



girl scouts 
of southern illinois

Council Connections

March 6, 2023

Recording in Process

WELCOME
Service Unit Managers

Agenda

1. Girl Scout Promise
2. Product Program
3. Volunteer Resources
4. Program Engagement
5. Community Engagement



PRODUCT PROGRAM

PRODUCT PROGRAM

Cookie Program Deadlines:

March 10th- Program ends

March 13th- Troop Allocations and Troop Rewards

March 14th- Service Unit Rewards

March 22nd- ACH

Late April/May- Rewards will arrive to SUCM

Hometown Hero Cookies

The Product Program team will be working on a plan this week and will email out to the SUCM later this week.

April- Cookie Program Troop Evaluation



PRODUCT PROGRAM

Cookie Program Updates:

16 SU have reached their cookie goal!!!

Bethalto, Eastern Coles, Edgar/Clark, Clinton/Washington, Granite City/Madison/Venice, East Williamson, UPAC, Western Coles/Cumberland, Perry, Jackson, Highland, Bond/Fayette, North Randolph, Alton/Godfrey/Wood River/Roxana, Troy/St Jacob, South Randolph

773,808 total boxes sold (to date) – increase of 7.7% above last year

11,322 total boxes sold (to date) via Hometown Heroes – decrease of 26% from last year

- **Digital Cookie Update**



PRODUCT PROGRAM

2023 Cookie Program:

Girl Scouts of Southern Illinois works in partnership with Little Brownie Bakers and GSUSA to provide the best entrepreneurial experience for our Girl Scouts. This year we were faced with a couple challenges that made us have to change our Cookie Program from what we had planned.

One of the challenges was the cookie supply shortage from Little Brownie Bakers. Our Council, from the very beginning, did not want this to impact our Girl Scouts selling in person, so we placed our first order of cookies to surpass last year's sale. We made it through the entire season with no cookie shortages for our girls.

Another Cookie Program challenge was Digital Cookies. Since Little Brownie Bakers knew of the cookie supply shortage, they alerted GSUSA and all Girl Scouts Councils. Between GSUSA and all CEOs, they came up with a plan to turn off Direct Ship in the digital platform, as well as 13 councils moved their entire cookie program dates to a later time period to lessen the impact on girls. This is why the direct shipped option was not available until Feb 27th.

As we all know, the Raspberry Rally cookies sold out extremely fast on February 27th. Girl Scouts of Southern Illinois, along with the Product Program Department, would like to say we understand the frustration and disappointment this has caused every volunteer, parent and girl. We do not know what changes GSUSA will implement in the future.

We would like to say we are extremely grateful to our volunteers, parents and girls for all they do for the Cookie Program.





VOLUNTEER RESOURCES

VOLUNTEER RESOURCES

Adult Training

CPR/AED/First Aid:

Wednesday, March 29th in Glen Carbon, IL

Tuesday, April 11th in Marion, IL

Thursday, April 20th in O'Fallon, IL

Tuesday, September 5th in Marion, IL

Monday, September 18th in Mt. Vernon, IL

Camping Out Training

Saturday, March 18th-Little House in Mt. Vernon, IL

Saturday, April 29th-Washington Park in Robinson, IL

Archery

Sunday, March 11th-Camp Torqua in Edwardsville, IL

Moving Water Canoe

Saturday, July 15th – Meramec River, MO

Youth Mental Health First Aid

Saturday, March 18th in Glen Carbon, IL

Sunday, April 16th in Glen Carbon, IL



VOLUNTEER RESOURCES

Volunteer Training Summit

- Saturday, April 15th – 1:00 – 5:00 PM, Collinsville, IL
- [Registration](#) open through April 3
- Cost: \$10 (single fee)
- [Tell Us How You “Take the Lead” Survey](#)
- FREE 2023 VTS Patch for all & Service Unit with the most volunteers in attendance will be 100% reimbursed.
- Adult Financial Assistance is now available; new application found under [Financial Assistance](#) and [Forms and Documents](#)

New Leader Orientation/Onboarding Updates:

- GSUSA New Leader Onboarding: Family Engagement: The Key to Success

Service Unit Leader Enrichments

- Short & Snappy
 - March – Bridging
 - April – Summer Fun Activities
 - May – Outdoor Activities

Adult Awards

- Separate electronic invite to recipients to be mailed starting week of 3/13/23 for the Recognition of Excellence



