



Girl Scouts San Diego

Service Unit Registrar Guidebook



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Welcome

Welcome to the Service Unit Registrar Guidebook. Thank you for stepping into this important role of the service unit. We appreciate your leadership with Girl Scouts!

What's a Service Unit?

A Girl Scout service unit is a community of volunteers and girls. Each service unit is defined by a school cluster. Service units operate throughout San Diego.

You are part of the service unit team. Each service unit is supported by a team of volunteers with each teammate having a unique focus. Many service unit teams choose to meet once a month outside of regular service unit meetings to help each other with reaching your shared goals.

Service unit teams:



The service unit team leads in all of the above activities and more! One of the service unit's biggest roles is to train and educate volunteers in Girl Scout procedures. When a volunteer needs a helping hand, they look to the service unit.

Service unit teams include the following roles:

Service Unit Team Role	Description
Service unit manager	The service unit manager works with the service unit team and troop leaders to create a healthy and sustainable service unit.
Service unit registrar	The service unit registrar educates volunteers of registration procedures and provides support to troops to open to new members, update their troop records in the Girl Scout database, and more.
Service unit treasurer	The service unit treasurer educates volunteers in the financial procedures for troop and service unit management of Girl Scout funds.
Lead membership recruiter	The lead membership recruiter collaborates with the regional recruitment specialist to develop a year-round recruitment plan.
Activities consultant	The activities consultant advises the service unit team and troops in safety management for regional activities.
Service unit fall program coordinator	The service unit fall product program coordinator facilitates the fall product program.
Service unit cookie coordinator	The service unit cookie coordinator facilitates the cookie program.
SHARE coordinator	The SHARE coordinator leads the service unit's fundraising efforts for the <i>Share Her Annual Real Expense</i> campaign.
Recognitions chair	The service unit recognitions chair coordinates adult appreciation efforts.

Finding Success in Succession

Succession planning helps ensure that you can fill future openings in service unit team positions. When you plan for succession, you identify and develop volunteers so they are prepared to assume open team roles. Service unit teams thrive when candidates for open positions are committed and when the pool of candidates is diverse.

Tips and tricks to succeed:

- **Look beyond current troop leaders;** consider former troop leaders, lifetime members, parents, and community members.
- **Speak with enthusiasm about volunteering** with the service unit. Potential volunteers are always listening.
- **Always be on the look-out** to identify the strengths of the adults in your community. Ask them to join a position that is a natural extension of their skills.
- **Prioritize the development of new service unit leadership** over service unit traditions. It can be hard to let a new volunteer take on a role or plan an event that has traditionally been carried out in a specific way. Keep in mind that your role is to coach volunteers when they take on new opportunities. Allow them to develop their own style and to try new things.

Habits to avoid:

- **Avoid negative talk** about Girl Scouts or the service unit. Volunteers are always listening.
- **Avoid waiting to ask** a volunteer to take on more responsibilities until the last minute.
- **Avoid using into a narrow vision** of what leadership or events look like in your service unit. Encourage a spirit of risk-taking and innovation when asking new volunteers to tackle service unit projects.

Strategies for Succession:

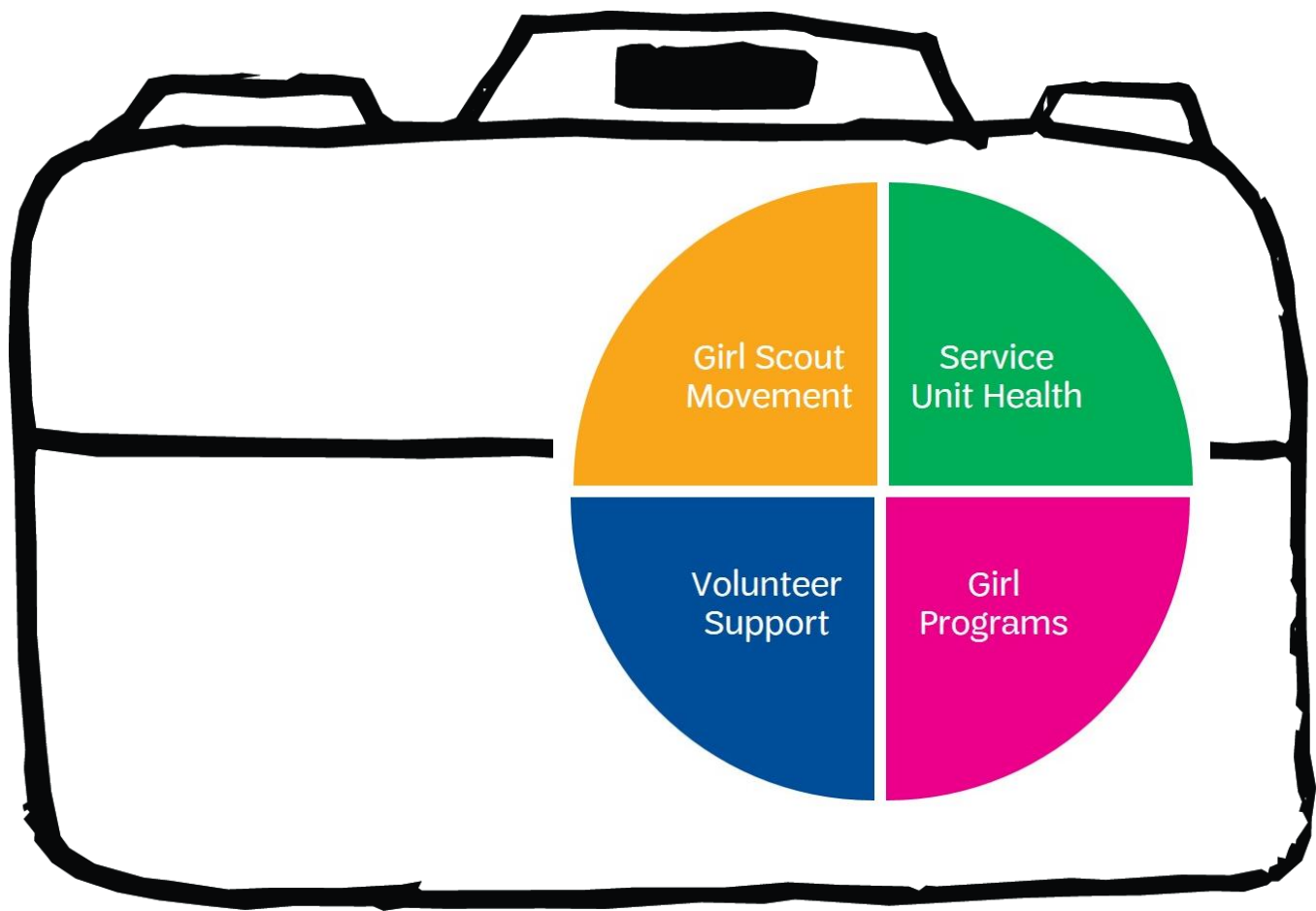
- **Send a survey** to leaders asking them to nominate a fellow volunteer for a role.
- **Work with your service unit support specialist** to identify potential team members.
- **Partner with the volunteer stepping down** to coach a fellow volunteer toward stepping into the role.
- **Encourage volunteers to accept small service unit roles** and then coach them toward positions of higher responsibility.
- **Have fun!** Volunteers will be drawn to a team that is lighthearted.

The Role of the Service Unit Team

When a volunteer joins the service unit team, they become an active participant in the community by fulfilling their team role and contributing to the development of a healthy and sustainable service unit. This means that the service unit team “sees the big picture” of everything taking place in their community. To “see the big picture” means to view the service unit through a series of four lenses. We will take an introductory look at each lens in this portion of the guidebook.

