

Team Connections

January 2011

800.798.0833 | www.GSEIWI.org

Dear Service Teams:

Welcome to 2011! I hope all of you had a fantastic holiday and are ready for the New Year.

To kick off the New Year, we have a phenomenal Cookie Sale Program planned. Girls are going to love the new incentives, the skills they will learn, and the money they will earn to do some new things in Girl Scouts. New this year is the \$100 for 100% participation. This is a chance for your service unit to earn some money just for your troops participating in the sale.

Also coming very soon in 2011, **Jan. 10 to be exact**, is the rollout of our new registration system. In order to utilize the system, you must be able to set up your account. In order to set up your account you must either know your membership ID number (which you can get by calling your council registrar at a leadership center near you), or you can use your e-mail address. However, we must have your current e-mail address on file in our new registration system. We have added a "button" on the front page of our website at www.GSEIWI.org. When you click the button, the system will ask you for your first name, last name and e-mail address, then click on submit and you are finished. You will have updated your e-mail address for the registration system as well as for receiving e-mail publications for our council. If at any time you do not want to receive our e-mails, you can click unsubscribe at the bottom of any of the e-mails.

Along with updating your e-mail information and verifying that our Council has your most current and updated email address; you will need to create an actual login with a username and password the first time you use our online registration system. You will need to create an account for each person in your household that wishes to ever use our system to register for any program events or trainings. This means; if you have more than one daughter you will need to create an account for each of them along with yourself. You may use this same email address for each account. The reason for creating a separate account for each person is to allow the system to attach each individual registration to each person's personal customer record.

If you have any questions regarding this information, please e-mail our help desk at ebizhelpdesk@GSEIWI.org.

There are a lot of great events coming to GSEIWI. World Thinking Day is right around the corner and it's not too late to host a booth. We are expecting around 1,400 girls and adults. Registration is open now. There is going to be some really great entertainment and of course lots of great booths. SWAPS are always fun for the girls. There will be a SWAPS table to make one at the event, or you can bring them.

This year, Girl Scouts is 99 years old and we celebrate 100 years next year! You can be a part of it. Coming soon to service units will be lots of great ideas for how troops and service units can participate.

Spring registration also is right around the corner. Many leaders told us last year that the materials were coming out too late, so this year you will be seeing your spring registration packets earlier. Please encourage your troops to participate.

We're looking forward to a great 2011 in Girl Scouts. Thank you service teams for making Girl Scouts happen for our girls. You're awesome – Happy New Year!

Sincerely,

Brenda Lloyd, VP of Membership

The Girl Scout Promise

On my honor, I will try:
To serve God* and my country,
To help people at all times,
And to live by the Girl Scout Law.

The Girl Scout Law

I will do my best to be
honest and fair,
friendly and helpful,
considerate and caring,
courageous and strong, and
responsible for what I say and do,
and to
respect myself and others,
respect authority,
use resources wisely,
make the world a better place,
and
be a sister to every Girl Scout.

Service Unit Director

Service Unit Director meetings are coming up the end of January. Please check with your RMM for dates, times and locations. We really would like to see all of our SUDs attend. You also are welcome to invite other service team members. Bring agenda topics with you.

100th Anniversary Help

We are looking for committee members to chair and plan 100th Anniversary Camporees at Camp Tahigwa, Camp Little Cloud and Camp L-Kee-Ta. The Camporees will be held in the summer of 2012. We will have staff support to assist the volunteer committees, and some of the planning that we have started with Camp Conestoga can be shared so you aren't starting from ground zero. This is a fun one!

We are also looking for volunteers who would be willing to work with the museums, libraries or historical societies in their area to set up Girl Scout displays as a part of our 100th anniversary celebration. This could be larger or smaller museums. Again, we have packets to help with the set up of the exhibitions.

For either of these projects, please contact Deb Boyd at 309-788-0833 or e-mail her at Debb@GSEIWI.org.

Registrar

Please make sure to distribute the roster reports that you are getting from your council registrar. With the \$100 for 100% available and the cookie sale we want to make sure that girls are in the right troops and registered prior to the cookie sale. Please work with your Service Unit Product Manager to help contact leaders to find out whether they are registered and ready to go for the cookie sale. Service Unit Registrars are a very important part in making sure the cookie sale is successful for girls and adults. Thank you for all of your hard work and dedication! With your help, your SU will be able to earn \$100!