PROGRAM ENGAGEMENT

PROGRAM ENGAGEMENT

- **March 21 - - Council Trip Information Night (Virtual)**

Adults

Free

Deadline: 3/20

- **April 15-16 - - Brownie Campout(Camp Torqua)**

Brownies

Cost: \$20

Deadline: 4/3

- **April 21-22 - - Older Girl Leadership Weekend (Camp Torqua)**

Cadettes - Ambassadors

Cost: \$35

Deadline: 4/3



PROGRAM ENGAGEMENT

- **April 22 – Southern Illinois Road Trip**

Brownies - Cadettes

Cost: \$38

Deadline: 3/27

- **April 29 - - Outdoor Explore ‘n More (Waterloo)**

All Levels

Cost: \$38 (girls); \$10 (adults)

Deadline: 4/10

- **July 14 – 15 - - Under the Stars Diamond Edition** (Gateway Grizzly Stadium)

All Levels

Cost: \$30 per person

Deadline: 7/7



PROGRAM ENGAGEMENT



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Summer Camp

Camp Open Houses: March 15 – virtual and March 19 – at Camp Torqua

Day Camp Opportunities: Edwardsville, Effingham, Highland, O’Fallon, Waterloo, Centralia

Resident Camp Opportunities: Camp Torqua, Camp Ondessonk and Land for Learning River Expedition

Summer Camp Employment: Opportunities available for applicants 18 yrs or older. <https://www.gssofsi.org/en/discover/our-council/career-opportunities.html>

PROGRAM ENGAGEMENT

Important Deadlines:

April 3 – Deadline Engage to Make a Change Challenge community service projects
<https://www.gsofsi.org/en/discover/about/about-gsofsi/community-service.html>

We Need Your Help:

We are working to compile a highest award mentor database. If you know of any organizations that would like to mentor girls working on their Silver or Gold Awards or have projects they would like to have completed, please send contact information to Customer Care.

PROGRAM ENGAGEMENT



Travel

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Council-Sponsored Travel

Travel experiences are part of what makes Girl Scouting unique among youth-serving organizations. Girls have the opportunity to travel within their troops and service units, through council-sponsored trips and through individual travel in the Destinations program. To keep the focus on enhancing leadership outcomes, GSofSI is planning to alter the way we look at council-sponsored trips. Some trips will remain as a troop or “my Girl Scout and Me” experience. Other trips, such as the Space Camp trip in the fall of 2023, will be for girls only. Adults will be able to apply to be considered for a Travel Advisor for Council-Sponsored Travel position. The number of spots will vary depending on the number of girls registered and the nature of the trip. These trips will not have any adult spots listed on the gsEvents calendar listing. You can see the Travel Advisor position description at <https://www.gssofsi.org/content/dam/gsofsi-redesign/documents/volunteer-resources-documents/voltraining/traveling-with-troops/Volunteer%20Position%20Description%20-%20Travel%20Advisor.pdf>, and the application can be found at <https://gsofsi.jotform.com/230534720281044>.



**CUSTOMER
CARE**

RETAIL

Community Engagement



All Fun.
No Filter.