Generally, it is the service unit manager who takes the lead in “seeing the big picture” of the service unit. However, some service units might not have a service unit manager. Even if your service unit does have a manager, no service unit manager can do it alone. By joining the service unit team, you are all partners in building a healthy and sustainable service unit.

The four lenses to “see the big picture” include:





The Girl Scout Movement

On March 12, 1912, founder Juliette “Daisy” Gordon Low brought together 18 young women for the first Girl Scout meeting. Her vision was to bring girls out in the open air and in to community service. Those first Girl Scouts hiked, camped, had fun, and learned skills. They grew into leaders by discovering the world around them and taking action in their community.

Today, Girl Scouts is the world’s largest leadership development organization for girls. We are urban, rural, and suburban. We are in schools, churches, temples, mosques, public housing, foster homes, and detention centers. We are in virtually every zip code and in 92 countries around the world:

- 2.6 million Girl Scouts (1.8 million girls and 800,000 adults)
- 50 million alums

Our Mission and Vision

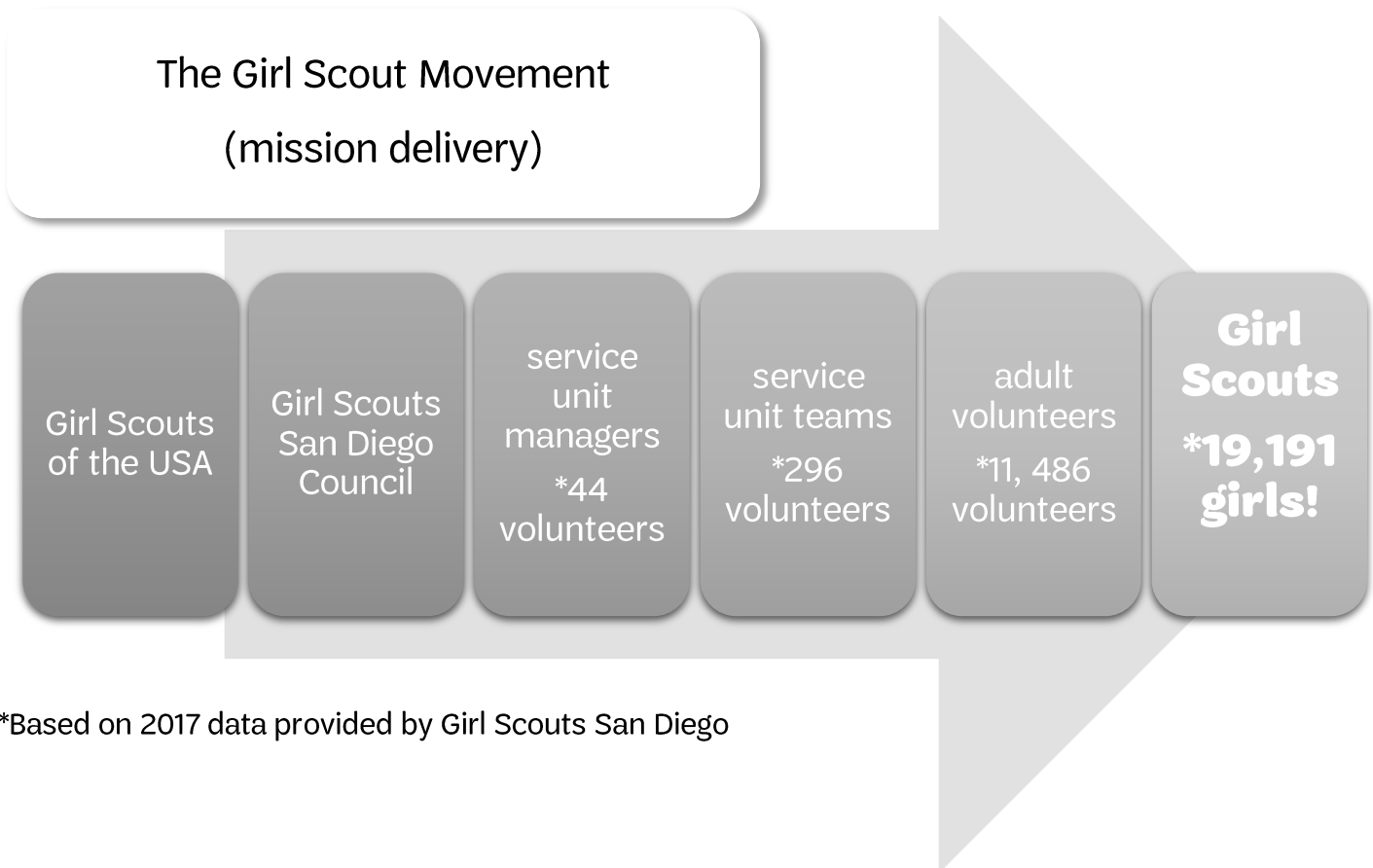
Girl Scouts builds girls of courage, confidence, and character, who make the world a better place.

Girl Scouts strives to be the premier leadership organization for girls and experts on girl growth and development. We keep our eye on the pulse of the girl experience in order to be in touch with the changing needs of girls in the 21st century. We use what we learn to develop strategies that ensure that the Girl Scout Movement is positioned to bring the Girl Scout Leadership Experience (GSLE) to every girl.

You can learn more about our yearly objectives in our [GSUSA Annual Report](#). You may also find the [studies](#) conducted by the Girl Scout Research Institute interesting and helpful to you in your role as a service unit registrar.

Your Role in the Girl Scout Movement

As a service unit registrar, you will lead in delivering the Girl Scout mission and experience within your community. But you won't be going it alone. You'll collaborate with Girl Scouts of the USA and Girl Scouts San Diego to bring the latest programs, activities, and organizational changes to the girls and volunteers in your service unit.



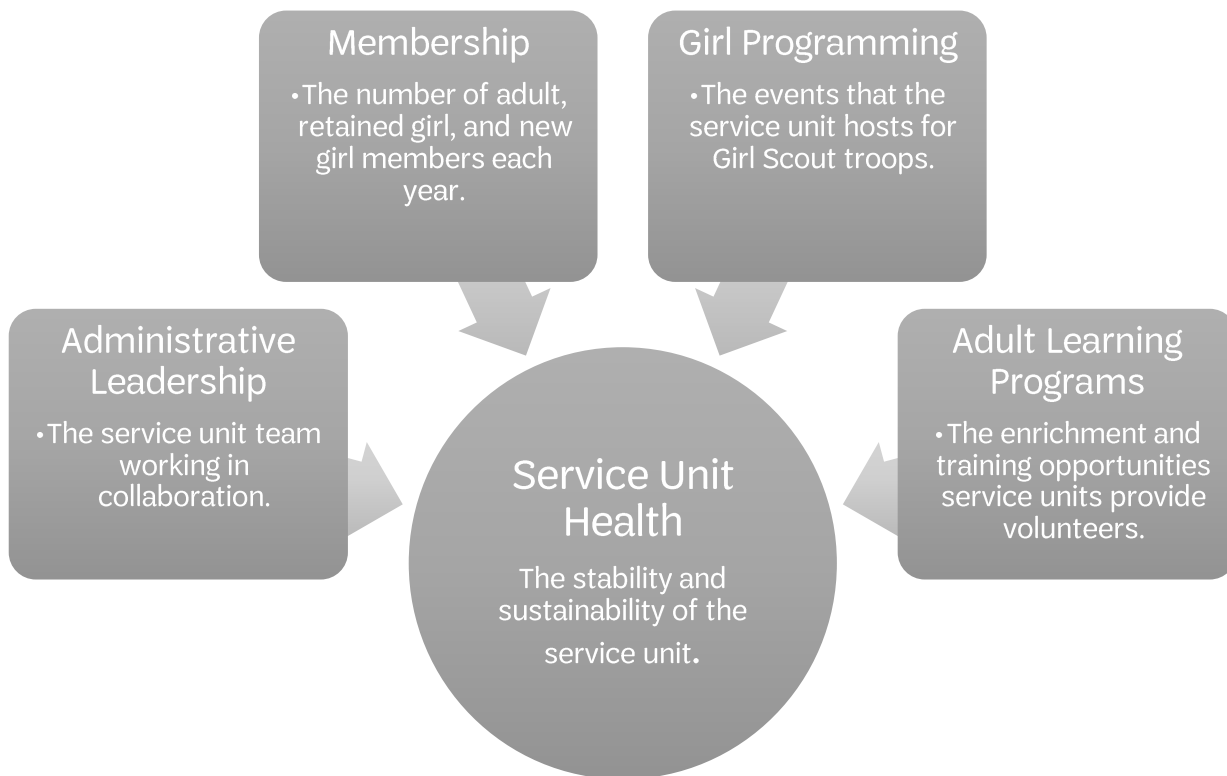
*Based on 2017 data provided by Girl Scouts San Diego



