

GSNNJ Virtual Leadership Summit August 19, 2024

girl scouts of northern new jersey

Dahlia Cooper Chief Membership Officer



PLEDGE OF ALLEGIANCE

I pledge allegiance to the flag of the United States of America and to the Republic for which it stands one Nation, under God, indivisible with liberty and justice for all.

GIRL SCOUT PROMISE

On my honor, I will try: To serve God and my country, To help people at all times, And to live by the Girl Scout Law.

GIRL SCOUT LAW

I will do my best to be honest and fair, friendly and helpful, considerate and caring, courageous and strong, and responsible for what I say and do, and to respect myself and others, respect authority use resources wisely, make the world a better place, and be a sister to every Girl Scout.



Sandra A. Kenoff
President/Chief Executive Officer

girl scouts of northern new jersey

Jessica Hoffman
Vice President/Chief Operating
Officer



GSNNJ New Staff members:

Lailu Walls Chief Financial Officer

Claire Crowder Director of Membership

Kate Baxley Fund Development and Special Events Manager

Dates To Remember

•	Saturday,	September 21	Daisy Day
•	Sunday,	October 6	Council-Con "Volunteer Engagement Day"
•	Saturday,	January 11	Cookie Rally
•	Saturday,	April 5	Spring Renewal Leadership SUMMIT
•	Wednesday,	April 30	Women of Achievement
•	Wednesday,	May 14	Annual Meeting & Adult Recognition
•	Tuesday,	June 17	SUM Appreciation Event Denim and Diamonds

7

Product Program

Janet Barnes
Director of Product Program





2024 Fall Product Program

ASIAN ELEPHANT

Largest mammal on the Asian continent – living in forests

Up to 21 feet in length, 12 feet tall and up to 11,000 pounds

Very social spending 2/3 of the day feeding on grasses, bananas, rice and sugarcane

Endangered with fewer than 50,000 remaining due to habitat loss and poaching





DELICIOUS NUTS & CHOCOLATES

Council's Top Selling Items

- #1 Chocolate Covered Pretzels
- #2 Peanut Butter Bears
- #3 Dark Chocolate Caramel Caps
- #4 Chocolate Covered Raisins
- #5 Honey Roasted Mixed Nuts

Tervis® Tumblers



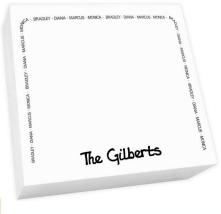
Girl Scout themed BarkBox options

Choose from one big box or two different mini boxes!

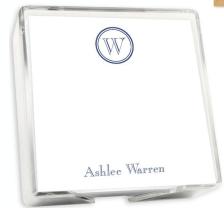


Personalized Products











Candles

16oz · double-wick · 80 hour burn time







NUTMEG & SPICE

Fire roasted almonds covered with

spicy clove and warm, wintery nutmeg.



HEERFUL CANDL

HOLIDAY HOMECOMING



GIRL SCOUT REWARDS











▶ Combined Items

Emails

Donations

30+ Combined Items

Goal Getter Patch

18+ Emails Sent Embrace Possibility Patch

IMPORTANT DATES

Last day for parents to Last day for enter paper SU to enter SU Nut orders in orders in Program Deliveries M₂OS M2OS begins Begin 29 Sept. 23 Oct. 9 Nov. 21 Oct.

21 Oct.

In-person order taking, and girl delivered online order taking ends 22 Oct.

Last day for troops to enter orders in M2OS for Girl Scout participants 1 Dec.