Treasurer

It is that time of year again when Girl Scout troops sell COOKIES! With the cookie sale comes the opportunity for girls and troops to earn money to do activities. This is the time to talk budgets. While cookie sales certainly provide monetary stability for troops, it isn't a bottomless resource. Take the time during the service unit meeting to talk about how troops can plan, and budget how to spend the money made during the cookie sale. Keep in mind these basics:

Girl Planning: Girls are the driving force to how money is spent. The girls set the goal for the cookie sale, and then they need to determine how to spend it. We

suggest giving them guidance to make sure what they want to do is realistic. Learning fiscal responsibility is a great tool that girls will carry on beyond Girl Scouts.

Be transparent with families: The troop checkbook is open to any girl or family wanting to know the financial status of the troop.

Plan ahead, write it down and work it out: Plan what you are doing ahead of time. Going to the movies? Don't just budget to spend on the tickets but determine whether you will purchase snacks, etc. The last-minute decisions may blow your budget. Calculate what you intend on spending and then record what you spend. Finally calculate what you spend to make sure that your activity is doable within your troop budget. As girls get older, this is a great activity for them to execute, and younger girls can help with basic math and writing out plans.

Ask for parental support: Many leaders will say that they worry about a parent following through on attending an event. Some troop leaders suggest that families pay a portion of the event, all of the event or a deposit that they get back once the girl attends. Asking for families to support a troop financially is appropriate. When leaders and volunteers are clear about expectations, it is easier to get the support they need.

For more information about money-earning guidelines, please see [Volunteer Essentials pages 49-53](#).

Girl Scouts Forever Green (GSFG) - 100th Anniversary Take Action Project

Forever Green is the Girl Scouts 100th Anniversary Take Action Project that is being done nationally. During the months of February, March and April, Girl Scouts are encouraged to focus on the three major projects: Reduce Plastic Waste, Earth Hour and Rain Gardens.

After Jan. 20, you'll be able to take the online GSFG Pledge. To find more information about GSFG, visit www.girlscouts.org/gforevergreen/.

Report back after taking part in the project each month. Don't forget to spread the word and get more people involved!

For more ideas, visit

www.gseiwi.org/program/forevergreen.asp

Girl Scout High Awards

Start the year off by planning your Bronze, Silver or Gold Award!

The highest awards for Girl Scouts are the Gold, Silver and Bronze Awards. The awards were first started in 1916 to recognize girls' achievements in Girl Scouts.

The Gold Award is for Girl Scout Seniors and Girl Scout Ambassadors in grades 9-12. The Silver Award is for Girl Scout Cadettes in grades 6-8.

The Bronze Award is for Girl Scout Juniors in grades 4-5. More information can be found at the link below.

<http://www.GSEIWI.org/program/awards.asp>

Mobile Market Coordinator

Interested in becoming a Mobile Market Coordinator? It is exciting and fun! What does a Mobile Market Coordinator do? Well, you get a firsthand look at new merchandise, you take the "shop" to events for your Service Area, or you can work in the council shops to help cover shortages of staff. For more information, speak to your local shop associate or e-mail the Retail Sales Manager, Linda Heil at LindaH@GSEIWI.org

New and exciting developments are coming in the next few months. Resource materials are being updated and Try-Its, Badges, and Interest Project patches as we know them will be changing as well. Watch for additional information to follow.

Troop Rebate Certificates were mailed the last week of December to redeem in the months of January and February.

Cookie Merchandise is highlighted in the council shops, with a wide selection of cookie merchandise available for purchase or special order, if necessary.

Be sure to attend the World Thinking Day event and visit the mobile shop at the event. A wide selection of merchandise will be available for purchase. Items will include but not be limited to: Webkinz, Melissa & Doug crafts kits, jewelry, toys, T-shirts, cookie merchandise, SWAPS items, and World Association Pins honoring the event will be available for purchase for the price of \$2.25 each.

Think ahead and watch for information on bridging kits, Gold, Silver and Bronze Awards gift selections, and the early release of 2010-2011 Great Start Kits coming mid-to late April.

