

Early Bird Renewal 2025



Service Unit Renewal Toolkit

Early Bird Renewal Period Begins	April 1st, 2025
Early Bird Renewal Period Ends	June 30th, 2025

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

- Special incentives for first day renewal, and renewal before April 15th.
- Each Girl Scout who renews during Early Bird will receive our snake-themed 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 2025-26 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 Service Units get when they participate in Early Bird?

Service Units who reach 75% of their girl members renewed by June 30th will earn direct deposit amounts equivalent to the number of girls renewed.

Bonus: The Service Unit with the highest percentage of girl members renewed will receive a free weekend reservation at Camp Todd or Camp Country Center in the MY26 or MY27 years.

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

- Troops who meet all of the Early Bird Troop Requirements will be entered into drawings for special prizes. One of those requirements includes achieving 75% of Girl Scouts in their troop renewed (according to your troop roster as of March 15, 2025)
- Co-Leaders will also get access to special perks for meeting requirements early in the campaign.

Girl Scout Incentives

These perks apply to current Girl Scouts renewing as Girl Scouts for MY26. New members, graduating seniors, and adults are not eligible to receive these incentives.



Date Renewed:	What Girl Scouts get:
April 1	FREE GSCB t-shirt! We will be utilizing the size most recently entered into the Product Program Caregiver Agreement. To make size updates, use this form before Friday, April 4th.
April 1 - April 15	Receive a special birthday card and fun patch during your birthday month from GSCB CEO Claudia Peña Porretti. Mailings being October 2025. Birthday patch design may vary.
April 1 - June 30	All Girl Scouts who renew during the Early Bird renewal period will receive our exclusive snake-themed patch.

Troop Incentives

In order to qualify for any of the below perks, troops must meet these requirements:

- Must have at least 2 eligible Girl Scouts to be renewed for MY26
- Renew at least 75% of Girl Scouts in your troop (according to your troop roster as of 3/15/25)
- Renew at least 2 registered and approved Co-Leader volunteers
- Complete your [Co-Leader Agreements](#)

Date Renewed:	What Troops/Co-Leaders get:
April 1	Co-Leaders receive a \$10 discount on their membership renewal
April 1 - April 7	Co-Leaders who have achieved 100% renewal of eligible Girl Scouts and have met the other requirements can choose between a GSUSA Leader's Vest OR a Girl Scouts Hoodie
April 1 - June 30	At the end of each month, GSCB will host drawings for special troop experiences or gifts. The sooner you complete your renewal requirements, the more chances your troop has to win. Visit www.gscb.org/renew to see what prizes are available.

Service Unit Incentives

In order to qualify for any of the below perks, SUs must meet these requirements:

- Must have at least 3 active troops with different leaders
- Renew at least 75% of Girl Scouts in your SU (according to troop rosters as of 3/15/25)
- Renew Service Unit Manager (SUM), SU Treasurer, and 2nd Signer (includes membership, background check eligible, and volunteer position assigned) for MY26
- SU Recruiter renewed with the intention of hosting at least 2 SU-wide recruitment events throughout the MY26 year
- SUM agreement signed

Date Renewed:	What Service Units get:
April 1 - June 30	\$1.00 into the Service Unit account for every girl member renewed
April 1 - June 30	Service Unit with the highest girl renewal percentage will earn a free weekend reservation at Camp Country Center or Camp Todd in the MY26 or MY27 years

Renewal Best Practices - Payment

Troops have 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 listed in option 2.

Renewing Graduating Seniors

Each membership year, Girl Scouts of the Chesapeake Bay gifts all graduating Senior Girl Scouts with \$30 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 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](#).

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 all our Girl Scouts renewed, so we want to raise this opportunity up to our troops early and often.

Troops will earn special perks if they reach 75% of their girls renewed, all Co-Leaders renewed, and completed Co-Leader agreements. If each troop meets those criteria, our Service Unit will meet our goals as well!

If they renew early girls get free Early Bird patch, and chances to win pop-up promotions throughout the campaign.

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](#)
- [GSCB.org Renewal webpage](#)

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:

- Free Early Bird 2025 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 get chances to win special prizes if you meet the following requirements:

- Must have at least 2 eligible Girl Scouts to be renewed for MY26
- Renew at least 75% of eligible Girl Scouts in your troop (according to your troop roster as of 3/15/25)
- Renew at least 2 registered and approved Co-Leader volunteers
- Complete your [Co-Leader Agreements](#)

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

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- [GSCB.org Renewal webpage](#)

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 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@cbgsc.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 get great perks from Council. If your troop is returning or likely to return next year, we urge you to strive for 75% renewal before June 30th!

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

- Free Early Bird 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 can win special prizes if you reach 75% of your eligible girls renewed, all Co-Leaders renewed, and have completed your Co-Leader Agreements.

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

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- [How-To Renew Step-by-Step Handout for Troop Leaders](#)
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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.