Online orders for Direct Ship Nuts and Magazines ends

Retail Sales

Rachel Cawley Director of Retail Operations



GSNNJ Shop Hours

Starting 9/3/24

Paramus Shop Hours

Mondays through Fridays 9:00 am to 12:00 pm & 1:00 pm to 5:00 pm First Saturday of the month 9:00 am-12:00 pm (Sept. 7, Oct. 5, Nov. 2, Dec. 7, Jan. 4, Feb. 1, Mar. 1, Apr. 5, May 3, Jun. 7) Email the shop at: paramusshop@gsnnj.org

Riverdale Shop Hours

Tuesday through Fridays
9:00 am to 12:00 pm & 1:00 pm to 5:00 pm
First Saturday of the month 9:00 am to 12:00 pm
(Sept. 7, Oct. 5, Nov. 2, Dec. 7, Jan. 4,
Feb. 1, Mar. 1, Apr. 5, May 3, Jun. 7)
Email the shop at: riverdaleshop@gsnnj.org

Jockey Hollow Trading Post Hours

Mondays only (Starting Sept. 9th) 9:00 am to 12:00 pm & 1:00 pm to 5:00 pm Limited Inventory available-please email orders to riverdaleshop@gsnnj.org





Lockers available at Paramus & Riverdale locations!

Please visit www.gsnnj.org/shop for most current hours

BRIDGING KITS

AVAILABLE IN BOTH SHOPS

TO ORDER EMAIL:

paramushop@gsnnj.org

riverdaleshop@gsnnj.org



Bridging Kits

Each Kit includes the must-have items that are presented to a girl bridging to the next Girl Scout level.

Just add the girls name to the certificate and

Just add the girls name to the certificate and you are ready for your bridging ceremony.



Available at all GSNNJ Shops				
Visit www.gsnnj.org/shop for locations & hours				
Bridge to Brownie \$7.00	Bridge to Brownie Award Membership Star & Disc Bridging Certificate GSNNJ Bridging Gift			
Bridge to Junior \$8.50	Bridge to Junior Award Girl Scout Wings Membership Star & Disc Bridging Certificate Special GSNNJ Gift			
Bridge to Cadette \$8.50	Bridge to Cadette Award Girl Scout Wings Membership Star & Disc Bridging Certificate Special GSNNJ Gift			
Bridge to Senior \$7.00	Bridge to Senior Award Membership Star & Disc Bridging Certificate Special GSNNJ Gift			
Bridge to Ambassador \$7.00	Bridge to Ambassador Award Membership Star & Disc Bridging Certificate Special GSNNJ Gift Bridge to Ambassador Award Bridge to Ambassador Award Bridge to Ambassador Award Bridge to Ambassador Award Bridge to Ambassador Award			
Email shop@gsnnj.org for more info				

Commemorate & Celebrate

Honor your Gold and Silver Award Girl Scouts with custom lawn signs

Double-sided signs (18"x24") with ground stakes

- Personalized green lettering \$19 each
- Without personalization \$15 each

Click here to order: https://gsnnj.jotform.com/210184180797156





- No time to iron or sew? No problem!
- We will add the flag, ID set, and numerals to your uniform for just \$5
- Any additional patches or badges for \$1 per item.
- This charge is the cost of assembly. Patches and uniform are sold separately.
- If the correct information is not provided, size is inaccurate or troop number is in the wrong order, GSNNJ is not responsible for inaccurate placement of patches.
- Pre-assembled uniforms are NOT returnable.

Business Integration

Tracy Merwede
Director of Business Integration



2025 Service Unit Member Recruitment Campaigns

Each Service Unit has a "SU Name or town" Member Recruitment Unit campaign.

Ex: Allendale Member Recruitment Campaign

- Recruitment Campaigns are used as a "holding place" while troops are being formed and for girls looking for a troop.
- SU team members can direct potential volunteers and girls to register to this campaign.
- The SU Campaign Admin role monitors the recruitment campaign and will receive an auto email after a new member completes a membership purchase.
- Would you or another SU Team member like to be added as the SU Campaign Admin so you receive the emails containing contact information of the new member? If so, email customercare@gsnnj.org stating SU Team volunteer to be added to the role.