Community Information

Coordinator

Who's serving as your Service Unit's Community Information Coordinator? Every SU should appoint someone to this essential position. GSEIWI needs help on the grassroots level in getting out the word about the good of Girl Scouts in your community.

CICs are trained by GSEIWI's Marketing and Communications Department and they are given the tools to do the job. You'll work with your local media in helping to spread the word with what's going on in Girl Scouts and help get the word out online, too. It doesn't take much time and it's perfect for someone who can't commit regular time to the SU on a weekly or monthly basis.

This month, CICs can help us in getting out the word about the Cookie Sale Program in their communities. GSEIWI will be delivering media kits to most media properties in the council's territory, but CICs can help by ensuring your local paper or radio station is telling the story about cookies. CICs also can help get the cookie sale listed on any community online calendars or websites.

For more information, contact Chuck Gysi, director of marketing and communications, at 309.283-2359 or ChuckG@GSEIWI.org.

Outdoor Program

Coordinator

There is lots of horse programming coming up next year – see the website for details on a spring mother-daughter trip for sixth grade and up to Wisconsin and a mother-daughter trip to Kentucky in August for girls going into 4-6th grade in the fall of 2011. Troop riding will start again in April for girls K-12 and a new summer of exciting programs is coming! Check out the camp book coming in midwinter. A new program to Kentucky for advanced riders is one of the highlights. Questions? Call Joanne Dumar at 563-349-6149 or e-mail her at JoanneD@GSEIWI.org

Don't forget that camp is a great place to visit during the winter months! May of our camps have a "year-round" option to visit and can make for some winter fun. Take your girls snowshoeing, go sledding, ice skating or take a winter hike. These are all things that are available at our camps (check with the camp ranger for specifics). [Camp isn't just for warm weather – get out and explore today!](#)

Trips to camp can be a time where troops need extra help supervising. Dads can be a great resource to take to camp, but often questions come up about how we deal with sleeping arrangements. [Please see how to make accommodations for dads/males who want to attend your overnight event.](#)

[Camp Property Rental Facilitator Guide.pdf](#)

Juliette Coordinator

All Service Unit team members should be sure to **inform any Girl Scout Juliettes** in your area about our Juliette Program. The Juliette Program is for any girl in grades K-12 who doesn't have time to be part of a traditional troop or if there is no troop in her area.

We also have available a **Juliette Program Packet** that is a quarterly mailing for Juliettes, including council information, council events, crafts, games, service projects ideas, field trips and more. To receive this Juliette Program Packet, please send \$5 to: Attn: Juliette Packet, GSEIWI, 2530 University Ave., Ste 1, Waterloo IA 50701. The \$5 will help pay for shipping and handling of packet and cover cost of supplies for one craft. If you have any questions regarding Juliettes, please contact our council's coordinator, Jamie Swart, at JamieS@GSEIWI.org or 319-232-6601.

Safety Zone

With snow on the ground, it is time to take advantage of all the outside activities you can do with the girls. Whether it is making snowmen, sledding, ice skating, ice fishing, cross-country skiing, downhill skiing, snowboarding and snow shoeing (skiing, snowboarding and snowshoeing are not recommended for Girl Scout Daisies). Check out all the safety activity checkpoints on these activities at <http://www.GSEIWI.org/volunteer/checkpoints.asp>, plan an activity with the girls, dress warm and get out and have some outdoor fun. You will be sad when that white stuff is gone and you haven't enjoyed it. Note: Our Girl Scout camps have the equipment to use for some of these outdoor activities. Check out [Facilitator Guide for Camp Property Rental](#) to see what equipment each camp has.

Journeys

The new Journeys, *It's Your Story, Tell It*, are in the stores and ready to be discovered. Come and check them out.

Daisies start off making a Team Animal Mural and create "All about Me" Nests.

Brownies start a Team Passport, play games from around the world, and then play relay games to create stories.

Juniors start thinking about all the roles available in the world for women and girls and play charades, and come together to make a Team Prop Box.

Cadettes begin to explore their relationship with, and their view of, media. They make viewfinders to play film directors and write "sound bites" for themselves.