The Health of Your Service Unit

Your service unit team will work with your service unit support specialist to assess the health and sustainability of your service unit. Your service unit support specialist will provide you with resources each year to help you pinpoint areas to work on and develop plans to keep your service unit moving in a positive direction.

The health of a service unit is determined by its strength in four areas: administrative leadership, membership, girl programming, and adult learning programs. As registrar, your role will focus on membership support. But keep in mind that the team as a whole leads in addressing all areas of service unit health, so join in, check with your teammates, and be a team player!



Volunteer Support

At Girl Scouts, our focus is first and foremost on girls. But fostering our volunteers to make sure that they have quality experiences and opportunities for personal growth are a close second. Volunteers who feel supported and fulfilled in their role are essential to the Girl Scout Movement and the growth of girl leadership.

Though the volunteer relationship often begins in troops or when members sign up with council, much of the long-term support, guidance, and even comradery comes from within the service unit. Thus, the service unit plays a significant role in volunteer satisfaction.

As a service unit registrar, you can keep your service unit strong and serve the volunteers of your community by ensuring that all volunteers are supported in timely and positive ways.

Let's take a look at how you can support volunteers through mentorship.

Mentorship

As a service unit registrar, you are a mentor to the volunteers in your service unit community. A mentor is a trusted advisor who offers a helping hand to those who need to know more.

There are lots of ways to be a mentor. Mentorship can be formal or informal. You can mentor in-person, by phone call, or by email. You can role model, collaborate with others, or share what you know through social media posts. You can be a mentor just about anyhow and anywhere—even by meeting volunteers at your favorite coffee hangout.

When you Mentor Volunteers, you'll:

Examples:

- **connect them with others**

- An assistant troop leader steps down to move to another city. You talk with the troop leader about ways to find a replacement.
- A troop treasurer has questions about troop banking. You connect the leader to the service unit treasurer for help.
- A troop leader wants more girls in her troop after several girls move away. You help her [open her](#) troop and connect her with the membership placement specialist to assist in growing her troop.

- **help them find resources**

- A troop leader wants to take girls geocaching. You direct the leader to the resources catalog on the Girl Scout San Diego web site.
- A leader of a Daisy troop wants to know what activities are safe for her girls. You direct her to the Safety Activity Checkpoints at sdgirlscouts.org.
- A new troop leader indicates she is having trouble planning meetings. You encourage her to use the Volunteer Toolkit.

- **share information and opportunities**

- Girl Scouts of the USA has released a new set of badges. You plan for your service unit team to share this information with your Girl Scout community at a monthly meeting.
- Girl Scouts San Diego has added additional First Aid/CPR/AED courses to their lineup. Ask who at the service unit meeting might need this training and share how to register.

- **help them grow**

- Encourage troop leaders who have been in their role for a while to grow by taking advantage of Girl Scout [enrichment training](#).

Girl Programs

Whether your service unit is planning an activity for troops or mentoring troop leaders, it's important to keep girl programming front and center. There's no doubt, fun and games are an important part of Girl Scouts for both girls and volunteers. But keep the elements of the Girl Scout girl programming in the mix so that the girls in your service unit can grow as leaders. That's what the Girl Scout Leadership Experience (GSLE) is all about! On the next few pages, we'll share the cornerstones of girl programming. Become comfortable with these concepts, consider them in your planning, and pass them on!

Go-Getter, Innovator, Risk Taker, Leader

At Girl Scouts, girls unleash their inner **G.I.R.L. (Go-getter, Innovator, Risk-taker, Leader)™**. Girl Scouts are big thinkers, groundbreakers, and role models. They design robots, start garage bands, and improve their communities—and yes, they market the best cookies on the planet. Girl Scouts learn by doing!

G.**Go-Getter**

She's bold, honest, and determined to succeed. In her mind failure is no reason not to get back up and try again, and again, and again.

I.**Innovator**

Thinking outside the box is her specialty, so she's always looking for a creative ways to take action.

R.**Risk-Taker**

Courageous and strong, she's keen to try new things and embrace the unfamiliar.

L.**Leader**

She's confident, responsible, and committed to changing the world.

These traits define girls of courage, confidence, and character, who make the world a better place. This is the Girl Scout DNA.

The Girl Scout Leadership Experience

The Girl Scout Leadership Experience (GSLE) is a one-of-a kind leadership development program for girls. It is based on time-tested methods and research-backed programming that help girls take the lead—in their own lives and in the world.

The GSLE is a collection of engaging, challenging, and fun activities like earning badges, going on awesome trips, selling cookies, exploring science, getting outdoors, and doing community service projects. The GSLE is completed in 3 stages: what girls do, how they do it, and why. Let's take a look at each of these.

What Girls Do: Discover, Connect, Take Action

To bring the GSLE to life, activities are led by girls themselves, feature cooperative learning, and highlight learning by doing. Girls come up with their own ideas, build teams, and experience the joy of making a positive impact. Girl Scouts:



Discover

Find out who she is, what she cares about, and what her talents are.



Connect

Collaborate with other people, both locally and globally, to learn from others and expand her horizons.



Take Action

Do something to make the world a better place.

How They Do It: Girl-Led, Learning by Doing, Collaborative

Girl-led is just what it sounds like—girls play an active part in figuring out the what, where, when, how and why of their activities. So encourage them to lead the planning, decision-making, learning, and fun as much as possible. This ensures that girls are engaged in their learning and experience leadership opportunities as they prepare to become active participants in their communities.

Learning by doing is a hands-on experience that engages girls in continuous cycles of action and reflection that result in deeper understanding of concepts and mastery of practical skills. As girls do meaningful activities and reflect on the outcome, girls get to explore their own questions, discover answers, gain new skills, and share ideas with others. It's important for girls to connect their experiences to their lives.

Collaborative learning gives girls opportunities to work together toward shared goals in an atmosphere of respect and collaboration that encourages the sharing of skills, knowledge, and learning. Working together in all-girl environments encourages girls to feel powerful and emotionally and physically safe. It allows them to experience a sense of belonging.

Why?

