

Put Your BESTfoot Forward!



Early Bird  
Renewal Troop  
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 Patch! 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.

## 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](#).

## 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.

## **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.

Tips for completing your Troop Participation Form:

- Grades accepted by the troop should be all the grades currently represented by your troop AND all the grades your troop would be open to accepting.
- Troop meeting information is important. Please share your most up to date info so we know when and where to find your meetings.
- Letting us know when your troop DOESN'T meet is just as important as telling us when you do meet. We want to make sure new members know what to expect when they sign up for your troop.
- When you're telling us about your troop's area of focus, choose "Traditional" if your troop incorporates all aspects, or choose a more specific answer if you have a smaller focus.
- The Opportunity Catalog is our way to advertise troops with open spots - remember that new girls can't find you if you're not in the catalog! Your troop will only appear in the catalog if you have open spots.
- We want to make sure we have all of the adults in your troop placed correctly. Anyone who has an up to date background check and registration should be listed as a Troop Support Volunteer, meaning they are ready and available to help you out.

## **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 Troop Email Template #1

To: Troop Volunteers

From: You/ Co-leader(s)

Send March 17th - 31st

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

## OPTION 1: Caregiver Renewal

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 troop can earn extra funds if we reach 75% of our Girl Scouts renewed, so we want to raise this opportunity up to our parents and caregivers early and often.

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 we can share to help caregivers:

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

Early renewal not only helps Council measure projected membership numbers and helps the Service Unit look ahead for next year, but will help us as a troop decide how many new girls we can accept into our troop 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 troop, and hope you will return next year. In addition to your membership, we encourage you to renew your volunteer role in our troop.

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

## OPTION 2: Troop Renewal - Caregiver Payment

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 troop can earn extra funds if we reach 75% of our Girl Scouts renewed, so we want to raise this opportunity up to our parents and caregivers early and often.

Early renewal not only helps Council measure projected membership numbers and helps the Service Unit look ahead for next year, but will help us as a troop decide how many new girls we can accept into our troop and allow us to get started on planning sooner.

In order to make renewal easier on everyone, we will be inviting caregivers to bring their \$25.00 membership fee (either via cash, credit card or check) to our meeting on **[DATE]**. We will dedicate time at the end of the meeting to renewing girls. Cash/check payments will be deposited in the troop account and those girls will be renewed using the troop credit card. Caregiver credit card payments and Financial Aid applicants will be processed individually.

Renewed girls will receive a free patch and chances to win pop-up promotions throughout the campaign. We hope all of our girls will choose to return next year, but if not, caregivers can choose not to participate in early renewal.

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

### OPTION 3: Troop Renewal - Troop Payment

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.

Early renewal not only helps Council measure projected membership numbers and helps the Service Unit look ahead for next year, but will help us as a troop decide how many new girls we can accept into our troop and allow us to get started on planning sooner.

In order to relieve parents and caregivers of financial burden, our troop has decided to utilize troop funds to renew our girls. As an added bonus, renewing at least 75% of our troop during Early Bird earns our troop a \$50.00 reward from council.

Renewed girls will receive a free patch and chances to win pop-up prizes throughout the campaign.

If you or anyone else in the troop is not planning to return next year, please notify me prior to April 1st.

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

# Early Bird Troop Email Template #2

To: Parents/  
caregivers

From: You/  
Troop  
Volunteer  
Team

Send March  
17th - 31st

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

## OPTION 1: Caregiver Renewal

Hello Troop # caregivers!

April is fast approaching, which means it's the beginning of the Early Bird renewal period. During Early Bird, GSCB offers incentives to individuals and troops to renew their Girl Scout membership early. Early Bird runs from April 1st to June 30th. Renewing your Girl Scout will not only set her up for success, but will also help us reach our troop goal of getting 75% of our girls renewed!

If she renews her membership from April 1 - June 30, your Girl Scout 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!

Here are some resources with instructions for how to renew your Girl Scout:

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

Renewing your Girl Scout early also secures her spot in our troop next year. Starting July 1, any unfilled spots will become available to new girls. If your girl doesn't renew her membership, we can't guarantee we will have a space for her in the Fall.

If your Girl Scout is not planning to return to the troop next year, please notify me.

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).

## OPTION 2: Troop Renewal - Troop Payment

Hello Troop # caregivers!

April is fast approaching, which means it's the beginning of the Early Bird renewal period. During Early Bird, GSCB offers incentives to individuals and troops to renew their Girl Scout membership early. Early Bird runs from April 1st to June 30th.