Seniors begin to define sisterhood. They discover what it means to be your own best friend. Then they connect with others to understand more about friendships and check out how they are portrayed on TV.

Ambassadors explore dreams and how they can shape a life story. They explore double standards, and values

and standards in media. They choose women to interview who have fulfilled their wildest dreams!

Five GSEIWI Troops Pilot the Cadette "MEdia" Journey

The pilot troops participated in the 6 p.m. broadcast during the KGAN Toy Drive, appearing on air with Mace Michaels and Tiffany O'Donnell. The photo below was taken outside the KGAN-TV Channel 2 Studio in Cedar Rapids.



Troops pose with KGAN news anchor Tiffany O'Donnell

School Organizers

Please follow up with new troops and existing troops to see whether they are participating in the cookie sale. This is also a great time to invite any new girls to join troops by attending a Cookie Rally. If you are unsure as to when your cookie rally is happening, contact your RMM or SUPM.

The cookie sale is a great way for girls to learn about goal setting and financial literacy. It also is a lot of fun! This is a great way to highlight Girl Scouts in your school. Here are some great things to do to market cookies at your school:

- Ask to put up a display for Girl Scouts in your school lobby or library.
- Have girls in troops make posters advertising the cookie sale.
- Ask to have a cookie booth at an upcoming school event.
- Work with troops and volunteers at school and arrange a cookie share for troops by working and selling together.
- If your school has a sign or marquee, ask them to advertise that it's "Cookie Time."

World Thinking Day 2011

“Empowering Girls Will Change Our World”

World Thinking Day is a celebration of Girl Scouts and Girl Guides around the world. This year, World Thinking Day will be celebrated on Saturday, Feb. 5, 2011, at The RiverCenter in Davenport, Iowa, from 1-4:30 p.m. This fantastic day will include troops and community groups hosting interactive booths.

Exciting new activities this year will include community group performances and activities from the new Journey Series - “It’s Your Story- Tell It!” So far we have some great countries and continents already signed up, including: Australia, China, France, Germany, Jamaica, Korea, Africa, Italy, Ireland, Brazil, Japan, Switzerland, South Korea, Greece, Sierra Leone, Malawi and Thailand.

There still is plenty of time for your troop to [register to host a booth](#). [Registration for WTD](#) is now open!

S.W.A.P.S. (**S**pecial **W**hatchamacallits **A**ffectionately **P**inned **S**omewhere), the tradition of Girl Scouts exchanging keepsakes, started long ago when Girl Scouts and Girl Guides first gathered for fun, song and making new friends. Swaps are still the perfect way for Girl Scouts to meet each other and promote friendship. Each one is a memory of a special event or Girl Scout sister. At World Thinking Day, girls will have a chance to make a S.W.A.P. and exchange S.W.A.P.S. at a special S.W.A.P. area.

Some tips for making and exchanging S.W.A.P.S. are:

- Ask the girls to think about the kind of S.W.A.P. they would like to receive from someone else.
- Try not to spend a lot of money. Consider making something from donated or recycled material.
- Be creative, and take time to make hand-crafted swaps. (Include directions for making the S.W.A.P. if it is a craft project that can be replicated.) Your group does not need to make a S.W.A.P. for every girl and adult in attendance, but if you choose to, please plan for 1,300 S.W.A.P.S.
- Plan ahead so there's time to make the S.W.A.P.S.
- Make S.W.A.P. S. that can be worn, used or displayed.
- Make S.W.A.P. S. portable. Remember: S.W.A.P. S. will be carried by the girls throughout the event, and other girls will be taking them, so they should be small and easy to handle.

To find more S.W.A.P.S, log on to:
<http://www.culturecottage.com/index.html>

Leader Mentor

It’s cookie time! New leaders are sure to have lots of questions about this – even after taking training. Make a phone call to give some extra support as they work through this first year of product sales. Do they need help understanding the paper work? Talking to parents about the sale? Maybe it is just moral support, but please make that phone call!

Now would be a good time to again ask a few questions regarding troop finances. Does your new leader understand how to keep track of expenses and income? Is she saving receipts for troop expenses? Do new troop leaders have questions regarding debit cards? We are suggesting that troops might want to use debit cards, but the same rules apply – one person should be writing the checks and the other person should be receiving the bank statements as a check and balance. It also is a good time to remind leaders that anyone who is a signer for a troop account must be a registered Girl Scout. Also, people on the account must not be related to one another. There is a chapter on “[managing group finances](#)” in your Volunteer Essentials for further reference.