Business Integration

Renewal Instructions for 2025 Membership & Participation:

Log into your MyGS Account from www.gsnnj.org

Do Not Use – Find Troops

Note: <u>Username</u> is the email address used to create your account. *Forgot or need to update your email? Please send request/update to customercare@gsnnj.org*

Inactive 2024 Members:

Lapsed 2023 or older please contact CustomerCare@gsnnj.org for help.

- 1. Click Manage my Household members>
 - Click "Show inactive members" for Adult and Girl contacts
- 2. *Check* **boxes** for both Membership + Troop/Role Participation for each of the individuals renewing. *Please do not check "Not Returning"
- 3. Click Add Renewal
- 4. Select 2025 Membership Year (10/1/2024-9/30/2025)
- 5. Click Review Cart
- 6. Check box to "I Agree to the Girl Scout Promise and Law"
- 7. Enter Payment

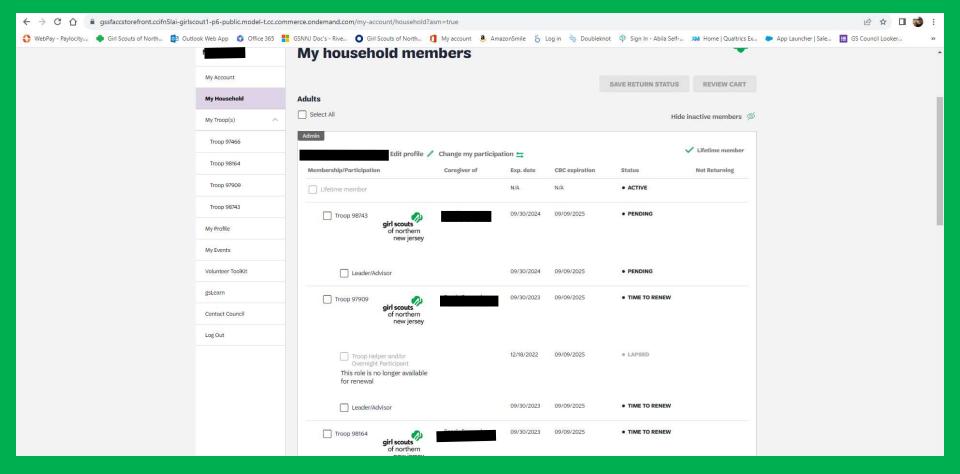


All Lifetime Members must Renew their Participation and Role

Select Role(s) to renew, then click "Add Renewal" Select "None" as Payment Type and Save Details.

Click Review Cart, then check I agree to the promise and the law.

Click Submit



Important Reminders:

Grades for girls and troops have updated in our system for the 2024/2025 school year.

Troop descriptions are currently being updated.

If an adult is participating in a program or activity before October 1, they need to purchase a 2024 membership. We can offer an Extended Year membership for 2024 and 2025 by calling Customer Care at 973-248-8200.

Troop Support

Maria Gonzalez Troop/Service Unit Support Manager



Thank you Service Unit Managers!

Thank you, 23-24 Service Unit Managers, for all that you have done in your communities!

Welcome to all new Service Unit Managers!

We look forward to working with all of you!

If any Service Unit Manager Training is needed, please contact your Troop Support Manager.



Leadership SUMMITS Reimagined

Our GSNNJ volunteers have extremely busy schedules, and time is precious.

We at GSNNJ continue to try and find the best way to help you stay informed, meet and share with other volunteers and not add too much to your already full calendars.

This year we will:

- Gather in person for training, sharing and fun, Sunday, October 6 and Saturday April 5
- Share Key Messages 6 times throughout the year via email to SUM's and on our GSNNJ webpage for all volunteers to stay
 informed
- Hold open "office hours" with Troop Support Managers throughout the year (Schedule TBD)



2025 Council-Con



Join us for Our

1st Council-Con

"Volunteer Engagement Day"
on Sunday, Oct. 6, 2024
from 1:00 p.m. to 5:00 p.m.
at Lake Rickabear Camp
(414 Kinnelon Rd, Kinnelon)

- **Join us** on Sunday, Oct. 6 as we kick off a great 2025 Girl Scout Year!
- Celebrate our Girl Scout sisterhood with an investiture/rededication ceremony, learning, fun, door prizes, break-out sessions, networking, and S'mores!
- Connect with other volunteers who share your passion for Girl Scouting, meet the GSNNJ staff, and explore our beautiful camp property.

