

Put Your BESTfoot Forward!



Early Bird  
Renewal Service  
Unit Toolkit

# Early Bird Renewal Campaign

<b>Early Bird Renewal Period Begins</b>	April 1st, 2024
<b>Early Bird Renewal Period Ends</b>	June 30th, 2024

## What do Girl Scouts get when they renew during Early Bird?

- Discounted Membership! GSCB waives the Council Service Fee for any girl who renews during Early Bird, bringing her membership cost from \$45.00 to \$25.00.
- Put Your BESTfoot Forward! Each Girl Scout who renews during Early Bird will receive this exclusive patch for free.
- Pop-Up Eligibility! Throughout the campaign, GSCB will be hosting pop-up promotions for any girls who are renewed. The earlier she renews - the more chances to win!
- First access to 2024-25 troop offerings! Girls Scouts who renew their membership either 1) secure their spot in your troop next year or 2) get first dibs on new troop placement due to bridging, relocation or other circumstances. As of July 1st, any unfilled spots in troops will become available to new Girl Scouts.
- One less headache for you and caregivers in the Fall! If she renews in the Spring, she can jump right into programming again in the Fall with no disruptions.



## What do Troop Leaders get when they participate in Early Bird?

- Cash! Troops who get 75% of their Girl Scouts renewed, at least 2 troop volunteers renewed, and complete their Troop Participation Form by June 30th will receive a \$50 ACH into their troop account.

For example, if you have 11 girls in your troop.  $11 \times 75 = 825$ ,  $825 \times .01 = 8.25$ . To reach your goal, you'll need 8/11 girls to renew during Early Bird.

$$\underline{\hspace{2cm}} \times 75 = \underline{\hspace{2cm}}$$

(Number of girls in your troop)

$$\underline{\hspace{2cm}} \times .01 = \underline{\hspace{2cm}}$$

Round down to the nearest whole number.

- Time! Save yourself the hassle of chasing down registrations in the Fall by taking care of it during Early Bird. Plus, get started on planning your year sooner, knowing how many girls are participating in your troop.

## **What do Service Units get when they participate in Early Bird?**

Service Units will earn direct deposit amounts based on a tiered system considering how many girls are registered to that Service Unit. Service Unit Managers should receive communication from their Volunteer Support Specialist about what their specific goals are.

Service Units will receive their incentive if:

- 75% of girl members are renewed by June 30th

Bonus: The Service Unit with the highest percentage of girl members renewed will receive a GSCB Property Reservation for an Encampment at no cost!

## **Renewal Best Practices - Payment**

Your troop has 3 different options for handling renewal payment.

### **OPTION 1: Caregiver Renewal**

- Caregivers complete renewal on their own time by logging in to MyGS and paying via credit card or applying for Financial Assistance.
- Resources you can share with caregivers:
  - [How-To Renew Video Tutorial for Families](#)
  - [How-To Renew Step-by-Step Handout for Families](#)
  - [GSCB.org Renewal webpage](#)

### **OPTION 2: Troop Renewal - Caregiver Payment**

- The troop renews girls from the Troop Leader's MyGS account and collects payment from caregivers. We recommend you DO NOT renew girls until AFTER you have collected the membership fee payment.
- We suggest holding a caregivers meeting or dedicate some time at the end of a troop meeting for caregivers to turn in their payments via cash or check. You can deposit the payments into the troop account and then use the troop credit card to renew those girls.
  - You can also assist caregivers who would like to pay via credit card by setting up the renewal and having them enter their credit card details before submitting.
  - Using the necessary discretion, you can also assist caregivers who choose to apply for Financial Assistance set up the renewal, then instruct them to check their email for the Financial Assistance application within 1-2 business days.
- Resources for you:
  - [How-To Renew Video Tutorial for Troop Leaders](#)
  - [How-To Renew Step-by-Step Handout for Troop Leaders](#)
  - [GSCB.org Renewal webpage](#)

### **OPTION 3: Troop Renewal - Troop Payment**

- The troop renews girls from the Troop Leader's MyGS account using troop funds earned through product programs or other money-earning activities.
- Resources for you:
  - [How-To Renew Video Tutorial for Troop Leaders](#)
  - [How-To Renew Step-by-Step Handout for Troop Leaders](#)
  - [GSCB.org Renewal webpage](#)

## **Renewing Graduating Seniors**

Each membership year, Girl Scouts of the Chesapeake Bay gifts all graduating Senior Girl Scouts with \$25 towards the purchase of their first Adult Membership or Young Alum Lifetime Membership. In order to streamline the process for girls, parents, and volunteers, GSCB has created a unique discount code which can be applied during checkout of the renewal process. This code will be emailed directly to the caregivers of qualifying graduating Girl Scouts on April 1st.

If troops are gifting graduating seniors with a Young Alum Lifetime Membership, Co-Leaders can email [MemberCare@cbgsc.org](mailto:MemberCare@cbgsc.org) for instructions on processing these membership purchases. This opportunity will open on April 1st with a deadline of completion by September 30th.

## **Renewing with Financial Assistance**

If caregivers are renewing their Girl Scout and would like to apply for Financial Assistance, they can do so during the renewal process.