Girl Scouts is the organization best positioned to help girls develop the important leadership skills they need to become successful adults. Girl Scouts helps girls thrive in five key ways.



Strong sense of self

Girls have confidence in themselves and their abilities, and form positive identities.



Positive values

Girls act ethically, honestly, and responsibly, and show concern for others.



Challenge seeking

Girls take appropriate risks, try things even if they might fail, and learn from mistakes.



Healthy relationships

Girls develop and maintain healthy relationships by communicating their feelings directly and resolving conflicts constructively.



Community problem solving

Girls desire to contribute to the world in purposeful and meaningful ways, learn how to identify problems in the community, and create “action plans” to solve them.

The Four Pillars of Girl Scouting

Service units offer opportunities for girls and volunteers to engage in the Girl Scout Leadership Experience through four pillars:



Science, Technology, Engineering and Math (STEM)

Girls who participate in STEM:

- become better problem-solvers, critical thinkers, and inspirational leaders
- get better grades, earn scholarships, and follow more lucrative career paths
- see STEM as the foundation for a meaningful and successful future

Examples of possible service unit events: Box car derby, community clean-up, astronomy and star gazing, wildlife adventures, and explorations of technology



Outdoors

Girls who venture outdoors:

- discover they can better solve problems and overcome challenges
- develop leadership skills, build social bonds, and are happier overall
- become team players and care more about protecting our environment

Examples of possible service unit events: Encampments and nature hikes



Life Skills

Civic engagement, healthy living, global citizenship, communication skills

- create a team to solve a problem
- become active and informed members of their community
- treat others in considerate, kind, and caring ways
- develop a deeper understanding of financial literacy

Examples of possible service unit events: Civic engagement (events in support of Girl Awards), community service (planting a garden, painting a mural), developing healthy relationships (with friends, family, and community), and financial literacy (budgeting, philanthropy, and making buying decisions)



Entrepreneurship

The Girl Scout Cookie Program is the largest girl-led business in the world! Girls who participate in the cookie program develop skills in:

- goal setting
- decision making
- money management
- people skills
- business ethnics

Examples of service unit events: The fall product program and cookie program as well as money-earning projects

Section 1: The Role of the Registrar

As service unit registrar, your role is to oversee the membership of the service unit. All Girl Scouts are registered members with our national organization, Girl Scouts of the USA.

The work of the registrar is largely centered in managing the service unit roster; a digital database that holds the information for each individual member within your service unit. But this role is about more than databases, it's about people. Each person you see within the database represents a personal story of Girl Scouting. We hope all Girl Scouts will continue in their journey at the start of each membership year and that new members will join Girl Scouts throughout the year.

As you manage the service unit roster, you will meet and encourage leaders. You will also help volunteers feel confident and prepared to welcome new Girl Scouts to their troop.

We will take a look at the different aspects of the service unit registrar role throughout this guidebook. But for now, the role of the registrar can be defined in the four overarching goals outlined below. The service unit registrar:

- oversees the service unit membership for health and sustainability of the service unit and for Girl Scouts San Diego
- encourages the health and sustainability of individual troops within your service unit
- assists interested girls and families in finding or starting their Girl Scout troop
- facilitates the process of annual membership renewal for all members of the service unit
- helps volunteers with specific membership questions

Girl Scout Support Staff

Girl Scout membership is important to your service unit and to Girl Scouts San Diego so we have a staff team here to support you in your role. We are here to work in collaboration with you to achieve our shared goals.

Support Staff Role	Description
Membership placement specialist	The membership placement specialist helps interested girls and volunteers find ways to participate in Girl Scouts, including finding new members for a troop and helping families form new troops.
Service unit support specialist	The service unit support specialist works directly with the volunteers who coordinate programs and activities for the troops in your service unit. The service unit support specialist also assists in ensuring all returning Girl Scouts register for a current membership with each new Girl Scout year.
Girl Scouts San Diego Customer care team	<p>The Customer Care team offers individual support to members having difficulty navigating our online membership portal, MYGS, and to volunteers who need assistance submitting their background screening.</p> <p>Customer Care can be contacted through customercare@sdgirlscouts.org or (619) 610-0821</p>

There are other support staff that work with Girl Scout troops. You will likely connect with these staff members from time to time.

Support Staff Role	Description
Regional recruitment specialist	The regional recruitment specialist introduces Girl Scouts to communities who are not familiar with the organization. They lead in developing strategies for community outreach and recruitment to ensure every girl and adult knows that Girl Scouts is the best leadership organization for girls!
Troop support specialist	Troop support specialists are the experts in Girl Scout troop dynamics and the Girl Scout Leadership Experience. They are here to help if a troop is preparing for changes, has questions about Girl Scout programs, or needs assistance in managing troop dynamics.

Section 2: Introduction to Girl Scout Membership

Girl Scout membership is renewed annually and is required for each new Girl Scout year, beginning October 1 and ending September 30.

The cost of membership supports the mission of Girl Scouts of the USA. Once a girl or adult is registered into Girl Scouts, they are welcomed to a rich program of opportunities.

There are many benefits to holding a Girl Scout membership, here are just a few:

- access a range of community and council led Girl Scout programs including STEM, camp, and the world famous Girl Scout Cookie Program
- enjoy the benefits of Girl Scout community partnerships. These partnerships provide custom programs for local Girl Scouts and discount tickets or special access to their business or organization.
- join an all-girl environment to become a **G.I.R.L. (Go-getter, Innovator, Risk-taker, Leader)™**
- receive coverage under the insurance of Girl Scouts San Diego to ensure all Girl Scout activities are completed safely.
- wear a badge of honor that says proudly to the world, “I am a Girl Scout!”

Service Unit Membership Goals

Girl Scouts of the USA and the Girl Scout San Diego Board of Directors work together each year to develop goals that align with our organization’s strategic plan. One goal of that plan is to grow Girl Scouts by reaching more girls! Each service unit receives membership goals at the start of the membership year. Goals are developed for:

Membership Groups	Description
New girl membership	These are girls who are beginning their Girl Scout journey in the current membership year. New Girl Scouts are the future of the organization and of your local service unit. The service unit is sustainable when it grows in new girl membership each year.
Retained girl membership	These are girls who have chosen to continue their Girl Scout story for another year!
Adult membership	These members are the driving force for Girl Scout troops and the service unit. Adult members have taken an active role in creating the Girl Scout experience in your community!

Girl Scouts of the USA and Girl Scouts San Diego consider several factors when planning service unit membership goals, including:

- the total number of girls in your community who are within the age range of the Girl Scout program levels
- the number of girls who attend local schools
- the number of girls who need to join your service unit each year in order for the service unit to be sustainable and/or reach more girls
- the historical membership trends for your community

Your service unit support specialist will work with you and the service unit team to develop strategies to meet your membership goals.

Each service unit holds an important role in building girls of courage, confidence, and character, who make the world a better place!

Types of Membership

When a person chooses to register as a Girl Scout, they have several options for membership.

Membership Type	Description
Annual Membership	The standard yearly membership covers from October 1- September 30.
Young Alum Lifetime Membership	Lifetime membership at a reduced price beginning on the date of purchase for those who register between the ages of 18 and 29.
Lifetime Membership	Lifetime membership beginning on the date of purchase.
Extended Year	The extended year membership is a discounted membership option for new Girl Scouts who register after April 1 to cover the remainder of the current membership year through September 30 of the next membership year.