GSUSA Online Training in gsLearn

- Volunteers can access the gsLearn online training portal through their My GS account
- Log in to My GS using the icon on the top right of our home page
- Select MY Account on the top of the screen
- Select gsLearn from the menu on the left
- Select Content Library on the left
- Select Courses
- Enter GSUSA New Leader Onboarding in the search box near the top of the page
- The first time you sign in to gsLearn it can take up to 30 minutes for the content to appear
- All new troop leaders should complete the short, interactive GSUSA New Leader Onboarding courses

What Girl Scouts Do (please take the appropriate course for your Troop level)

Family Engagement

Girl Scout Learning Experience (GSLE)

Your First Troop Meeting

Troop Safety

Funding the Fun

GS Cookie Program

- You may exit and resume viewing the courses at your convenience.
- There are many other courses that may be of interest to both new and continuing leaders
- If you need assistance contact Customer care: <u>Customercare@gsnnj.org</u>



GSNNJ has partnered up with Cheddar Up to help troop leaders /service unit managers easily collect payments and information online!

GSNNJ Volunteer Training

Cheddar Up Overview

Cheddar Up Information Power Point

Cheddar Up Training Video

As of now Cheddar Up is the only GSNNJ approved tool to collect and track group payments

Troop Reminders:

New Girl Scout Year Starts October 1

Check Troop rosters and ensure all that Girls are registered. Ensure all adult Volunteers are registered with a current background check

Troop leaders can view the roster and the background check expiration date in the VTK or the My Troops section of their MY GS account

Customer Care can assist with registration by phone during regular business hours, 973-248-8200 or at customercare@gsnnj.org

Virtual New Leader Orientation:

New Daisy Leader

Wed. August 21 - 10:00 AM

Tues. Sept. 10 - 6:30 PM

Mon. Sept. 16 – 6:30 PM

New Brownie-Ambassador Leader

Tues. August 27 - 6:30 PM

Thurs. Sept. 12 - 6:30 PM

Mon. Sept. 23 – 6:30 PM

To register please email <u>Customercare@gsnnj.org</u> with the subject line NLO registration and the date you would like to attend

Service Unit Manager Reminders:

- ➤ If you have not forwarded the names of service team members, please complete the brief 2024 Service Unit Manager End of Year Survey you have received.
- Please let your Troop Support Manager know your service unit meeting dates
- Looker roles are renewed annually. Please email customercare@gsnnj.org to let us know whether you or another service team member should have Looker access for the new year
- Please forward money-earning applications to your Troop Support Manager after your approval
- Please forward service unit TGAAs to your Troop Support Manager after your approval
- Please let your Troop Support Manager know if you have questions or need assistance

Membership Recruitment

Claire Crowder Director of Membership

Lissette Tufaro Associate Director of Membership Experience





The following Service Units have reached 100% of their Girl Membership Goal!

- Allendale
- Boonton
- Butler, Bloomingdale
- Carlstadt / East Rutherford
- Chatham
- Cliffside Park, Fairview
- Closter, Demarest, Haworth
- Cresskill
- Dover, Victory Gardens
- East Hanover
- Elmwood Park
- Englewood
- Florham Park
- Glen Rock
- Hackensack, Maywood, Rochelle Park, South Hackensack
- Hackettstown / Allamuchy / Great Meadows / Liberty

- Hillsdale
- Hopatcong, Glasser
- Kinnelon
- Lincoln Park
- Long Hill (Gillette/ Stirling / Millington)
- Lyndhurst
- Mendham
- Mine Hill, Wharton
- Montvale
- Montville
- Morris Plains
- Morristown
- Mount Olive
- North Arlington
- North Warren
- Park Ridge
- Passaic Valley

- Paterson
- Pequannock / Pompton Plains
- Ramsey
- Randolph
- Ridgewood
- River Vale
- Roxbury / Mount Arlington
- Rutherford
- Saddle River/Upper Saddle River
- Vernon
- Waldwick
- Wallkill Valley
- · Wanaque, Haskell
- West Milford/Hewitt/Newfoundland
- Westwood, Twp of WashingtonWoodcliff Lake
- Wyckoff

Daisy Day!

