

Council Updates for Membership Year 2022-23

Membership Recruitment

Totally Fun. Totally You. is the 2023 membership campaign!

- Reach out to your council recruitment specialist for graphics and flyers to use in your service unit recruitment events or on your service unit social media.
- [Recruitment kits are available](#) to host your own service unit recruitment event!
- We are hosting Open Houses at our camps!
 - September 18, 1-3 PM | Cedar Hill, Maude Eaton, and Wind-in-the-Pines
 - October 2, 1-3 PM | Camp Runels and Camp Favorite
- Looking to learn more about how to recruit in your town? Do you know a volunteer who wants to become a Service Unit Membership Promoter? Talk to your Recruitment Specialist to find out more about how to help your service unit grow!
- Not sure who your Recruitment Specialist is? That's ok! Email customercare@gsema.org and they will put you in contact with your regional Recruitment Specialist.



Community Engagement

Community Engagement focuses on recruitment, retention and outreach within communities that need additional support to deliver the full Girl Scout experience and programming. This team aims to **identify and minimize barriers** that may prevent a Girl Scout member from participating in Girl Scout activities such as transportation, language, cultural differences or financial concerns so that we can bring the Girl Scout Leadership Experience to girls who may not otherwise have access to Girl Scouting.

We provide additional resources to Troop Leaders, volunteers and families to build confidence in their decisions and participation in Girl Scouting. We also develop community partnerships with places such as schools, libraries, community centers, places of worship, and housing authorities to meet potential Girl Scouts where they are.

Exciting opportunities coming soon include:

- **Multicultural Heritage celebrations** via virtual program and self-guided activities where Girl Scouts celebrate and learn about the cultural richness of the diverse communities that make up the United States.
- **Lift Your Voice self-guided patch program** which centers around advocacy, exploring cultures, identity, and racism—inspiring girls to embrace their voices, self-images, and to feel confident with their authentic selves. All members are encouraged to participate!

We understand there are communities outside of our regions that may need similar supports and we are actively growing our Community Engagement programming—reach out to Customer Care if you'd like to know more!

Volunteer Support, Training and Safety

FORMS AND DOCUMENTS are being updated. Highlights include:

- Former Girl Scout Activity Form was renamed [GSEMA Safety Approval Form](#).
- [Safety Activity Checkpoints](#) were updated twice this year, with more than 20 updates this year, including a number of activities no longer requiring a [GSEMA Safety Approval Form](#) (like hiking and outdoor cooking).
- The Certificate of Liability List is retired and replaced by a more staff-facing process to ease volunteer responsibility. We're also working on increasing the number of [GSEMA Program Partners](#) we have if volunteers feel safer choosing from these vetted vendors.

BI-LINGUAL RESOURCES

GSEMA is investing in translating our key volunteer resources into multiple languages, starting with Spanish. This fall, we will be publishing Spanish versions of:

- New Leader's Guide to Success
- Volunteer Essentials
- Safety Activity Checkpoints
- Volunteer Policies and Procedures

Going Places with Girl Scouts will be a three (3) course Learning Path in gsLearn. These courses will replace Overnight Orientation and be complementary to Outdoor Basics Online, Outdoor Basics: Cooking, and Outdoor Basics: Camping. These courses do not replace or negate the Outdoor Basics courses, but will need to be completed in addition to them as needed for outdoor/camp adventures; here is the [Going Places with Girl Scouts Travel and Outdoor Progression Overview](#).

- **Going Places with Girl Scouts I** was published in July and is active in gsLearn. This covers Local Field Trips, Day Trips, and Cook Outs, but doesn't cover any overnights.
- **Going Places with Girl Scouts II** will be published in the second week of September and will cover basic overnights and regional trips.
- **Going Places with Girl Scouts III** is slated for late October and will cover National and International Trips.

Requests to Travel for both Domestic and International travel trips are now being accepted and approved on a rolling basis for this troop year. <https://form.jotform.com/GirlScoutsEMass/request-to-travel>

SAVE THE DATE! The 2022 Volunteer Conference will be Sunday, October 23rd at Cedar Hill

Product Program

This year's theme for both Fall Product and Cookie Program is "Go Bright Ahead"!

- Led by the Hawaiian Monk Seal mascot, the Fall Product Program runs from **September 19-October 23**. This year's collectible item is the Girl Scout Memory Box tin filled with Mint Treasure chocolates. Materials and resources are now available online and with Service Unit Fall Product mentors.
- The team is finalizing Cookie Program details now and we're happy to share that the dolphin is our mascot! And some important dates, cookie cupboards will run from **December 6-March 10**.
- More news, Ready, Set, Rally! Excitingly, there is a new cookie this year, the Raspberry Rally. The **Raspberry Rally** is a thin, crispy cookie infused with raspberry flavor, dipped in chocolaty coating. It is an online direct ship only exclusive that will be available while supplies last.
- There's a cookie name update! Shortbreads, the Girl Scout iconic shortbread cookies inspired by the original Girl Scout recipe, are now known as **Trefoils**.



Program

[Program registration for Fall](#) starts September 7. [Programs in September](#) are already open and more will be coming soon! Highlights include:

- [Climate Challenge](#) October 2 for Daisies, Brownies and Juniors
- [Period Poverty Service Project](#) October 10
- [Rocketry Programs](#) for October 22 for Juniors and Cadettes
- [STEM Challenge presented by Raytheon](#): Industrial Engineering on November 5 for Juniors and Cadettes
- [Journeys for CSA](#) November 11
- The new Pets badge at a vets office for Brownies
- Journey Days during February Vacation at Cedar Hill
- Racetrack Rentals at Cedar Hill in early March
- STEM Expo at Cedar Hill for all levels
- Amazing Race in Plymouth

Program registration for Spring starts on December 1; continue to check the program page as programs may be added throughout the year

Highest Awards

This membership year, there will be monthly, virtual Bronze and Silver Award orientation for volunteers and Girl Scouts, and regular Gold Award proposal writing workshops both in-person and virtually. All looking to start their highest awards journey to are highly encouraged to attend, ask questions, and get their Girl Scouts engaged.