- During the “Confirm Your Details” step, they will be prompted to choose their payment type.
- One of the payment options is “Apply for Financial Aid”.
- After submitting the rest of their details, they will receive the Financial Aid application via email within 1-2 business days.
- The renewal will be processed once the application is received, reviewed and accepted. If the application is denied, the caregiver will be notified and instructed to log back in to MyGS and complete the payment for the membership.

For a step-by-step tutorial, watch our [How to Renew for Families video](#).

## **Troop Participation Form**

In order to keep our records up to date, we ask each troop to complete a [Troop Participation Form](#) at the end of every year. In this form, you tell us about any changes in meeting location, date, time, troop maximum, etc.

If you have multiple troops, please complete a separate Troop Participation Form for each troop.

## **Review Your Email Opt-In Preferences**

Each year, GSCB strives to ensure we are sending timely and relevant emails to our membership. In order to ensure the correct people are receiving those emails, we encourage you to review your Email Opt-In preferences on a regular basis. During renewal is a great time to do this! You are able to view and edit your current preference settings in MyGS.

[Step-by-Step Instructions for Verifying/Changing Your Email Preferences](#)

# Early Bird SU Email Template #1

To: Troop  
Volunteers

From: You/  
SU Volunteer

Send March  
17th - 31st

Copy/  
paste into  
your email  
draft and  
customize for  
your troops  
needs

Hello Volunteers,

April is fast approaching, which means it's the beginning of the Early Bird renewal period! During Early Bird, GSCB offers incentives to individuals, troops, and Service Units to renew their Girl Scout membership early. Early Bird runs from April 1st to June 30th. Our SU can earn extra funds if we reach 75% of our all Girl Scouts renewed, so we want to raise this opportunity up to our troops early and often.

Individually, troops will earn a \$50 ACH if they reach 75% of their girls renewed, 2+ troop volunteers renewed, and a completed [Troop Participation Form](#). If each troop meets earns that \$50, our Service Unit will meet our goal as well!

If they renew early, girls get a discount on their membership, a cute patch, and chances to win pop-up promotions throughout the campaign. During Early Bird, girl renewals will only cost \$25, compared to the usual \$45.

Here are some resources you can use if you plan on renewing the Girl Scouts in your troop:

- [How-To Renew Video Tutorial for Troop Leaders](#)
- [How-To Renew Step-by-Step Handout for Troop Leaders](#)
- [GSCB.org Renewal webpage](#)

Here are some resources we can share to help caregivers:

- [How-To Renew Video Tutorial for Families](#)
- [How-To Renew Step-by-Step Handout for Families](#)
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Early renewal not only helps Council measure projected membership numbers and helps the Service Unit look ahead for next year and allow us to get started on planning sooner.

The first step you can take to help us have a successful renewal campaign is to renew yourself! We love having you as a volunteer in our Service Unit, and hope you will return next year. In addition to your membership, we encourage you to renew your volunteer role in your troop.

Thank you for all you do! If you have questions about Early Bird, please reach out.

# Early Bird Troop Email Template #2

To: Troop  
Volunteers

From: You/  
SU Volunteer  
Team

Send during  
the month of  
April  
(GSCB will  
send an Early  
Bird email on  
April 1st to all  
members)

Copy/  
paste into  
your email  
draft and  
customize for  
your troops  
needs

Hello Troop Volunteers,

It's April, which means if your troop hasn't started the renewal process for next year yet, now's the time! If your troop is returning, we encourage you to take advantage of the Early Bird renewal perks for Girl Scouts and troops. Meeting your troop goals helps us meet our Service Unit goals!

As a reminder, if Girl Scouts renew their membership from now - June 30, they will get:

- A discount on her membership! During Early Bird, girl renewals will only cost \$25, compared to the usual \$45. Financial Assistance is available for those who qualify.
- Free "Put Your BESTfoot Forward" patch
- Chances to win pop-up promotions throughout the campaign. The earlier she renews, the more chances she has to win fun prizes!

Your troop will earn a \$50 ACH if you reach 75% of your girls renewed, 2+ troop volunteers renewed, and have completed the [Troop Participation Form](#).

Here are some resources you can use if you plan on renewing the Girl Scouts in your troop:

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Here are some resources you can share with caregivers:

- [How-To Renew Video Tutorial for Families](#)
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We can't wait to make more memories as a Service Unit and hope you will join us for another awesome Girl Scout year. If you have questions about Early Bird, please reach out to myself or [MemberCare@cbsc.org](mailto:MemberCare@cbsc.org).

# Early Bird Troop Email Template #3

To: Troop Volunteers

From: You/SU Volunteer Team

Send during the months of May or June (GSCB will also be sending reminders to unrenewed girls through the end of the Early Bird period)

Copy/paste into your email draft and customize for your troops needs

## EMAIL REMINDER FOR TROOP RENEWALS: May/June

Hello Troop Volunteers,

Time is running out! Don't miss your chance to save money and cash in on more perks. If your troop is returning or likely to return next year, we urge you to strive for 75% renewal before June 30th!

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Here are some resources you can share with caregivers:

- [How-To Renew Video Tutorial for Families](#)
- [How-To Renew Step-by-Step Handout for Families](#)
- [GSCB.org Renewal webpage](#)

We can't wait to make more memories with you and hope you will join us for another awesome Girl Scout year. If you have questions about Early Bird, please reach out to myself or [MemberCare@cbgsc.org](mailto:MemberCare@cbgsc.org).