In order to relieve caregivers of financial burden, our troop has decided to utilize troop funds to renew all of our girls on April 1st. You won't have to do anything except notify me if any personal information has changed such as contact info, address, etc.! As an added bonus, renewing at least 75% of our troop during Early Bird earns our troop a \$50.00 reward from council.

Our renewed girls will receive a cute "Put Your BESTfoot Forward" patch, a guaranteed spot in our troop next year, and chances to win pop-up promotions throughout the campaign.

If you know your Girl Scout is not planning to return to the troop next year, please notify me prior to April 1st.

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).

### OPTION 3: Troop Renewal - Caregiver Payment

Hello Troop # caregivers!

April is fast approaching, which means it's the beginning of the Early Bird renewal period. During Early Bird, GSCB offers incentives to individuals and troops to renew their Girl Scout membership early. Early Bird runs from April 1st to June 30th.

In order to make renewal easier on everyone, we invite you to bring your girl's \$25.00 membership fee (either via cash, credit card or check) to our meeting on **[DATE]**. We will dedicate time at the end of the meeting to renewing girls. Cash/check payments will be deposited in the troop account and those girls will be renewed using the troop credit card. Credit card payments and Financial Aid applications will be processed individually.

If you would prefer to complete renewal on your own, here are some resources with instructions for how to renew:

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

Renewed girls will receive a cute "Put Your BESTfoot Forward" patch, a guaranteed spot in our troop next year, and chances to win pop-up promotions throughout the campaign.

If you know your Girl Scout is not planning to return to the troop next year, you do not need to participate in renewal.

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).



# Early Bird Troop Email Template #3

To: Parents/  
caregivers

From: You/  
Troop  
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

## OPTION 1: Caregiver Renewal

Hello Troop # caregivers!

It's April, which means if you haven't renewed your Girl Scout for next year yet, now's the time! If your Girl Scout is returning or is even just likely to return (and we hope she does), please consider completing her renewal as soon as possible.

As a reminder, if she renews her membership from now - June 30, your Girl Scout 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!

Here are some resources with instructions for how to renew your Girl Scout:

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

Renewing your Girl Scout early also secures her spot in our troop next year. Starting July 1, any unfilled spots will become available to new girls. If your girl doesn't renew her membership, we can't guarantee we will have a space for her in the Fall.

If your Girl Scout is not planning to return to the troop next year, please notify me.

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).

## OPTION 2: Troop Renewal - Troop Payment

Hello Troop # caregivers!

April is here and our troop has completed our Early Bird Renewal! We thank you for your continued support of our troop product programs and other activities that have allowed us to cover the cost of renewing our troop for next year. Our Girl Scouts have worked hard and definitely earned this perk!

At the close of the campaign, your Girl Scout will receive a free "Put Your BESTfoot Forward" patch. Additionally, she will automatically be entered into any pop-up prize promotions that happen over the next 3 months and she is guaranteed a spot in our troop for next year.

We can't wait to make more memories with you and are looking forward to the new adventures we will go on together next year. If you have any questions about Early Bird renewal, please reach out to myself or any of our troop volunteers.

# Early Bird Troop Email Template #4 & 5

To: Parents/  
caregivers

From: You/  
Troop  
Volunteer  
Team

Send during the months of May and 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 CAREGIVER RENEWAL: May

Hello Troop # caregivers!

Summer is on the horizon, with thoughts of the end of school, pools re-opening, and beach trips, so it must be May. That means we're halfway through the Early Bird renewal period for Girl Scouts too! If your Girl Scout is returning or likely to return next year, please consider completing her renewal before June 30th.

As a reminder, if she renews her membership from now - June 30, your Girl Scout 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.

Here are some resources with instructions for how to renew your Girl Scout:

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

Renewing your Girl Scout early also secures her spot in our troop next year. Starting July 1, any unfilled spots will become available to new girls. If your girl doesn't renew her membership, we can't guarantee we will have a space for her in the Fall.

If your Girl Scout is not planning to return to the troop next year, please notify me.

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.

## EMAIL REMINDER FOR CAREGIVER RENEWAL: June

Hello Troop # caregivers!

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

If she renews her membership before June 30, your Girl Scout will get:

- A discount! 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.

Here are some resources with instructions for how to renew your Girl Scout:

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

Renewing your Girl Scout early also secures her spot in our troop next year. Starting July 1, any unfilled spots will become available to new girls. If your girl doesn't renew her membership, we can't guarantee we will have a space for her in the Fall.

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.