



Imagine if...
we could change the world!

**GIRL SCOUTS OF CALIFORNIA'S CENTRAL COAST
YEARLY PLAN 2008-2009**

Planning in Girl Scouting

Just as you need a map or directions when traveling to a new place, you need a plan if you want to reach goals never reached before.

In Girl Scouting, the “YEARLY PLAN” is that map. It tells us, step by step, how we will get where we want to go. It includes people to do the jobs, money, and specific activities. It sets a time frame for us to work within and benchmarks by which we can measure our progress.

For Girl Scouts of the USA and for Girl Scouts of California's Central Coast (GSCCC), that process begins with a **Strategic Plan**. At GSCCC, that plan was put together by a group of volunteers and staff for the time period of 2008-2011. The goals contained in the **Strategic Plan** are an umbrella for all our activities and budgets, for both the GSCCC staff and the Service Teams. It began with a vision statement, and creation of goals and objectives for the first year of our new council. This was done by members of the Board of Directors, key staff members, Service Unit Managers, and older girls from all three hubs.

The next step was our staff (using the input from our volunteers) met to write the objectives and action steps for what we believe we can truly achieve now that we are passed our inaugural year. The **Yearly Plan** contains all those activities that you will do during the coming year to work toward reaching the Goals and Objectives of our organization. These are the events, the programs, the public relations activities, the recruitment of adults and girls—all those things necessary to keep Girl Scouting blossoming in Monterey, San Benito and Santa Cruz, San Luis Obispo, Santa Barbara and Ventura counties.

The following pages are a template for you to use as you plan the coming year – in other words-“simply fill in the blanks!”

Enjoy creating and following your map!



Girl Scouts®
Where Girls Grow Strong™

PLEASE COMPLETE AND RETURN YOUR
YEARLY PLAN, 12 Steps to Membership Success
and Budget BY **SEPTEMBER 15, 2008**

Service Unit Name and Number: _____

YEARLY PLAN
MEMBERSHIP YEAR 2008-2009
(Complete and return form by September 15, 2008)

GOAL: MEMBERSHIP
GSCCC will welcome, recruit, teach, lead, inspire, and serve girls and adults of all ages reflective of the demographics within our six-county area.

Objective A: By September 30, 2009 serve 14,000 girls.

Action Step 1: Girl Recruitment

Girl Recruitment Activities: (Back to school nights, Studio 2B events, younger girl events, twilight and summer programs, bring-a-friend activities, booths, flyer distributions, etc.)

	Activity	Who Responsible	Due	Cost/Notes
A	<u>12-Steps to Membership Success Completed</u>		9-15-08	
B	Locations of Recruitment Events		9-30-09	List locations of recruitment events, where do you need to target?
C	Preparing for Recruitment Events		9-30-09	
D	Delivering Recruitment Events		9-30-09	

Action Step 2: Girl/Adult Recruitment via Product Sales

	Activity	Who Responsible	Due	Cost/Notes
A	Provide post it notes for girl recruitment at Booth sales. Service Unit with the greatest number of referrals gets a pizza party. Patch will be developed for Girl Recruiters.		8-1 08	
B	Product Sale Training includes girl/adult recruitment component at booth sales		10-30- 08 Nuts 12-30- 08 Cookie s	
C	½ sheet recruitment flyer (bi-lingual) for use in product booth sales is distributed		10-30- 08 Nuts 12-30- 08 Cookie s	
D	Registrars compare data bases with Product Sale Chairs to ensure that all girls are registered.		10-30- 08 Nuts 1-30- 08 Cookie s	
E	All troops and Service Team members are trained in appropriate support of cookie sale.		12-30- 08	

Action Step 3: Girl Recruitment via Each One, Reach One

	Activity	Who Responsible	Due	Cost/Notes
A	Each One, Reach One Survey to determine the effectiveness of the Summer 2008 campaign produced and distributed		10-30- 08	
B	Each One, Reach One 2009 Campaign collaterals are distributed		8-30- 09	
C	Service Units identify dates for recruitment gatherings and follow-up meetings/trainings		8-30- 09	

	Activity	Who Responsible	Due	Cost/Notes
D	Troops and volunteer speakers are recruited for the meetings		8-30-09	
E	Input for Training schedule for new volunteers is given to council.		8-30-09	

Action Step 4: Adult Recruitment –Try-On Troop

	Activity	Who Responsible	Due	Cost/Notes
A	Try-On Troop Flyers are distributed throughout the community.		2-28-09	
B	Training Schedule for Try-On troops is developed		2-28-09	
C	Try-On Troops are advertised in the local community		3-30-09	

Action Step 5: Adult Retention & Recruitment

	Activity	Who Responsible	Due	Cost/Notes
A	Increase number of school coordinators to 30% of all schools		9-30-09	
B	Utilize adult recruitment door hangers in targeted Service Units & track success.		9-30-09	
C	Service Unit mail out a welcome letter to new volunteers (Council Provided Template)		9-30-09	