Support the Gold Award through the Project Content Advisor database! While still in its infancy, it helps Gold Award hopefuls find experts to support them through their project. If you or anyone you know is interested in supporting the Gold Award this way please apply on our website. Projects can touch all areas of knowledge from health classes to women in sports to invasive plants. This is a great way to share your expertise and make sure that all Girl Scouts have an opportunity to achieve the Gold Award.

Additional resources available www.gsema.org/en/programs/highest-awards.html

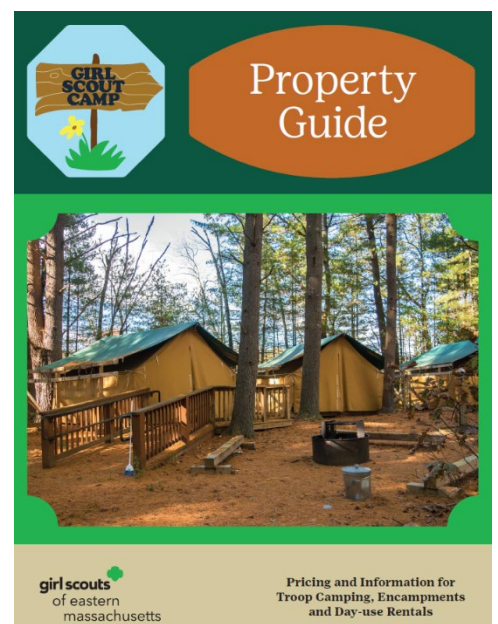
Outdoor Program

OUTDOOR COOKING, CAMPING, ARCHERY AND BOATING TRAINING

- We have released the fall training schedule for [Outdoor Basics: Cooking](#), [Outdoor Basics: Camping](#), [Archery](#), and [Small Craft Safety](#) (formerly Boating).
- As a reminder, archery certifications must be renewed every two years and small craft safety (boating) certification must be renewed every three years.
- More sessions may be added based on availability of volunteer trainers. Interested in becoming an outdoor training facilitator? Email customer care@gsema.org.

PROPERTIES

- Spring property reservations schedule will be released on November 15 for encampments and November 22 for troops.
- A new property guide with pictures and instructions for each GSEMA property is available at bit.ly/GSEMApropertyguide or on our website under [Troop Camping!](#)



Advancement

This upcoming membership year, to provide **vital funds** to our camps and programs and **provide financial aid** for those who need it, we need to raise **\$1,500,000 in philanthropic support**. The majority of this will come from foundations, corporations and special events, but we are looking to **individual donors for \$350,000**. There are many ways to help!

UPCOMING EVENTS

- **Cookies & Cocktails / December 8, 2022, 6 PM** GSEMA is bringing back one of the sweetest culinary events in Boston – Cookies and Cocktails! Join us at PwC offices in Boston’s Seaport to enjoy unique cookie-inspired creations, while supporting female leadership development. For more info including sponsorship information visit gsema.org/cookiesandcocktails.
- **Leading Women Awards / March 23, 2023, 7 AM** Since 1992, Girl Scouts of Eastern Mass has honored more than 200 exemplary women leaders with a Leading Women Award. Join us for our 30th anniversary celebration of this inspiring event at the Sheraton Boston Hotel.

CONNECT GSEMA TO CORPORATE PARTNERSHIPS

- Investment in events and initiatives with opportunities ranging from \$5,000 to \$100,000. There are many exciting ways for corporations to partner with GSEMA and elevate their visibility and corporate social responsibility while supporting GSEMA and the work to build strength and confidence in girls.

MAKE AN INDIVIDUAL GIFT

Support from individuals is especially important to GSEMA, and we have many opportunities to join giving societies, including joining the Friendship Circle with a monthly gift, becoming a member of the Juliette Gordon Low Society by making a planned gift, and more.

Governance

Lend your voice to advocate for change and help shape the future of Girl Scouting by serving as a **Regional Delegate!** Regional Delegates (adults and girls) serve as voting members of the council and represent four designated governance regions, working together to help foster and improve Girl Scouting for all.

- This opportunity is open to registered Girl Scouts age 14 or older.
- There are seats available in all four governance regions.
- [Visit our website](#) to learn more about this influential role and apply today.

2023 Girl Scout Convention: Phenom is in July 2023 at Walt Disney World® Resort. Get ready to spark new ideas, make friends, have fun, and create something incredible.

- This event is open to all, including Girl Scout members, non-members, alums, and families. There will be activities and demos in the Expo Hall, special guests, live performances, and much more.
- [Early bird registration is now open.](#)

Registered Girl Scouts age 14-17 are invited to apply to serve a one-year term on as **a Girl Board Member** on GSEMA’s 2023-2024 Board of Directors. This unique leadership opportunity grants older Girl Scouts a chance to work in partnership with adult board members and help set the direction of the council. Applications will be available later this fall—stay tuned for details.

Each year, GSEMA awards **two \$1,500 scholarships** to graduating high school senior Girl Scouts in recognition of exemplary leadership, community engagement, and personal commitment to the Girl Scout mission. Applications will be available in early 2023—stay tuned for details.