Calling all new 2024/25 Daisy troops!

We invite you to join us for a picnic themed event on September 21, at our beautiful Lake Rickabear camp.

Please contact your Membership team for more information:

Carmen DaCosta <u>cdacosta@gsnnj.org</u>

Dorothy Bing dbing@gsnnj.org

Katherine Tejada <u>ktejada@gsnnj.org</u>

Kendrick Durant <u>kdurant@gsnnj.org</u>

Pam Singer <u>psinger@gsnnj.org</u>

Darlene Lyden-Cooper <u>dlydencooper@gsnnj.org</u>

Celebrate Girl Scout Daisy Day Get your Girl Scout year started at our FREE Daisy Day event for new Girl Scout Daisies (girls in grades K-1) and their families. Make new friends, learn what Girl Scout Daisies do, and have fun at our picnic party. Saturday, Sept. 21, 2024 from 2:00-4:00 p.m. Lake Rickabear Camp in Kinnelon (weather permitting) (Alternate dates and locations available. See website for details.) · Learn about Girl Scout traditions Bring a picnic basket and blanket to sit on. · Play games and meet other Snacks and water provided. Girl Scout Daisies The first 50 families to purchase a · Make S'mores and sing camp songs Girl Scout Daisy membership will · Get creative with t-shirt decorating receive a free gift. · Listen to Girl Scout stories · Receive a fun patch and goodie bag Parents/Caregivers: find out about the · And more! year ahead and how to become a Girl Scout leader (training and guidance provided).

Girl Scouts of Northern New Jersey www.gsnnj.org • (973) 248-8200

Financial assistance is available for membership fees, uniform supplies, program activities, and camp.

On Time Renewal

Will you be one of the first 1,200 troops to renew all your girls?

- ✓ Renew 100% of your troop by September 30, 2024.
- ✓ Register all the girls Fall Product Program.
- ✓ Girls must create their avatar and send promotional emails.

You could win:

- Prize boxes containing a GSNNJ tablecloth, items to support your Cookie Program booth sales, 20% retail coupon (excluding core merchandise) and more!
- Gift baskets!
- Retail gift cards!

If you have already renewed your troop, thank you! You can now continue to the next step for a chance to win.





What else is happening in Membership?



- Pop Up events
- Back To School Night recruitments
- Daisy Days
- · On time renewal
- Planning for fall recruitment in your towns

Find recruitment flyers and other marketing materials here: Promotional Materials

Thank you for continuing to support the growth of our Girl Scout membership!

Girl Scout Experience Box – for NEW Daisy troops



GREEN TABLE TALK

Monthly supply box filled with step-by-step instructions, ready-to-go supplies and thoughtful script suggestions.

Qualifying troops must have:

- Troop number *
- Shipping mailing address
- Minimum of four Daisies registered

* Daisy troop number can be requested when there is one volunteer who is registered with background check submitted.

