

Early Bird Renewal 2025

Troop 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 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 eligible Girl Scouts in your 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.
- 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.

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 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](#)

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.

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 \$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.

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 special perks 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 cute patch, and chances to win pop-up promotions throughout the campaign. Girls who renew on April 1st will also receive a free t-shirt, and those who renew April 1 - April 15th will get a birthday gift.

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 special perks 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 \$45.00 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 entries into special prizes 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:

- Free Early Bird renewal patch
- Chances to win pop-up promotions throughout the campaign. The earlier she renews, the more chances she has to win fun prizes!

*Girls who renew on April 1st will also receive a free GSCB t-shirt, and those who renew April 1 - 15 will receive a birthday gift.

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.

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 entries into special prizes from council.

Our renewed girls will receive a cute Early Bird 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.

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 \$45.00 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 an Early Bird 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.

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:

- 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!

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.

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 Early Bird 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:

- Free Early Bird patch
- Chances to win pop-up promotions throughout the campaign

Plus, if our troop reaches 75% of our Girl Scouts renewed, we will be entered to win exciting experiences or troop 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.

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:

- Free Early Bird patch
- Chances to win pop-up promotions throughout the campaign

Plus, if our troop reaches 75% of our Girl Scouts renewed, we will be entered to win exciting experiences or troop 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.

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.