Action Step 6: Adult Retention & Recruitment – Volunteer Development

	Activity	Who Responsible	Due	Cost/Notes
A	Provide Self-Guided, 1 to 1 and small group position training for all Service Team positions		9-30-09	
B	Recruit Service Team for 2010		7-01-09	

Action Step 7: Provide a system of recognition for contributions to Girl Scouting both by members and the community

	Activity	Who Responsible	Due	Cost/Notes
A	Nominate Volunteers for awards to be presented at the Adult Recognitions Events/Annual Meeting. Promote attendance at meeting.		2-28-09	
B	Distribute Tokens of Appreciation for Leaders Day (Council Provided)		4-30-09	
C	Notify Membership Development Manager of Community Supporter so they may be recognized.		9-30-09	
D	Develop an Tokens of Appreciation Plan for your Service Unit.		10-30-08	Our Plan:

Action Step 8: Provide Membership Registration Support

	Activity	Who Responsible	Due	Cost/Notes
A	Early Registration Campaign is conducted		6-30-09	
B	Early Registration goals are set by Service Unit		3-30-09	
C	Service Unit Registrar participates in Early Registration Teleconference		3-30-09	

Objective B: Design and implement a 360 degree Customer Service Plan to increase girl/adult retention by ___% by March 1, 2009.

Action Step 1: Develop a Customer Service Response Team

	Activity	Who Responsible	Due	Cost/Notes
A	Promote GSCCC survey to assess current level of satisfaction and utilize results to set customer		9-30-09	

	Activity	Who Responsible	Due	Cost/Notes
	service goals for upcoming year			
B	Distribute Shop Surveys		9-30-09	

Objective C: By September 30, 2009 have Daisy troops in 30% of elementary schools.

Action Step 1: Conduct Daisy Recruitment Events in Kindergartens and Pre-K Programs

	Activity	Who Responsible	Due	Cost/Notes
A	Conduct Kindergarten Round-up recruitments in every elementary school lacking Daisy troops		5-30-09	
B	Distribute Daisy Event Recruitment Materials		5-30-09	

MEMBERSHIP - Goal #M2: Target the Latino/Hispanic population in GSCCC as a recruiting and retention priority.

Objective A: GSCCC will target Latino/Hispanic media venues to increase awareness of the GS program in the Latino/Hispanic community by September 20, 2009.

Action Step 1:

	Activity	Who Responsible	Due	Cost/Notes
A	Recruit 1 bi-lingual/bi-cultural trainer		9-30-09	
B	Target Panaderias (Bakeries) and (Lavanderias) Laundry mats for flyer distribution.		4-30-09	

Objective B: Develop and implement a Latino/Hispanic Recruitment Plan and Resource Guide.

Action Step 1: Develop Latino Recruitment Events – Place of Worship Marketing Plan

	Activity	Who Responsible	Due	Cost/Notes
A	Identify spiritual leaders in your Service Unit – give names to your Membership		12-15-09	

	Activity	Who Responsible	Due	Cost/Notes
	Development Manager.			
B	Implement GS Recruitment Activities during Girl Scout Sunday/ GS Sabbath		3-30-09	

MEMBERSHIP - Goal #M3: Expand the overall active, troop/group leader volunteer base in GSCCC, focusing energy on recruitment of the 18-29 year old population, Spanish speaking volunteers and volunteers who can engage in a wide variety of delivery methods.

Objective A: Increase the number of non-traditional volunteers (18-29 year old and/or non-parent status) by 5% by September 30, 2009.

Action Step 1: Increase the number of 18-29 year old volunteers.

	Activity	Who Responsible	Due	Cost/Notes
A	GS presence at one festival, parade, Farmer's market, 3 times per year.		9-30-09	

Objective B: Continue to implement the GSCCC Single Point of Entry (SES) Plan and develop a tracking system by September 30, 2009.

Action Step 1: Establish SES as the only system for New Volunteers entering Girl Scouts.

	Activity	Who Responsible	Due	Cost/Notes
A	Ensure the timely submission of volunteer applications and background checks to GSCCC.		9-30-09	
B	Provide <i>Getting Started</i> Training for New Volunteers and ensure a mentoring system is in place.		9-30-09	

FUNDING - Goal #F1: Build GSCCC's cash reserves to a level from which all GSCCC's financial needs could be met for 3-6 months.

Objective A: By December 31, 2008, explore utilization of properties for rental revenue resources specifically designated for a cash reserve, year one.

Action Step 1: Utilize Camp Arnaz, the Castroville Office and the Salinas Program Center as sources of revenues.

	Activity	Who Responsible	Due	Cost/Notes
A	Promote use of Camp Arnaz, Salinas Program Center		12-15-09	

Objective B: Develop and implement a council shop plan by September 30, 2008.

Action Step 1: Shop operations expansion to new markets

	Activity	Who Responsible	Due	Cost/Notes
A	Support Council "shop Tubs" at Service Unit Meetings.		9-30-09	
B	Promote the Online Shopping System for GSCCC		9-30-09	

Objective C: By December 31, 2008, develop an alumni campaign; the net proceeds designated 100% for reserves.

