

# Service Unit Training – 2011 Spring Membership Campaign

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Last year, your hard work and enthusiasm around the Spring Membership Campaign helped attract 500 more new Girl Scouts, making it the most successful Spring Campaign ever! We're looking forward to a successful 2011 Campaign but we can only get there with your help.

## When is the 2011 Spring Membership Campaign?

- February 15<sup>th</sup>, 2010 through June 30<sup>th</sup>, 2010

## What's new this year?

- Online re-registration
- Council store gift certificate as the troop incentive
- More time to achieve troop and service unit goals
- Online volunteer application and background screening

## Registration Renewal

Troop leaders will receive a re-registration packet in the mail or from the service unit registrar in April. This packet will include instructions to re-register online, girl and adult registration forms, the Troop Guide to the campaign, three Membership Dues Summary forms, one save the date card for Leading the Way, SHARE information sheet, Opportunity Fund forms, and two pre-addressed envelopes to submit completed forms to the service unit Registrar.

### Tips to help your re-registration process go smoothly

- Hold an "end of the year" party to plan the following year. Include parents and guardians so they can complete all forms on the spot.
- Reconnect with your Membership Development Coordinator or school Troop Organizer to add new girls and alleviate the waiting list.
- Suggest girls use part of their cookie money for registration dues.
- For more tips visit [www.sdgirlscouts.org/spring](http://www.sdgirlscouts.org/spring)

## Recruitment

### Things to keep in mind when planning a recruitment event:

- Events must be pre-approved by the membership development coordinator
- Prospective girls must be accompanied by her parents



- Keep activities easy and fun
- Gather parents to talk about Girl Scouts and the leadership experience
- Talk about your own personal leadership experience
- Focus on recruiting volunteers to be leaders/co-leaders or members of the leadership team.
- Reach out to all underrepresented communities

## Flyers/Publicity

- With school approval, service units and troops can flyer entire schools or an individual classroom.
- Girl Scouts pre-approved flyers can be ordered at any time. Talk with your membership development coordinator for flyer options and school district approval. It takes 2 weeks to get flyers printed, please plan accordingly.
- Have the girls invite their friends and family members to a troop meeting to see how easy it could be to lead a troop
- Look for creative ways to advertise your event. For further details visit [www.sdgirlscouts.org/spring](http://www.sdgirlscouts.org/spring)

## Recruitment Activities

- Don't re-invent the wheel! Connect with your membership development coordinator or your service unit for great ideas that have been fun and successful
- Visit [www.sdgirlscouts.org/spring](http://www.sdgirlscouts.org/spring) for recruitment ideas that could work for you!

## Online Registration

### Who can re-register online?

Currently registered troops/members can re-register online. Online registration is not available this year for new girls/troops.

**Please note:** Leaders and parents/guardians can register girls online. Parent permission is required for membership. If the leader re-registers any member of their troop, other than their own daughter, a hard copy registration form with parent signature is required and is to be submitted to council.

### What are the benefits of online troop management?

- Instant gratification!
- When parents/guardians complete the online re-registration, there are no forms or money for the leader to chase and worry about submitting to the service unit Registrar
- Enables troops to register for training and program events quickly



- Easy way to manage and access troop member information

## **How do I register online?**

Follow the detailed instructions included in your registration packet. Contact your service unit Registrar or membership staff with further questions.

## **How do we pay for registration?**

- Debit/Credit cards
- If paying with troop funds - troops can use troop debit cards (see amended financial policies) or use personal debit/credit card and have troop reimburse
- Submitting paper forms as usual with checks/cash is still an option as well

## **What about Opportunity Funds?**

Opportunity funds for membership dues are only available to new members so it does not apply to online re-registration.

## **Can we still make SHARE Contributions online?**

Yes! We hope that every family will make a contribution to the SHARE campaign when they re-register online. And as before, all donations will be counted toward the service unit SHARE goal.

## **What happens if I do not re-register the troop?**

At the conclusion of the 2010 membership year, all troop members that did not re-register will not show up on the online system.

## **What is the leader's responsibility for online troop management?**

Notify council of changes in the troop (i.e. transfers, contact information, etc.)

## **Who can help?**

Your service unit Manager and Registrar are invited to attend training in March and will be able to help answer questions you may have. Don't forget you also have the help of your Volunteer Support Coordinator and Membership Development Coordinator.

## **What if I am feeling overwhelmed about online registration?**

You still have the option to register with paper forms. Forms must be submitted to council by June 30<sup>th</sup>, 2010.



## 2011 Spring Campaign Incentives!

### For Troops

Receive a \$12 gift certificate for the council store when you complete the following by June 30<sup>th</sup>, 2010 (service unit may set an earlier deadline to allow time for processing):

- Submit a completed 2009-2010 financial report to service unit Treasurer
- Re-register troop online
- Your troop holds one pre-approved recruitment event

### For Service Units

Get 50% off one service unit encampment when:

- Your service unit holds one pre-approved recruitment event
- Your service unit achieves 70% girl registration renewal by Wednesday, June 30<sup>th</sup> (renewal is based on the total number of 2010 girl membership as of April 15, 2010)