The last issue of SOS contained information regarding Girl Scout traditions and some of the upcoming special days of Girl Scouting. Be sure to remind your new leaders to reference these materials as they prepare for these special days in the upcoming months.

Troop Leader Tips

Happy New Year! This time of year eating healthy is a popular resolution, so why not carry that over to Girl Scouts? The internet is a great source for ideas on edible crafts and activities to help your girls and families become more health conscious!

Council Patch of the Month

American Girl History Patch

In January, receive 15 percent off your purchase of this council patch. The American Girl History Council Patch program is designed to help girls learn about history in a way that directly relates to their lives. By reading American Girl Books and then exploring the era depicted in the book, girls will discover history in an exciting and accessible way. Click this link for more information on the [American Girl History patch and all the requirements](#) to order patches with the 15 percent discount, visit one of our council shops or [shop online](#).

Adult Learning Coordinator

World Thinking Day is coming. Feb. 22 is the actual date when we celebrate Girl Scouting around the world. It is a good time for the girls to learn about Girl Scouts and Girl Guides in other countries. Consider inviting parents to a troop meeting and having an international potluck dinner (Italian pizza, French fries, Japanese sushi, German chocolate cake, etc.). The girls can do the decorating by making a flag from a country of their choice, and bring in dolls that they might have from different lands.

Do leaders know that there are patches girls of all ages can earn for World Thinking Day? Check out the [patches and requirements for each grade level](#).

Encourage all troops to come to GSEIWI's World Thinking Day on Saturday, Feb. 5, 2011, at The RiverCenter in Davenport, Iowa, from 1-4 pm. [Follow this link for all the details and the registration form](#).

S.W.A.P.S. are another Girl Scout tradition that we make for World Thinking Day. Our website and many other Girl Scout websites can help you with ideas.

National Convention 2011

A volunteer committee is putting together a visitor delegation for the National Convention. Travel plans will be rolled out to all volunteers as soon as they are complete and we get the registration and hotel information from GSUSA. Check the [National Convention webpage](#) periodically. We will add information as we receive it.

Don't forget about the girls! We've collected applicants to lead a group of girls to take part in the National Convention as well. Be looking for more information about this great opportunity for girls in grades 6-12.

Program Event Coordinator

Disaster Preparedness Series with Storm Chaser Eddy Weiss

Storm Chaser Eddie Weiss is coming to a city near you, and you are not going to want to miss it! "Be Prepared" has been the motto for Girl Scouts since 1917, and with so many recent natural disasters, teaching girls the skilled needed to be prepared is as important as ever. GSEIWI has teamed up with Chasing 4 Life to hold a series of events to teach your girls all they need to know during severe weather and other disasters. Log on to www.GSEIWI.org for more information on locations and to get a registration form!

Winter Carnivals

Don't forget to check out the dates and locations of these great events happening all over the council! Head out to our camps for a day of fun and frolicking in the snow!

Got a travel bug?

Plans are being brought together for our trips coming this summer. We have a day trip for Juniors, and an overnight/weekend trip for Cadettes. More information will be coming out this month. Keep your eyes open; you won't want to miss out! [Events-at-a-glance-jan2011.pdf](#)

For Your Information

What did you do today?

Today, the Fund Development team was out in all five of the council's major markets meeting with potential donors and individuals.

- Do you have a connection with an individual or business who would like to support Girl Scouts?
- Would you like to make a donation to Girl Scouts?
- Do you have a desire to help with special events in your area in preparation for the Girl Scout 100th Anniversary?

Girl Scouts can benefit from your volunteer hours.

- Do you work for a company that promotes volunteerism by rewarding the employee with a donation to an organization of your choice?
- Does your company provide matching fund donations?

If you can answer "yes" to any of the above questions, please contact Nancy Renkes at NancyR@GSEIWI.org. How would you answer: "What did you do today?"