Members also get to choose how they participate in Girl Scouts. Options for participation includes:

Participation Options	Description
Troop member	Participation in a Girl Scout troop is the most popular option for girls and adults.
Service unit team member	Volunteers can register to hold a position on the service unit team and may not be associated with a specific troop.
Seeking a Troop	Girls can register to become Girl Scouts to access all of our great benefits, but there might not be a troop that is immediately available for them to enter. Girls “seeking a troop” may need assistance to find a troop within the service unit.
Camp Membership	Girls can register with Girl Scouts to enjoy our summer camp experience. A girl must be registered to attend camp, but she might not participate in troop or year-round activities.
Independent Members	Some families choose to independently lead their Girl Scout. These members are called “Individually Registered Members” (IRMs).

The Service Unit Roster

After a person registers as a Girl Scout, they are assigned to their local service unit and added to the service unit roster. The service unit roster is the database that registrars access to oversee the membership of the service unit. You will work with your service unit support specialist to learn to access and navigate the service unit roster.



Call Out: Be aware, the roster offers private information about our members including contact information and schools of attendance. Your access to the roster allows you to filter information within the service unit while guarding the personal information of our members.

The most common way to sort the roster is through troop number. In this view, you can see all members registered to each troop in the service unit. However, as not all Girl Scout members are part of a troop, you will see these additional categories:

- Service unit team roles
- Seeking a Troop
- Camp Membership
- Independent Members
- Other “bucket troops” (“Join a troop in ____ community” or “Start a troop in ____ community”)

Section 3: Girl Scout Troop Membership Basics

As service unit registrar, your lead responsibility is ensuring all active Girl Scout troops in your service unit are fully registered as Girl Scout members *and* are operating with a structure that is sustainable, welcoming, and meets Girl Scouts San Diego membership guidelines.

Why Choose the Troop Experience?

Membership within a Girl Scout troop is the overwhelming choice for girls in selecting their Girl Scout experience. Girl Scout troops are valuable spaces, as they allow for girls to build community and confidence within the all-girl environment and to be mentored by members of their community.

The Basics of Getting a Troop Started

Troops are organized based on grade level. Troops grade K-5* (Daisy, Brownie, and Junior) have slightly different expectations than troops that are in grades 6-12 (Cadette, Senior, Ambassador.)

*Girls can join Girl Scouts in the summer before they enter Kindergarten/Transitional Kindergarten (TK)/Early Age Kindergarten (EAK). Pre-K girls may join Girl Scouts as early as April 1 with Extended Year Membership.

Girl Scout Troop Membership Guidelines	
Troops grade K-5 <i>Daisy, Brownie, and Junior</i>	A new troop in grades K-5 must have five girl members to launch. All troops must have two unrelated adult members with completed background checks in the troop leader and/or assistant leader role.
Troops grade 6-12 <i>Cadette, Senior, Ambassador</i>	A new troop in grades 6-12 must have three girls to launch. All troops must have two unrelated adult members with completed background checks in the troop leader and/or assistant leader role.

 **Call out: Volunteer background checks must be renewed every three years. Volunteers with expired background checks will also receive the link to renew their background check at the time they renew their membership for the next year.**

When a new troop begins to form, Girl Scout membership staff assign a troop number or “shell troop” for members to register into. The regional recruitment specialist and membership placement specialist work to recruit and place girls and adult volunteers into shell troops to help them reach the minimum number of members to launch. Once a troop has launched, it can go through many adjustments over several years.

Troop Standard

A troop can launch when the five or three girl members (based on grade level) are paired with two unrelated and background checked adults in the troop leader and/or assistant leader role. From there, the troop will continue to grow.

Girl Scouts San Diego has emphasized the importance of inclusivity with the development of the troop standard.

To meet the ***troop standard***:

Troop Standard Guidelines	
Troops grade K-5 <i>Daisy, Brownie, and Junior</i>	Daisy, Brownie, and Junior troops are encouraged to have 12 girls or more per troop or open the troop to new members in order to reach that number.
Troops grade 6-12 <i>Cadette, Senior, Ambassador</i>	Cadette, Senior, and Ambassador troops are encouraged to have six or more girls per troop or open the troop to new members in order to reach that number.

There are many proven benefits to having a troop that meets the troop standard in size. Some of the benefits in reaching the troop standard include:

- Girls can break into groups and rotate through leadership positions that provide a variety of peer-to-peer experiences and role modeling.
- Group diversity helps girls learn to communicate and work with a variety of different personalities.
- A robust scouting experience is created when there are more interests and talents to learn from: go-getters, innovators, risk takers and leaders.
- If some girls are absent, there are enough girls to hold a meeting and achieve troop goals.
- Games and songs are more fun with more girls — you can't sing a three-part round with only five girls!
- The troop is durable. Some girls might choose to conclude their Girl Scout experience while the troop plans to continue. This happens with almost every troop. When a troop has reached the troop standard, the troop can continue and is always a space available to welcome new Girl Scouts.

The troop standard was first introduced in the summer of 2017 and it is a movement that will continue to grow. Your role as registrar is to encourage troops to open to new members and grow to the troop standard. We will talk more about how this is achieved later in this guidebook.

Adult Roles in a Troop

A troop must have two unrelated and background checked adults in a leadership role to launch and maintain membership guidelines. However, the activities of the troop are open to all parents and interested volunteers. In fact, we encourage troop leaders and assistant leaders to ask volunteers to step into additional roles within the troop to share the responsibilities of troop leadership.

Below are the opportunities available to volunteers who would like to support the troop. All of these roles require a current membership and background check. Once a volunteer accepts a role, their role will be designated on the service unit roster.

Troop Adult Role	Description
Troop leader and/or troop assistant leader	As a Girl Scout troop leader/advisor, you'll not only be the role model that gets to show her something new, you get to share those memorable moments just waiting for you and the girl in your life.
Troop treasurer	The troop treasurer maintains accurate financial records and oversee compliance of Council financial procedures for the troop.
Troop cookie manager	The troop cookie manager coordinates the annual cookie program at the troop level. Set up cookie booths, manage inventory and money, and then watch the girls light up when they earn rewards for being the best entrepreneurs ever!
Troop fall manager	The troop fall manager helps girls learn valuable leadership skills while your troop earns start-up funds for their Girl Scout year. Coordinate the annual fall product program at the troop level.
4Her troop helper	The 4Her troop helper supports the troop by attending troop meetings and activities, chaperoning or driving for field trips, or even plan a troop meeting of your own.

Stages of Troop Development

Girl Scout troop's transition and change regularly year after year, and you will see those changes reflected on the service unit roster. At Girl Scouts San Diego, we use specific terms to identify troops in different moments of transition. The table below offers the common terms to identify troops in different moments of change.

Troop Term	Description
Shell troops or In-formation troops	Regional recruitment specialists and membership placement specialists begin each year by predicting the troops that they hope to launch by school and program grade level within each service unit. These troops are given troop numbers and are placed within the online platform for new Girl Scouts to enter as they register. You may see troops with as few as one or two girls or one registered adult. This is likely an in-formation troop that has not launched. But! The regional recruitment specialist and membership placement specialist work with these troops to recruit more members and get them ready to launch.
Bucket troops	In addition to assigning troop numbers to shell troops, Girl Scouts San Diego also includes what we call “bucket troops” each year to help families better navigate their participation options. Instead of a traditional troop number, you may see bucket troops with titles such as “Seeking a Troop” or “Join a Troop” or “Start a Troop.” The membership placement specialist regularly contacts members in these bucket troops to help them explore, join, or form troops.
Launched troop	A troop can launch once it has met the membership guidelines. Daisy, Brownie, and Junior troops: Two registered and background checked adults in the troop leader and/or assistant leader role with five registered girl members. Cadette, Senior, and Ambassador troops: Two registered and background checked adults in the troop leader and/or assistant leader role with three registered girl members.
Durable	A troop that has met the “troop standard” is a durable troop. The troop will be able to go on even if a couple members chose not to continue their Girl Scout experience for another year.
Merge	Two troops choose to combine by selecting one troop number and merging troop funds.
Troop divide	One troop chooses to divide and all troop assets are split pro-rata between the two troops, depending on girl membership at the time of the split.