Come to a Green Table Talk session to learn more! On Zoom 6:30 pm – 7:30 pm

Tuesday, August 20 Tuesday, August 27

Wednesday, September 18 Wednesday, September 25

Questions contact Lissette Tufaro <u>ltufaro@gsnnj.org</u> or <u>customercare@gsnnj.org</u>

Girl Scout Leadership Experience

Anjole King – Program Director Amanda Myers – Program Manager Laura Ammaturo – Program Manager Pat Christie – Program Manager





For more information email Program Director, Anjole King at aking@gsnnj.org

Financial Aid available for all Girl Scout registered members. Please complete form at:

<u>Girl/Adult Financial Assistance Form (jotform.com)</u>

For more Program Activities and dates check our Events Calendar at: https://www.gsnnj.org/en/discover/activities/event-calendar.html



Hispanic Heritage Month Festival – for Girl Scout Daisies-Ambassadors/Adults

Fee & Location: \$30 per person

Berkeley College, Woodland Park, NJ

Dates & Times: Sep. 28, 2024,

11:00 a.m.-2:00 p.m.



For more information email Program Manager, Amanda Myers at amyers@gsnnj.org

Registration for our upcoming programs will be open SOON!

For more Program Activities and dates check our Events Calendar at:

https://www.gsnnj.org/en/discover/activities/event-calendar.html





FIRST LEGO League- for Girl Scout Cadettes

Fee: \$85 per girl

Times: 3:00 p.m.-7:00 p.m.

Dates & Location:

Sep. 8 – Nov. 17, 2024 (weekly series) Riverdale Service Center

Ghost Tech and Ghosthunting – for Girl Scout Seniors-Ambassadors

Fee: \$55 per person

Times: 6:30 p.m.-10:30 p.m.

Dates & Locations:

Oct. 25, 2024,

Centenary University: Warren County

Nov. 15, 2024,

Location TBA





For more information email Program Manager, Laura Ammaturo at <u>lammaturo@gsnnj.org</u>

Financial Aid available for all Girl Scout registered members. Please complete form at:

<u>Girl/Adult Financial Assistance Form (jotform.com)</u>

For more Program Activities and dates check our Events Calendar at: https://www.gsnnj.org/en/discover/activities/event-calendar.html



Voter Girl– for Girl Scout Brownies-Ambassadors

Dates & Times: Oct. 19, 2024, 10:00 a.m.-1:00 p.m.

School's Out- for Girl Scout Daisies-Juniors

Fee & Location: \$60 per girl Lake Rickabear, Kinnelon

Dates & Times: Nov. 7, 2024, 9:00 a.m.-3:00 p.m. Nov. 8, 2024, 9:00 a.m.-3:00 p.m.

United Nations: National Human Rights- for Girl Scout Cadettes-Ambassadors

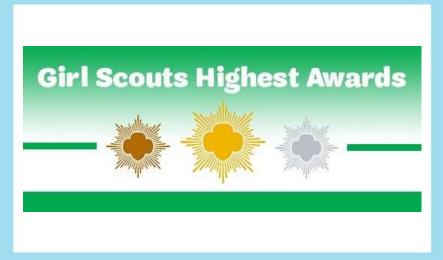
Fee & Location: \$76 per personNew York City, NYDate & Times: Dec. 6, 2024,1:00 p.m.-10:00 p.m.



For more information email Program Manager, Pat Christie at <u>pchristie@gsnnj.org</u>

Registration for our upcoming programs will be open SOON!





Bronze Award Workshop – for Adults via ZOOM Dates: Sep. 16, Oct. 9, Nov. 7, 2024

Silver Award Workshop – for Adults via ZOOM **Dates:** Sep. 17, Oct. 15, Nov. 11, 2024

Silver Quest – for Girl Scout Cadettes

Fee: \$6 per girl

Dates: Sep. 19, 23, 29, Oct. 5, 13, 20, Nov. 7, 11, 2024

Go Gold 1: The Introduction – for Girl Scout Seniors-Ambassadors/Adults via ZOOM

Times: 7:00 PM-8:00 PM

Dates: Sep. 9, 26, Oct. 15, 23, Nov. 12, 2024

Go Gold 2: The Project – for Girl Scout Seniors-Ambassadors/Adults

Fee: \$5 per girl

Dates: Sep. 9/9, 9/29, 9/30, Oct. 17, 20, 27, Nov. 10, 19, 2024



Camp & Outdoor Program

Shannon Cornine – Director of Jockey Hollow Camp

Dara Garcia – Director of Lake Rickabear Camp



Troop Camp Rentals

Troop Camping and Service Unit Encampments

Spend a night or weekend with your troop at Jockey Hollow or Lake Rickabear! Each camp has something unique to offer. This is a great way for girls to learn about the outdoors and bond with their sister Girl Scouts.

