45	60	10	75%
Area009	SU201_North_Franklin_County	2	130	132	160	28	83%	1	38	39	45	6	87%
Area009	SU243_Richland_County	23	44	67	80	13	84%	7	11	18	20	2	90%
Area007	SU287_West_Franklin	11	41	52	50	(2)	104%	4	29	33	30	(3)	110%
Area010	SU211_Ettringham_County	1	66	66	125	69	52%	1	64	64	65	1	100%
Area010	SU201_Western_Coles_Cumberland_County	2	93	95	140	45	68%	4	76	80	75	(5)	107%
Area010	SU232_Eastern_Coles_County	7	71	78	95	17	83%	1	50	51	40	(11)	126%
Area010	SU231_Edgar_Clarke_County	1	76	77	95	18	81%	1	43	43	30	(13)	133%
Area010	SU244_Crawford_Leeper_County	12	79	91	130	39	70%	1	37	38	45	7	84%

COUNCIL TOTALS*

311 2,912 3,223 5,300 2,077 61% 167 2,292 2,459 2,800 341 88%

9/5/2023

*Council Totals show the number of unique individuals and may not equal the actual column total some members participate in multiple SUs

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COMMUNITY ENGAGEMENT

Troop Details Report

Service Unit Registrars will be emailed this report on 9/7/23.

- This information populates the Participation Catalog (*info a customer sees when registering as a member*).
- This data is also available via Looker.
- Review for errors/updates.
- Complete electronic form to provide changes.
- o <https://forms.gsofsi.org/gs/troop-info-updates>

United Way Black-Out Dates

Troop Money Earning Suspended

September 4 (Labor Day) – October 31 (Effingham Area – December 1)



GOVERNANCE

Fall Town Hall Meeting

Wednesday, September 13 - 6:30 PM

Open to all volunteers. No pre-registration required. Send any questions to be addressed at this meeting to Ashley Green-Bryant, agreen-bryant@gsofsi.org

Topic: GSofSI Town Hall Meeting w/Council Leadership

Time: Sep 13, 2023 06:30 PM Central Time (US and Canada)

Join Zoom Meeting

<https://us06web.zoom.us/j/81826666121?pwd=SUV1N00weWhKUGV5Y2VxcDQ0dENvUT09>

Meeting ID: 818 2666 6121

Passcode: 979847

2023-2024 Delegate Determination – send updates to Customer Care

- Voting Selection takes place during September Service Unit Meetings
- Delegate Training





PRODUCT PROGRAM

PRODUCT PROGRAM

Fall Product Program Key Dates:

- Troop training is now active on GS Learn
- September 12 Service Unit and Troops get access to M2
- September 23 Program begins
- October 15 Order card sales end
- October 16 Troop and Service Unit data entry opens
- October 22 Online Sales Closes and Service Unit Data entry closes.
- October 24 Troop rewards are due
- November 6-8 Service Unit Delivery week
- November 1 Troop ACH for what is due to council
- November 8 Troops ACH for what council owes a troop
- December Rewards should arrive



PRODUCT PROGRAM

Fall Product Program Key Items:

- Sample of both of the new products has been provided to try a Service Unit Meetings.
- Troop proceeds have increased from 18 and 20%.
- Contact your Community Engagement Manager if more order cards are needed.
- Service Unit Fall Product Managers have the delivery schedule and the Service Unit Fall Product Program Goals.
- Upon access to M2, IMPORTANT for troops to check to see if all their girls are listed. Only girls with 2024 memberships are uploaded.
- Upon Service Units' access to M2, please check to make for the correct volunteer listed. Only volunteers with 2024 memberships, approved background checks and Troop Fall Product Program Manager roles assigned are uploaded.



PRODUCT PROGRAM

Fall Product Program Key Items:

- Questions should be directed to the SU Fall Product Program Manager or to Customer Care.
- The GSofSI Nuts and Cookie social media page is still available to SU Product Managers and SU Managers to share information or answer questions.
- Fall Product Program Resources:
 - <https://www.gsofsi.org/en/cookies/nut-candy-and-magazine/ncm-resources.html>
- Girl/Caregiver Permission Slip:
 - <https://forms.gsofsi.org/gs/girl-caregiver-permission>
- Troop ACH Form:
 - <https://forms.gsofsi.org/gs/ach>



PRODUCT PROGRAM

Cookie Program Key Dates:

October 22	SU Cookie Training, Mt. Vernon, same location (as last year) 1-4PM
November 13	Troop Cookie Training on gsLearn Live
December 4	Area 2 Zoom check in call
December 5	Area 3 Zoom check in call
December 6	Area 4 Zoom check in call
December 7	Area 5 Zoom check in call
December 11	Area 7 Zoom check in call
December 12	Area 8 Zoom check in call
December 13	Area 9 Zoom check in call
December 14	Area 10 Zoom check in call
January 3	Troop initial order due
January 13-19	Service Unit Delivery week
January 13	SWIC Mega Drop
January 15	Edwardsville Mega Drop (location yet to be determined)
January 20	Cookie Program begins including Digital Cookie
March 10	Cookie Program closes!