Disbanded	All troops disband eventually. Girls age out of the Girl Scout program and some troops stop functioning well. Troops are considered disbanded when their registration has expired and they haven't re-registered within six months.
Sunset	This is a special term for troops that disband as a result of girls aging out of the Girl Scout program by completing their final year as Ambassador Girl Scouts. Troops that reach this point disband through completing the disbandment process. However, in recognition of their remarkable achievement we call these troops "sunset troops." Girls who age out of the program are given the option to purchase a lifetime membership at a discounted rate or transition to an adult membership and participate as a volunteer.

Section 4: Girl Scout Placement within Troops in the Service Unit

There are always interested girls looking to join troops across San Diego. That's a good thing, because the Girl Scout Leadership Experience should be available to any interested girl. The registrar is the member of the service unit team who leads in assisting interested girls in finding a troop. Within Girl Scouts San Diego, we call the process of finding a troop "placement."

Placement is supported by membership placement specialists within Girl Scouts San Diego. You will work in partnership with your membership placement specialist to assist girls and families in finding or forming a troop.

Girls members who require assistance with placement include:

- new Girl Scouts in your community who are just starting their journey
- girls who are looking for a troop that better fits their needs
- girls who were members of a troop that disbanded but would like to continue as Girl Scouts with a new troop
- girls who recently moved to the Girl Scouts San Diego council
- families who would like to form a new troop and need assistance with finding members to launch and/or grow their troop

The Opportunity Catalog

The Opportunity Catalog is the online platform that connects interested families with troops in their community who are accepting new members.

All troops are encouraged to "open" on the Opportunity Catalog to show that they are welcome to accepting new members. When more troops are open on the Opportunity Catalog, families have more options, and ultimately more girls become Girl Scouts.

The Opportunity Catalog is aligned to the **troop standard**. Troops that are operating with membership below the troop standard can display their troop on the Opportunity Catalog and will have support in finding new members.



Call out: The most important step in the placement process is encouraging troops that are closed to new members to open and display their troop on the Opportunity Catalog. You can direct troops to www.sdgirlscouts.org/openyourtroop to open to new members on the Catalog.

On occasion, a troop might have a special circumstance where it may open to accepting new members but is not displayed on the Opportunity Catalog. Troops interested in this option can opt in at www.sdgirlscouts.org/openyourtroop. The membership placement specialist personally contacts troops on this list when they have a girl in need of a troop.

Troops that open on the Opportunity Catalog will be added to a database that interested members can search by grade and zip code. You can access a *view only* version of the Opportunity Catalog by visiting: www.sdgirlscouts.org/opportunity.

Bookmark this site as it is a great resource to identify the troops that are accepting new members. This is an internal link that should not be shared with other members or prospective members looking to join troops.

The *view only* access to the opportunity catalog is for service unit team members only. Do not share this link. Girl Scout members can access the opportunity catalog by following the pathways provided below.

Girl Scout members can access the Opportunity Catalog through the following pathways:

Membership Type	Pathway
New members	Visit: Sdgirlscouts.org/join <ol style="list-style-type: none">1. JOIN TODAY2. Enter basic information3. View the catalog
Existing and renewing members	Access via: 'MYGS/VTK' <ol style="list-style-type: none">1. Select "Add/Change Troop" under member name to view the Opportunity Catalog and join available troops

The Placement Process

As registrar, you know your community best so the membership placement specialist looks to your lead when seeking a troop for interested members. You both share the same goals, ensuring all girls in your community can be Girl Scouts!

As you work with the membership placement specialist to support membership growth, you will:


- invite new and potential members to service unit or council recruitment events and connect interested families with troops accepting new girls
- determine the status of troops that are displayed on the service unit roster as below our membership guidelines (in formation, launched, partially renewed, etc.)
- Promote seasonal membership campaigns in the service unit
- encourage and assist troops with opening in the Opportunity Catalog
- identify troops that will take new members, but may not be open to being displayed on the Opportunity Catalog

Section 5: Supporting Girl Scout Troops Year-Round

The service unit registrar is the expert on membership within the service unit. Therefore, you are the lead in ensuring all Girl Scouts within the service unit have a current membership and that all troops are operating within a sustainable structure. Your service unit support specialist is your partner in this role.


Annual Girl Scout Membership Renewal

The most significant moment for supporting service unit membership is the annual renewal process where each Girl Scout member who plans to continue registers for the next Girl Scout year. The Girl Scout membership year runs from October 1 through September 30 each year. However, Girl Scouts can renew their membership beginning in the spring. Many troops do not meet over the summer, so we encourage troops to renew their memberships before the end of the school year. That way, troops are all set to go in the fall.

 **Call out: Volunteer background checks must be renewed every three years. Volunteers with expired background checks will also receive the link to renew their background check at the time they renew their membership for the next year.**

All renewals are completed through the **MYGS online platform**. Troops have two options for completing the membership renewal. This decision is made on an individual troop by troop basis:

Troop Options	Description
The troop leaders renew all members	Girl Scouts San Diego strives to make Girl Scouts accessible to all interested girls. Troop activities are often funded through their participation in the fall product program and Girl Scout Cookie Program. A smart investment is to budget a portion of troop funds to renew all members of the troop. Some troops renew girl memberships, but ask adult volunteers to use their own membership. Choosing to renew as a troop makes the process easier. The troop leader can renew the entire troop in just a couple minutes, and there will be no need to keep track of who has or has not renewed!
Each family completes their own membership renewal	Troops also have the option to ask each family to renew their individual memberships. If the troop selects this option, be sure that troop leaders know that it is their responsibility to keep track of the membership of each person in the troop, and to send frequent reminders to ensure families have renewed.

 **Be aware: Girl Scouts, both girl and adult members, must have a current membership at all times to participate in Girl Scouts. If a member does not hold a current membership, they should not be participating until renewed. Girls and adults without a current membership are not covered under the insurance of Girl Scouts of the USA.**

Girl Scouts San Diego Financial Assistance Programs

Girl Scouts San Diego offers a financial assistance program to support all members in registering as Girl Scouts and participating in programs. No girl will be denied access to Girl Scouting for financial reasons. The types of financial assistance available include:

- Girl Scouts of the USA Membership fees
- Opportunity Fund (e.g., uniform basics, handbook, service unit events)
- Troop Start-Up Kits (for new leaders)
- Adult learning/training (e.g. First Aid/CPR/AED workshops, Outdoor Skills Weekend)
- Summer Camp (“camperships” for one camp session per camper per year)
- Council-sponsored events (e.g., camp weekends, Incredible Race)



Call out: For more information and to apply for financial assistance visit:

sdgirlscouts.org/financialaid

Annual Membership Campaigns

Membership registration and renewal are supported by membership campaigns that are organized by Girl Scouts San Diego. Often, service units, troops, or individual members are provided incentives to register or renew their membership during a specific period of time.

Membership campaigns vary year by year, but there are some common campaigns that are generally repeated.