Recognition Coordinator

Not quite sure what you should be doing each month? Don't worry; we have taken care of it for you. Follow the [Recognition Coordinator Checklist](#) to ensure you are on track each month. So for January, here is what you should be doing:

- Following the plan to recognize leaders, choose a fun way to recognize the volunteers at the Service Unit meeting.
- At the Service Unit meeting, talk about how important it is to recognize each other with the awards available. Reinforce the deadline for submissions of March 1, 2011.
- Pass around the council list of volunteers eligible for Years of Service and Years of Membership. Have volunteers look it over and make changes as needed.

One more thing... since all awards are now presented on the local level, it is important that volunteers nominate each other for these awards. Don't forget to mention the girl scholarships, too. All the volunteer awards and girl scholarships are now available in fillable online forms. Even the Letters of Endorsement required by some awards and scholarships are available online to make it easier for everyone. You can fill the forms out online and then with a click of your mouse, send it directly to the recognition committee. Just go to www.GSEIWI.org/volunteer/recognition.asp.

Product Sales

A huge thank you to all SUPMs, TPMs, girls and parents for making the 2010 Fall Sale Program such a great success. Troops saw a 12 percent increase in total troop profit earned over last year. Councilwide, we saw a 12 percent increase in sales over last year ... in fact for the first time ever; our council had more than \$1 million in sales! To add to the excitement, our girls sold more than 3,950 cans of product for the Snacks to Share program that will be sent to Military troops stationed overseas.

2011 Girl Scout Cookie Sale Program

The initial order period for the Cookie Sale Program begins on Jan. 14, 2011, and runs through Jan. 30, 2011. Please check with troop leaders to ensure they are ready for their girls to participate and have them make sure all their girls are registered prior to selling. Please stress how important it is that girls DO NOT sell early. Early sales will not count toward recognitions. Customers still will receive their cookies, but unfortunately girls will be penalized for not following the guidelines.

Earn \$100 for your Service Unit!

Each service unit will receive \$100 if 100% of the troops in the service unit participate in the sale.

Direct Sale Pilot Program

There are 25 troops throughout the Council participating in the Direct Sale Pilot Program. These troops will have cookies in hand to start selling directly on Jan. 14, 2011.

Online Marketing and Goal Setting

Girls will get the most out of their cookie sale activities by setting, tracking and achieving goals online at www.abcsmartcookies.com, which has a goal-setting program and a system to send e-cards to remind friends and family to buy Girl Scout Cookies. Encourage troops to visit our website for more information about the online marketing tools they can use to market their business. Don't forget that our council goal is **130 packages per girl!** [Click here for more information.](#)

Cookie Share

Community Service is a very important aspect of the Cookie Sale Program. The Community Cookies or Troop 2 Troop programs are great service projects for girls to work on together! Before the sale begins, troops should decide as a group which they would like to take. [Learn more.](#)

We want to thank all of our troops participating in the direct cookie sale pilot program. These volunteers and girls were willing to try out a new way to sell. Good luck!

[Cookie Selling Tips for Teens.pdf](#)

Service Units Reach 2010/

2011 Girl Membership Goal

We have some really great service units to highlight this month. These service units already have reached or exceeded their end-of-year membership goal. Nice work, service units!

SU 608 in Winneshiek County

SU 761 in Delaware County

SU 771 in West Dubuque County

SU 877 in Mercer County

SU 855 in Scott County - Davenport

SU 856 in Scott County – Buffalo/Blue Grass

SU 857 in Scott County – Bettendorf

SU 859 in Scott County – Eldridge

SU 871 in Rock Island County – Andalusia

SU 940 in Henry County – Mount Pleasant

Kudos Korner

Clinton/Camanche Service Unit 846's 14th annual Snowflake Ball was a success thanks to the hard work and organizational skills of Carrie Leu! Girls were able to come with their guardian dates in style with corsages and boutonnieres made by Senior/Ambassador Troop 8864. This was Carrie's last year of organizing the Snowflake Ball and she is looking forward to seeing how great of a job Leslie Solberg and Heather Carlisle will do next year!

Girl Scout Voices

Want to know what our campers thought of the 2010 resident camp season? How was last year's volunteer experience for troop leaders? Find out what our girls and volunteers said by viewing the reports at www.GSEIWI.org/about/research.asp.