Action Step 1: Develop an alumni campaign

	Activity	Who Responsible	Due	Cost/Notes
A	Assist with Alumni identification and promote Alumni registration on GSCCC website		9-30-09	
B	Assist with the recruitment of an Alumni Committee in your hub		9-30-09	

FUNDING - Goal #F2: Increase Public Support (donated income) so that we decrease dependence on product sales as the primary source of revenue and be more in line with GSUSA percentages and target levels.

Objective A: Increase public support of Annual Giving by ___% by Sept 30, 2009.

Action Step 1: Participate in the United Way CFC/CSECC Workplace campaign to increase direct GSCCC designations by 20%.

	Activity	Who Responsible	Due	Cost/Notes
A	Help identify girls and adults for a GSCCC Speaker's Bureau		9-30-09	Possible Names, Emails and Phone Numbers of Speaker Bureau Candidates:
B	Promote GSCCC United Way and CFC Numbers		11-30-09	

Objective B: Maximize Service Unit support of Fund Raising council fund raising efforts by Sept. 30, 2008.

Action Step 1: Matching Gift Opportunities

	Activity	Who Responsible	Due	Cost/Notes
A	Identify corporations that provide matching funds for employee contributions and/ or volunteer hours		3-30-09	
B	Provide education at Service Unit Meetings on Matching Gift opportunities		12-30-09	

Action Step 2: Increase Service Unit support of Family Giving

	Activity	Who Responsible	Due	Cost/Notes
A	Identify and ensure that your SU Family Giving Coordinators are trained		3-30-09	

	Activity	Who Responsible	Due	Cost/Notes
B	Recruit Troop Family Giving Coordinators		2-1-09	
C	Identify SU Events conducive to Family Giving "pitch"		9-30-09	
D	Implement Family Giving During Early Bird Registration		6-30-09	

Objective E: By April 15, 2008, conduct the council Nut and Cookie Sale with above average internal and external customer service.

Action Step 1: Conduct Nut Sale/QSP Sale

	Activity	Who Responsible	Due	Cost/Notes
A	Work in partnership with GSCCC to design, deliver and evaluate nut training.		9-30-09	
B	Deliver Nut Sale Training		10-30-09	
C	Coordinate Nut Sale Booth Sales		11-30-09	
D	Place local PR ads about Nut Sale		11-30-09	

Action Step 2: Conduct Cookie Sale

	Activity	Who Responsible	Due	Cost/Notes
A	Work in partnership with GSCCC to design, deliver and evaluate cookie training.		9-30-09	
B	Deliver Cookie Training		10-30-09	
C	Coordinate Cookie Sales Booth Sales		11-30-09	
D	Place local PR ads about Cookie Sales		11-30-09	

COMMUNICATIONS - Goal #C2: Build an effective and efficient external communications program that communicates the new Brand Image while exciting the public imagination about the Girl Scout Leadership Experience.

Objective A: By December 31, 2008, revise and reformat www.girlscoutsgccc.org to deliver the more compelling brand promise utilizing the new Girl Scout Leadership Experience message and increase traffic % percent over previous year quantified through pre/post benchmark surveys and website traffic reports.

	Activity	Who Responsible	Due	Cost/Notes
A	Provide GSCCC with feedback on needs of web site		9-30-09	
B	Ensure delivery of all GSCCC and GSUSA collateral (fliers, online newsletters, etc.) in a timely manner		9-30-09	
C	Recruit a Media Rep		10-31-09	

PROGRAM - Goal #P1: Optimize integration of the new GSUSA Program Pathways within every level and activity of the organization, while assessing current program activity offerings, to ensure that program is delivered to appropriate age levels of girls by appropriate delivery groups.

Objective A: By September 30, 2009 GSCCC will provide a variety of quality council sponsored and community collaborative programs that ALL integrate the new aspects of the New Girl Scout Leadership Experience primarily focusing on developing the new Pathways and Journeys, the aspects of Discover, Connect, and Take Action, Girl Led and Learning by Doing.

Action Step 1: Introduce the Girl Scout Leadership Experience

	Activity	Who Responsible	Due	Cost/Notes
A	Provide on-going Leadership Experience Workshops at Service Unit Meetings		9-30-09	Service Unit Meeting Date and Time:

	Activity	Who Responsible	Due	Cost/Notes
B	Conduct Service Unit Event, weaving Discover-Connect and Take Action into the delivery of all events		9-30-09	List Service Unit Events:
C	Identify a Service Unit Take Action Project		9-30-09	
D	Recruit a person for either the council Product Sales or Program Committee to ensure representation of your Service Unit at all levels of Girl Scouting.		9-30-09	

Our Service Unit Girl membership goal is: _____

We need assistance recruiting the following Service Team positions:

Other concerns:

Service Unit Manager Signature Date

Regional VP Date