Common campaigns include:

Campaign	Description	Goal
<p>On-Time Membership Campaign</p> <p><i>Begins in June</i></p>	<p>This campaign generally occurs in June to encourage all active Girl Scouts to renew returning members <i>and</i> register new members before the start of the new Girl Scout year on October 1.</p> <p>Girl Scout membership is required to participate in the fall product program.</p> <p>*After October 1, Girl Scouts without a current membership should not be participating until renewed.</p>	<p>The On-Time Membership Campaign strives to account for 80% of renewed members.</p> <p>*Note, prior to the On-Time Campaign, The Spring Membership Campaign strives account for the first 67% of renewed members.</p>
<p>Fall Recruitment Campaign</p> <p><i>Begins in August</i></p>	<p>The Fall Recruitment Campaign typically takes place during the first few months of the school year and is organized by the regional recruitment specialist working in partnership with the service unit. During this campaign, Girl Scout membership staff and volunteers host information tables, meetings, and activities designed to recruit new members and form troops.</p>	<p>Fall recruitment typically accounts for 60% of new members.</p>
<p>OWL Membership Campaign</p> <p>(Late Membership Campaign)</p> <p><i>Begins in October</i></p>	<p>This campaign is for members who did not renew before October 1. Girl Scout membership is required to participate in the cookie program. The OWL Membership Campaign generally runs from October to January.</p>	<p>The OWL Membership Campaign strives to account for 95% of renewed members.</p>

<p>Daisy Push Campaign</p> <p><i>Begins in January</i></p>	<p>The Daisy Push Campaign is generally held in January and February. The goal is to welcome as many new Girl Scout Daisies as we can after the hectic fall and holiday season, when more Daisy-age families are ready to pursue new activities.</p>	<p>The goal of the Daisy Push is typically to achieve substantial growth in new Daisy members (approximately a 35% increase in Daisies during the two month period.)</p>
<p>Spring Membership Campaign</p> <p><i>Begins in April</i></p>	<p>This campaign generally occurs in April and May to encourage troops to renew their members <i>and</i> register new members before going into the summer break.</p>	<p>The Spring Membership Campaign strives to account for first 67% of renewed members.</p>
<p>Kindergarten Roundup</p> <p><i>Begins in May</i></p>	<p>The Pre-K or Kindergarten Roundup generally begins on April 1, when girls entering TK/EAK/Kinder in the fall can begin joining Girl Scouts and forming new troops. Girls in this category have access to extended year membership option, allowing them to jump start on the Girl Scout experience over the summer.</p>	<p>The goal of the Pre-K/Kindergarten Roundup is to help incoming TK/EAK/K girls and their families get started right away, before the new school year.</p>

<p>Custom Service Unit Campaign</p>	<p>Service units can create their own custom campaigns to support membership recruitment and renewal. These campaigns can include developing incentives to renew by a certain date, or encouraging troops to participate in a recruitment effort, such as hosting an “after school table” at their local elementary school. Other examples include:</p> <ul style="list-style-type: none"> • Sponsor a “renewal event” and have a station to assist leaders with renewing their troop. • Create specialized service unit patches. • Have a movie day for girls that have renewed their membership prior to the renewal deadline. 	<p>Service unit campaigns can take place year-round.</p>
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Ensuring Each Troop is “Ready to Go”

As troops add new members and renew their memberships, those changes are reflected on the service unit roster. Year-round, you will want to watch the roster to be sure all troops have all members registered and are operating following the Girl Scout membership guidelines.

Remember, membership guidelines require at least five girls (Daisy, Brownie, and Junior) and at least three girls (Cadette, Senior, and Ambassador) as well as at least two registered, background checked, nonrelated adults in the troop leader and/or assistant leader role.

Some questions to ask yourself when reviewing the service unit roster:

- Does the troop have two registered and unrelated adults in the troop leader and/or assistant leader roles?
- If the troop is renewing, did all members of the troop from the previous year return? If not, why?
- Does the troop meet the “troop standard” depending on program level? If not, is the troop open on the Opportunity Catalog? If not, why?
- Do you know the leaders of the troop? If not, give them a call and introduce yourself as the registrar, let them know you are here to help.

Important Times of Troop Transition

Generally, it is always a best practice to build personal relationships with troop leaders. Call them, email with words of appreciation, and proactively introduce yourself to volunteers you do not know. There are moments when a troop may need more support and you will definitely want to contact troops to offer assistance during these times. Some troops that may require assistance include:

Transition	Description	Action Steps
Brand new troops	A troop that has just launched is figuring out what it means to be a Girl Scout and volunteers are learning what it means to be a troop leader. It can be an overwhelming time and often, new leaders have not yet learned about all the support that is available.	You can call new leaders to introduce yourself. Let them know your role on the service unit team and invite them to service unit meetings. Maybe send them a personal card welcoming them to Girl Scouts!
Troops that are approaching their first membership renewal	Renewing a Girl Scout membership takes just a couple steps within MYGS. However, for troops that are completing their first renewal, it can be an overwhelming process. Troop leaders might not know how to ask their troop members if they plan to return next year. Or, troops might not realize that renewing memberships with troop funds is an option.	Call and email new troop leaders to open a discussion about the renewal process. Let them know what to expect. Offer tips and tricks on how to approach this conversation with the troop. Be sure to end with massive words of appreciation. These members have just completed their first year as Girl Scouts!
Troops that are bridging to a new level of Girl Scouts (Grades 1, 3, 5, 8, and 10)	Many Girl Scout troop leaders see moving to the next program level of Girl Scouting as a time to reflect and decide what they would like for their troop in the next few years. This is also the time when some girls may choose not to continue. Girls might have new extracurricular activities or might be moving to a new school.	Send an email or make a call to the leaders of bridging troops letting them know you are here to support them as they decide next steps. Remember, troops can merge and girls can continue from disbanded troops. The membership placement specialist is here to help.



Call out: Grade 5 is a big year of transition for troops. It is important to connect with troops bridging from Juniors to Cadettes early and support their members as they decide next steps.

Section 6: Year-at-a-Glance Calendar

The registrar is a critical role on the service unit team. You help make sure every Girl Scout is a proud member of the organization! It can be hard to know where to dig-in, or when to focus on different areas of membership. The calendar below offers a general overview of tasks to tackle throughout the different months of the year. Of course, you can always contact your membership placement specialist or service unit support specialist with any questions.

Months	Tasks to Tackle
September/October	<ul style="list-style-type: none"> • On-Time Registration: Remind all members to must be registered on/or before October 1st to participate in Girl Scouts. • Troop Minimums: The troop standard is 12 girls to have a durable troop. Ensure active troops have a minimum of 5 girls and 2 adults (leader/assistant leader) currently registered. Refer troops that would like to open to more girls to your membership placement specialist. Note: continuing Cadette through Ambassador troops may continue with 3 girls and 2 adults with Girl Scouts San Diego approval. Contact troop support specialist 6-12 for guidance. • Registration Follow-up: Contact troop leaders that have girls in their troop who have not renewed for the new membership year. Determine the status of each girl. Note: some troops on your roster are “in-information” troops and are still working with staff and service unit volunteers to get started. <ul style="list-style-type: none"> ○ These troops are easily identified by their “Project Start Date” (the first day of the membership year they are starting in, i.e. 10/1/2018) and by their “Troop Start Date” (blank for in-information troops). • Transfers: Refer members with girls who are transferring between troops to customercare@sdgirlscouts.org. • Disbandment: Report disbanding troops to your troop support specialist or service unit support specialist. • Volunteer Positions: Remind troop leaders, assistant leaders, troop treasurers, troop cookie managers, and service unit team members to renew all their volunteer positions at the time of registration. • Product Program & Registration: Collaborate with service unit fall coordinator to ensure girls participating in product programs are currently registered.
November/December	<ul style="list-style-type: none"> ○ New Leaders: Check-in with new leaders to ensure they are engaged in the service unit meetings and events. ○ New Troop Members: Review rosters of new troops and contact troop leaders to ensure all their girls and adults are listed on their roster. ○ Product Program & Registration: Collaborate with service unit cookie coordinator to ensure girls participating in the cookie program are registered.