COMMUNITY ENGAGEMENT

MY23 Membership Goals and Update

Traditional Troop Girls = **5200**; Adults – **2800**

- Girls = 4,810 girls or 93% to MY23 goal

- Adults = 2,935 adults or 105% to MY23 goal

Girl Scouts of Southern Illinois Traditional Girls and Adults Progress to MY23 Goals													
Area	Service Unit Name	New Girls	Retained Girls	YTD Total Girls	Total Goal	Girls Needed to Goal	Total Girls % to Goal	New Adults	Retained Adults	YTD Total Adults	Total Adult Goal	Adults Needed to Goal	Total Adults % to Goal
Area002	SU007_Bond_Fayette_County	29	53	82	85	3	96%	11	34	45	45	-	100%
Area002	SU101_Altam_Godfrey_Wood_River_Roxana	38	122	160	200	40	80%	26	105	131	130	(1)	101%
Area002	SU102_Granite_City_Medison_Venice	14	77	91	105	14	87%	16	82	98	85	(13)	115%
Area002	SU105_Jersey_Calhoun_County	35	103	138	150	12	92%	17	36	53	55	2	96%
Area002	SU106_Bethalto	28	31	59	55	(4)	107%	9	22	31	25	(6)	124%
Area003	SU108_Edwardsville_Glen_Carbon	60	777	837	400	437	79%	27	196	223	265	42	87%
Area003	SU109_Troy_St_Jacobs	49	104	153	135	(18)	113%	32	101	133	120	(13)	111%
Area003	SU110_Highland	18	75	93	100	7	93%	11	65	76	65	(11)	116%
Area003	SU111_Collinsville_Capeyville_Maryville	18	52	70	100	30	70%	9	49	58	55	(3)	105%
Area003	SU202_Circleville	50	137	187	230	43	81%	31	107	138	140	2	99%
Area004	SU201_OFallon_Shiloh_Fairview	121	320	441	450	9	98%	81	205	286	250	(36)	114%
Area004	SU207_Bellefonte_Swansea	134	249	383	415	32	92%	103	203	306	250	(56)	123%
Area004	SU209_Millsatt_Columbia_Dupee_Smithton	83	125	208	195	(13)	107%	46	62	108	85	(23)	126%
Area004	SU210_New_Athens_Marion_St_Liberty_Freiburg	21	54	75	85	10	88%	5	36	41	45	4	91%
Area004	SU211_Waterloo	16	106	122	135	13	90%	14	94	108	90	(18)	106%
Area005	SU009_Centerville	15	51	66	60	24	73%	9	31	40	35	(5)	114%
Area005	SU101_Canton_Washington_County	33	41	74	60	(14)	123%	16	27	43	40	(3)	108%
Area005	SU021_East_Marion_County	16	46	62	80	18	76%	10	31	41	35	(6)	117%
Area005	SU030_Jefferson_County	20	97	117	140	23	84%	8	52	60	55	(5)	109%
Area005	SU054_Perry_County	26	59	85	60	(25)	142%	20	60	80	45	(35)	177%
Area007	SU027_Jackson_County	15	40	55	85	30	65%	15	47	62	60	(2)	103%
Area007	SU042_East_Williamson_County	33	74	107	110	3	97%	8	52	60	65	5	92%
Area007	SU057_North_Randolph_County	36	63	99	80	(19)	124%	5	24	29	30	1	97%
Area007	SU060_South_Randolph_County	48	87	135	115	(20)	117%	8	66	74	75	1	99%
Area007	SU060_West_Williamson_County	39	107	146	150	4	97%	14	55	69	70	1	99%
Area008	SU043_Johnson_Pope_County	14	39	53	60	7	88%	1	13	14	20	6	70%
Area008	SU045_Menard_County	19	29	48	45	(3)	107%	4	23	29	25	(4)	116%
Area008	SU066_Shawnee	27	22	49	60	11	82%	14	13	27	25	(2)	108%
Area008	SU072_Union_Pulaski_Alexander_County	13	58	71	70	(1)	101%	3	33	36	40	4	90%
Area008	SU085_Wayne_Hamilton_White_County	35	84	121	135	14	93%	17	64	81	70	(11)	116%
Area009	SU012_Clay_County	16	38	54	50	(4)	108%	2	19	21	25	4	84%
Area009	SU039_Lawrence_Wabash_Edwards_County	17	51	68	95	27	72%	8	29	37	35	(2)	106%
Area009	SU061_North_Franklin_County	29	129	158	150	(8)	105%	3	44	47	45	(2)	106%
Area009	SU063_Richland_County	13	49	62	80	18	78%	5	14	19	20	1	95%
Area007	SU081_West_Franklin	15	22	37	50	13	74%	5	20	25	30	5	83%
Area010	SU111_Effingham_County	35	95	130	125	(5)	104%	8	52	60	70	10	86%
Area010	SU151_Widow_Coles_Cumberland_County	52	83	135	140	5	96%	25	55	80	85	(5)	109%
Area010	SU152_Eastern_Coles_County	44	45	89	70	(19)	127%	13	35	48	40	(8)	120%
Area010	SU153_Estgar_Clark_County	15	76	91	80	(11)	114%	1	32	33	30	(3)	110%
Area010	SU154_Crawford_Lesper_County	34	86	120	140	20	86%	10	37	47	45	(2)	104%
COUNCIL TOTALS ¹		1,362	3,488	4,810	5,200	390	92%	672	2,263	2,935	2,800	(135)	105%

¹Council Totals show the number of unique individuals and may not equal the actual column total; some members participate in multiple SUs

3/3/2023 1/1



COMMUNITY ENGAGEMENT

Girl Scout Week

<https://blog.girlscouts.org/2020/02/celebrate-girl-scout-week-7-days-of.html?fbclid=IwAR2hG9rFnW4ji0ra3PDRN85u9zILXuGaOPukoiBYfPgSNWm1aJmt3eph3w4>



New Troop Number Request

- Service Unit Managers or Service Unit Registers request troop numbers using the below form.
- New Troop Number Request Form - - <https://gsofsi.jotform.com/230026406506950>

Inactive Girls

Individually Registered Girl Status

- Parent Request
- Troop Disbanding
- Girls will not be removed (or moved) at the troop leader, SU or other requests.