PROGRAM ENGAGEMENT

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Upcoming Program Offerings

- **October 7 – Journey Day**

Daisies – Brownies

Makanda, IL

Cost: \$50

Deadline: 9/25/23

- **October 21 - Journey Day**

Daisies - Brownies

Carlyle, IL

Cost: \$50

Deadline: 10/9/23

- **November 4 – Fall Fest**

Daisies– Ambassadors

Camp Torqua

Cost \$25 (girl); \$7 (adult)

Deadline: 10/23/23



PROGRAM ENGAGEMENT

Upcoming Program Offerings – SAVE THE DATE

- December 2 – Cookie Biz Bash

Daisies – Ambassadors

Olney, IL

Cost \$20 (girl)

Deadline: 11/13/23

- December 9 - Cookie Biz Bash

Daisies – Ambassadors

Edwardsville, IL

Cost \$20 (girl)

Deadline: 11/20/23

Upcoming Girl Leadership & Highest Awards Training

- Silver Award Trainings – 9/6, 10/4, 12/6
- Gold Award Trainings – 9/5, 10/3, 12/5
- LiA Award Training – 10/4 (Virtual); 10/7 (Makanda)
- LiA Award Training – 10/18 (Virtual); 10/21 (Carlyle)
- Highest Award Prep Overnight – 11/17 – 11/18



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PROGRAM ENGAGEMENT

Older Girl Advisory Board

<https://www.gsofsi.org/en/discover/about/about-gsofsi/teen-leadership.html>

[Older Girl Advisory Board Application Form](#)
[Older Girl Advisory Board Reference Form](#)



September Patch Point

Take the Backyard Challenge this Fall! Earn the Council's Own Patch for having fun in your own backyard! Patches can be purchased in the shop or on the [GSofSI Council Shop site!](#)

Day Camp 2024

- Let us know if your Service Unit would like to host a camp next summer.



ADULT EDUCATION

ADULT EDUCATION

Adult Training

CPR/AED/First Aid:

Monday, September 18th in Mt. Vernon, IL

Monday, October 16th in Mt. Vernon, IL

Monday, November 13th in Marion, IL

Tuesday, January 9th in Mt. Vernon, IL

Wednesday, January 17th in Marion, IL

Tuesday, March 12th in Mt. Vernon, IL

Wednesday, March 27th in Marion, IL

Camping Out Training

Saturday, September 30th - Marion, IL

Saturday, October 21st - Carlyle, IL

Saturday, February 24th – Edwardsville, IL



Archery:

Saturday, October 21st – Carlyle, IL

Saturday, February 24th – Edwardsville, IL

ADULT EDUCATION

Youth Mental Health First Aider

Opening up participation to Girl Scout Ambassadors of adult age (18) to join training

- Saturday, October 7, 2023 Girl Scout Cabin in Marion, IL
- Saturday, March 9, 2024 GS Service Center in Glen Carbon, IL
- Saturday, May 18, 2024 Girl Scout Little House in Mt. Vernon, IL

Service Unit Volunteer Training

- Monthly Short & Snappy:
 - September Falling Back into Troop Finances
 - October Money Earning
 - November Preventing First Year Leader/Leader Burn Out – Do's and Don'ts



ADULT EDUCATION

gsLearn Training Releases:

- 416 (GSofSI Council) Troop & SU Finance
- 416 (GSofSI Council) 2023 Troop Fall Product Program Training
- 416 (GSofSI Council) 2023 Service Unit Fall Product Program Training
- GSUSA New Leader Onboarding: The Girl Scout Cookie Program

Adult Awards

Nominations open until November 1, 2023





CUSTOMER CARE

CUSTOMER CARE

Plan 2 Insurance:

- New Online Form, <https://forms.gsofsi.org/gs/plan-2-insurance>
- Calculates charges based upon start and end dates of event
- Two week's advance notice
- \$5 minimum fee

Background Checks: Monthly efforts to re-send background check emails to all registered adults needing to complete one will continue. This takes place two days following the monthly Council Connections meeting. The link expires after 72 hours.

Girl Scout Experience Fund: GSEF funds are available for September events. The year will reset with the Girl Scout membership year, October 1.



RETAIL

RETAIL

Retail Shop Hours:

- Monday – Thursday, 8:30AM – 5:00PM
- SEPTEMBER – Extended Hours – Open until 7:00PM
 - WEDNESDAYS, 9/6, 9/13, 9/20, 9/27

Uniform Starter Kits:

- Available in-store and [online](#)
- Includes:
 - Sash, Vest or Tunic
 - Council ID
 - American Flag
 - Insignia Tab
 - Membership Level Pin
 - World Trefoil Pin
- Purchases of \$60 or more that includes a Uniform Starter Kit receives a free bag, \$15 value



My Girl Scout Kit

Get ready for your troop season
with your Girl Scout Kit!
With a purchase of \$60 or more -
receive a free drawstring bag!

** while supplies last**



Daisy | Brownie | Junior
Cadette | Senior | Ambassador



Order your Girl Scout Kit online by scanning
the QR code OR fill out the form and email a
copy to customer care@gsfsi.org.

QUESTIONS?

THANK YOU!

Next Meeting:

October 2, 2023