January/February	<ul style="list-style-type: none"> ○ Product Program & Presidents Award: Collaborate with your service unit cookie coordinator to cross reference the number of girls registered and the number of girls participating in cookie program to determine if the service unit is on track to reach the product program President's Award criteria. ○ Product Program - Getting Started: Collaborate with the service unit team to reach out to troops and members to determine if they need information on getting started with their cookie program participation.
March/April	<ul style="list-style-type: none"> ○ Roundtable: Attend Service Unit Registrar Roundtable (March) ○ Spring Membership Campaign: Promote the Spring Membership Campaign by educating troop leaders on the benefits of renewing their memberships early and welcoming new members. ○ Service Unit Renewal: In partnership with your service unit team, design your own membership campaign.
May/June	<ul style="list-style-type: none"> • Membership Goals & Presidents Award: Collaborate with your service unit support specialist to determine if your service unit is on track for reaching the membership goals criteria for the President's Award. • Out-of-Council Transfers: Remind service unit leaders that any families moving to new Girl Scout councils (or to San Diego from other councils) should contact their new council to request a membership transfer.
August	<ul style="list-style-type: none"> ○ Unregistered Troops: Contact troops that have not renewed to determine if troop is planning to continue in the upcoming membership year. ○ Opportunity Catalog: Encourage troop leadership to open their troop in the opportunity catalog. If the troop leadership needs assistance direct them to their membership placement specialist. ○ Fall Recruitment Campaign: Partner with your service unit lead membership recruiter to promote the fall recruitment campaign. ○ Service Unit Recruitment: In partnership with your service unit team, brainstorm on ways the service unit can design their own membership recruitment campaign. ○ Membership Goals: Review current and new membership goals with service unit team members at planning meetings.

Section 7: Tips, Templates, and Resources

Girl Scouts San Diego collaborated with local service unit registrars to create some tips and templates to support you in your registrar role. Their advice is included in this section as well as some resources from Girl Scouts San Diego.

Tips

- Be an advocate for your service unit. If you are visible at service unit meetings and service unit events, troop leaders are more likely to respond to your requests.
- Establish consistent communication with troop leaders. Use multiple mediums for this, Shutterfly, Facebook, email, and texting are all less intrusive.
- Follow up with phone calls if you aren't getting your info. Be prepared for more information than you need. Be a great listener and then pass the harder stuff off to Girl Scout staff or the Customer Care team.
- Keep your service unit manager in the loop.
- Partner with Girl Scout staff. Together you can create a very healthy recruitment and retention environment. You have the info they need. Share it and help. They will help you.

A local registrar shared:

The most successful renewal campaign our service unit has tried is the creation of a "Service Unit fun patch." Girls get to submit designs and the service unit team selects the winning design. All girls who have renewed their membership by or before a specific date receive the patch for free. The service unit covers that expense.

Anyone who misses the deadline can purchase the patch for only \$1.00/each.

Templates

Sample Email: New Troops

Greetings troop leader names,

Welcome to our service unit!

I am the registrar for our little corner of the world, and we are glad to have you. I look forward to meeting you at the service unit meeting, which is insert meeting time here.

If you have any questions about navigating your troop roster on www.sdgirlscouts.org let me know. If your troop has changes in location or meeting day please let me know. If you still have room for more wonderful girl scouts, I can help you keep your troop open to new possibilities.

Our service unit has a Shutterfly account, I will be adding you today. This site is a great way for us to keep an active calendar of events, have volunteer sign-up sheets, and send out emails to adult volunteers.

Feel free to call me or email me anytime. Texts and messenger are the fastest ways to communicate with me. I look forward to meeting you. And one more time, welcome to Girl Scouts!

With appreciation,

Insert contact info

Sample Email: Spring Membership Campaign

Greetings troop leader names,

Thank you for all you do as troop leaders! We appreciate your leadership with Girl Scouts!

Today I am emailing to confirm that the information we have for your troop is correct. We know changes can happen from year to year so we wanted to see if anything needs to be updated.

Can you please check the amount of girls and the date and time you meet in the information below? If there are any changes, you can reply to this email and I will send the information to Girl Scouts San Diego.

Starting May 1st registration will be available to renew your troop members. Please consider reregistering your troop with cookie proceeds. We would like to have 100% of our returning Girl Scouts registered by June 1st.

Reminder registration will be \$25.00 this upcoming year.

(insert troop information from the service unit report.)

Campaign Name	Grade	Program Grade Level	Girls Assigned	Active DP Volunteers	Display in Catalog	Troop Start Date	Meeting Location
Troop02138	K; 1; 2	2-Brownie	9	4	0	10/1/2015	Collier Park Scout Hut

With appreciation,

Insert contact info

Sample Email: Spring Membership Campaign reminder (can be followed by call or text)

Greetings troop leader names,

This is a friendly reminder that Girl Scouts can now renew their memberships for the upcoming year. You are receiving this email because it looks like your troop is not fully renewed. Please do so as soon as possible. Remember, you can use troop cookie proceeds to renew all the members of the troop! If it is your troop's decision to have parents renew their own memberships, please encourage your parents to do so today. Our service unit has a goal to renew the memberships of 100% of our returning Girl Scouts before June 1. Right now we are ____ away from that goal. Help us to be the best service unit we can be. This enables us to earn awards like the President's award or take advantage of the Spring Campaign.

Thank you for all you do as troop leader. We appreciate your leadership with Girl Scouts!

You can contact me with any questions, I am here and totally happy to help.

With appreciation,

Insert contact info

Sample Email: On-Time Membership Campaign

Greetings troop leader names,

This is a friendly reminder that Girl Scouts can now renew their memberships for the upcoming year. You are receiving this email because it looks like your troop is not fully renewed. Please consider completing troop membership renewals today. Our new Girl Scout year is beginning on October 1 and our registration ensures that our troops are covered under Girl Scout insurance for meetings, outings, and all our wonderful Girl Scout programs. Membership is required to participate in the fall product program.

You can contact me with any questions, I am here and totally happy to help.

With appreciation,

Insert contact info

Sample email: Troop does not have two volunteers in the troop leader and/or assistant leader role

Greetings troop leader names,

Thank you for all you do as leaders in Girl Scouts! We appreciate you!

Today I am emailing because your troop only has one adult in the role of troop leader and/or assistant leader. Girl Scout troops are required to have two unrelated and background checked adults in the troop leader and/or assistant leader role. Can you let me know which adults will be helping in meetings, driving on field trips or handling money during our Fall Product Program and cookie program? It is important that we keep our Girl Scouts safe and supported. Part of this support includes ensuring that troop adults are registered and have completed background checks. You can see when background checks are completed or passed due on your member profile; MYGS page at www.sdgirlscouts.org. This is the same area you renew the memberships for all those in the troop.

You can contact me with any questions, I am here and totally happy to help. You can also contact Girl Scouts San Diego with questions or updates at customercare@sdgirlscouts.org.

With appreciation,

Insert contact info

GA:GA

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