COMMUNITY ENGAGEMENT

Spring Renewal and Extended Year Membership Open April 1st

 Early Bird Renewal 2023-2024			
Renewal Incentives			
	First Month (April 1-30)	First Two Months (April 1- May 31)	Entire Campaign (April 1- June 12)
Girl/ Adult Renewal	Girls and adults who renew by April 30 will receive a free T-Shirt (October of 2023)		<ul style="list-style-type: none"> • Weekly Drawing of \$25 Gift Cards to Council Shop (2 girls and 1 adult) every Monday starting April 10- June 12! • All girls renewed will receive a GSofSI Early Bird Patch! • All girls and adults are invited to the Girl Scouts Take Over Water Park Events in August 2023 (Registration Deadline: June 12)
Troop Renewal	Troops that renew 100% of girls by April 30 will receive free shipping on all shop orders for MY24, (October 1, 2023 -September 30, 2024)	“Super Troop Cookie Entrepreneurs” Troops that renew 90% of girls (by May 31) and participate in the MY24 Fall Product Program with a minimum of 100 items sold will receive an additional \$.10 per box on initial order cookies for the MY24 Cookie Program.	
Service Unit Renewal	Service Units that renew 50% of its members (girls and adults), Service Unit will receive a Service Unit Party/ Recruitment Box.	Service Units that renew 65% of its members (girls and adults), Service Unit Dinner – A member of the Senior Leadership Team will bring dinner to the October 2023 Leader’s Meeting. (8 selected)	Service Units will receive 25 cents for each girl and adult registered by June 12.



COMMUNITY ENGAGEMENT



Spring Renewal Incentives

First Month (April 1 – 30)

- **Girls and adults who renew by April 30 will receive a free T-Shirt (October of 2023).**
- **Troops that renew 100% of girls by April 30 will receive free shipping on all shop orders for MY24 (October 1, 2023 – September 30, 2024).**
- **Service Unit(s) that renew 50% of its members (girls and adults) will receive a Service Unit Party/Recruitment Box.**



COMMUNITY ENGAGEMENT

Spring Renewal Incentives

First Two Months (April 1 – May 31)

- “Super Troop Cookie Entrepreneurs” – Troops that renew 90% of girls by May 31 and participate in the MY24 Fall Product Program with a minimum of 100 items sold will receive an additional \$.10 per box on initial order cookies for the MY24 Cookie Program.
- Service Units that renew 65% of its members (girls and adults) will receive a Service Unit Dinner at their October 2023 Leader’s Meeting (8 selected).

Early Bird Renewal 2023-2024			
Renewal Incentives			
	First Month (April 1-31)	First Two Months (April 1- May 31)	Early Renewal (April 1- March 31)
Girl/Adult Renewal	Girls and adults who renew by April 30 will receive a \$10 credit (exclusive of 2023).		<ul style="list-style-type: none">• \$1000 (Troop) or \$100 (Girl/Adult) Cash on Ground Day (2 girls and 1 adult renew). \$5000 (Troop) or \$500 (Girl/Adult) Cash on Ground Day (10 girls and 1 adult renew).• All girls renewed will receive a \$100 Cash on Ground Day credit.• All girls and adults who renew before the deadline will receive a \$100 (Troop) or \$10 (Girl/Adult) Cash on Ground Day credit.
Troop Renewal	Troops that renew 90% of girls by May 31 will receive an additional \$.10 per box on initial order cookies for the MY24 Cookie Program.		<ul style="list-style-type: none">• “Super Troop Cookie Entrepreneurs” Troops that renew 90% of girls by May 31 and participate in the MY24 Fall Product Program with a minimum of 100 items sold will receive an additional \$.10 per box on initial order cookies for the MY24 Cookie Program.
Service Unit Renewal	Service Units that renew 65% of its members (girls and adults) will receive a Service Unit Dinner at their October 2023 Leader’s Meeting (8 selected).	Service Units that renew 65% of its members (girls and adults) will receive a Service Unit Dinner at their October 2023 Leader’s Meeting (8 selected).	Service Units will receive 20 credits to help offset any debt registered by June 30.

COMMUNITY ENGAGEMENT

Spring Renewal Incentives Entire Campaign (April 1 – June 12)

- Weekly drawing of \$25 Council Shop Gift Card (2 girls and 1 adult) every Monday April 10 – June 12
- All girls renewed will receive a GSofSI Early Bird Patch.
- All girls and adults are invited to the Girl Scouts Take Over Water Park Events in August 2023 (REG. Deadline is June 12).
- Service Units will receive \$.25 for each girl and adult registered by June 12.





**GSofSI 2023
Annual Meeting
Saturday, April 15, 2023
Registration Open
Deadline: April 3rd**

2023 GSofSI Annual Meeting will be held at the
Collinsville Gateway Convention Center
with registration starting at 8:30am &
Call to Order Starting at 9:30am.
Lunch will be served immediately
after the conclusion of the meeting.

QUESTIONS?

THANK YOU!

Next Meeting: April 3, 2023