Service Unit encampments can be held at both of GSNNJ's camp facilities (capacities range from 150 to 300). Food service is available for groups of 50 or more.





Day Use for Troops

Looking for outdoor activities for your troop or an idyllic Bridging Ceremony Location? Working on an Outdoor Badge? Consider Jockey Hollow or Lake Rickabear for your Troop's day use needs!

From archery and zipline, to water activities like swimming and boating, your troop can still get the full camp experience without staying the night.

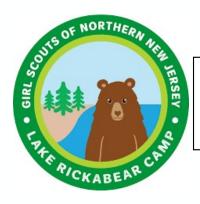
Visit the Camp & Outdoors tab on GSNNJ.org for booking and more info



Dates to Remember



Jockey Hollow
Rewind for 2024 Campers:
November 2



Lake Rickabear
Rewind for 2024 Campers: October 20



Labor Day Weekend:

August 30-31, & Sept. 1 & 2, 2024

Daily from 11:00 a.m. to 6:00 p.m.

\$10 per person, per day for Girl Scout families.

\$13 per person, per day for non-Girl Scout families.





Fund Development

Leigh Anne Sauchelli Director of Development



Donate at the time of Membership

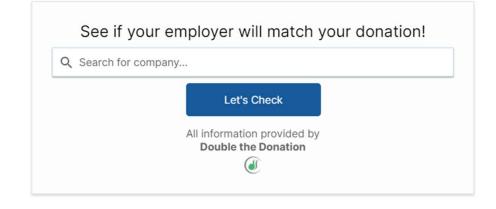


- Give \$40 or more when you renew and give the gift of Membership to a fellow Girl Scout!
- At Girl Scouts, we believe in every girl's potential to meet today's problems with bold solutions and create a better, brighter tomorrow for her community and the world and GSNNJ is committed to ensuring all girls can access and experience the Girl Scout Leadership Experience to its fullest extent.
- When you give to GSNNJ at renewal or registration, you are helping to expand the impact and reach of the Girl Scout Leadership Experience



Did you know you can Double your Donation?

- Double your support or volunteer hours through your employer!
- Did you know that the company you (or your spouse) work for may match the donations you make or even your volunteer hours to Girl Scouts?
- Use our easy tool at the bottom of the <u>www.gsnnj.org/donate</u> page to find out how to get your donation matched by your employer.
- Doubling your impact is easy!





GEM Monthly Giving Program





Donors who give \$10 or more through our Monthly Giving Program become members of our **GEM** (**Give Every Month**) **Society!**

Benefits of Giving Monthly

- **GEM Society** Members will receive exclusive communications that will help them follow the progress we make together.
- Monthly Gifts can provide memberships, program experiences, and so much more to the girls we serve every single month.
- Your gifts are fully tax deductible and can be changed or cancelled at any time.
- To become a GEM member, scan the QR code

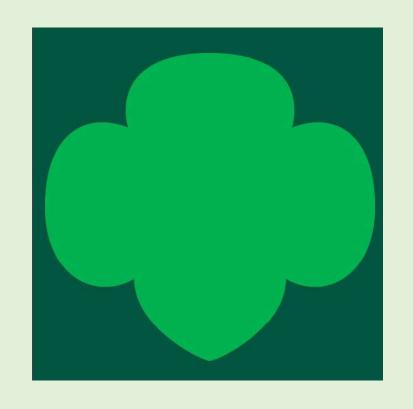
Save the Date!

Nomen of Schievement

April 30, 2025

The Venetian Garfield, NJ





Thank You for attending!