

Connect

Discover

MARCH 2010

Take
Action

Volunteer Connections

emailed monthly to volunteers of
Girl Scouts of the Missouri Heartland, Inc.



The Early Bird Catches the Worm!

Get a head start on registering for the 2010-2011 membership year!

Early Bird re-registration packets will be distributed at April service unit meetings. Remember, current registrations expire on October 1, 2010. Troops need to re-register by **June 15, 2010** to qualify for *Early Bird* recognitions. The recognition for individuals will be a patch. Look in your *Early Bird* re-registration packet in April for information about the troop recognition.

Strive for Twenty-Five! Family Campaign

Families support many worthwhile activities for their daughters, including dance, gymnastics and sports. Our goal is for families to recognize the lifelong value of their daughter's participation in the Girl Scout program and to make a financial commitment to help build girls of courage, confidence and character, who make the world a better place.

This year's *Strive for Twenty-Five!* Family Campaign forms will be distributed in *Early Bird* re-registration packets. Girls of families that make a minimum \$25 donation to GSMH will receive a family patch (pictured). Thank you for encouraging families to support Girl Scouting.



Membership Blitz Update



Thank you to girls and volunteers for being patient as we work through distributing the 2010 *Membership Blitz Incentives*. Checks have been sent to service team managers whose service unit qualified

for the first Service Unit Blitz Incentive. Service units that have met their membership goal will receive a \$100 bonus check in March.

Community/Membership Development Specialists are still distributing the Girl and Troop Blitz Incentives (patches, shop certificates, camping certificates, and Journey facilitator sets). Please check with your service team manager or your CMDS if you have not yet received your bonuses.

The last 2010 Membership Blitz Incentive, a surprise for the service unit that increases its membership by the highest percentage as of 6/1/10, will be distributed in August for the one service unit that qualifies.

The Great Girl Scout Skedaddle!

Girl Scouts who invited a buddy to join Girl Scouts in January or February 2010 have qualified to participate in *The Great Girl Scout Skedaddle!* The two girls will work as a team as they race through stations focusing on Girl Scout traditions, leadership, and teamwork. The event will be on March 20, 2010 and more details will be sent to eligible girls this month!



SPOTLIGHT ON...

Advocating for Others

Girl Scout troops 10773, 70102, 70107 and 60026 recently volunteered at the Red Cross with a blood drive in Ozark County. Girls helped by holding up signs at the front door, distributing name tags, directing community members to sitting areas, and serving snacks after people donated blood.



Pictured: Girl Scouts from Service Unit 753 volunteer at a blood drive.

Update on Activity Insurance

If you have an event that insurance has been purchased for and it is rescheduled, we need to let Mutual of Omaha know prior to the event (if possible) or no later than the first working day after the event. If that is not done, then a new enrollment and premium is due for the new event date.

Troop & Service Unit Money-Earning Applications

If your troop or service unit is planning a money earning project, please forward the completed application to the Chief Development Officer for approval prior to conducting the project. Forms can be found on the council Web site. As a reminder, no additional money earning projects can be conducted during council program product time or during United Way Blackout periods.

Basket Auction

What creative volunteers and staff we have! We've heard of some wonderful ideas that troops, service units, committees, the board of directors, and staff have put together for the upcoming basket auction to

be held at the Annual Meeting and Volunteer Recognition event on March 27. The funds raised from the basket auction will be used for girl financial assistance. Thank you for supporting girls that may not be able to participate in the Girl Scout program without your support of this and other events.

E-Media Tools

News moves fast, and you need to know what's going on in the council! Stay connected by visiting GSMH's Facebook page (www.facebook.com/gsmoheartland), following us on Twitter (twitter.com/gsmoheartland), and keeping an eye on the official council blog (<http://blog.girlscoutsmoheartland.org>). If you have access to the Internet, you have access to the news and information, alerts and updates regarding council activities, programs, and events! For more information about these useful tools, visit the GSMH council Web site at <http://www.girlscoutsmoheartland.org/e-media>.

Send us your photos!
We love to see what girls have been doing to discover, connect, and take action! Email ahyde@girlscoutsmoheartland.org so that we can add them to our album and use them in upcoming publications!

UPCOMING TRAININGS February 15 - March 15

Remember, a *Training Registration Form* is due **10 days** before the training. Additional information is in the *Spring 2010 Volunteer Magazine*. Questions? Please contact the Volunteer Services Specialist at x1122.

"Be Prepared" is not only the Girl Scout motto, but can also describe the variety of training opportunities offered to help new and experienced volunteers become purposeful leaders. Leadership courses are designed to provide knowledge and skills so you can partner with girls and develop activities that are fun, safe and meaningful for any age level.

Details about each course, including descriptions, dates offered, registration forms, fees, location, and deadline to register will be included in the new Volunteer Essentials CD this summer. Copies of the CD will be distributed at the August service unit meeting in your area or you may contact the Service Team Manager. Information and forms are also available on the council web site at www.girlscoutsmoheartland.org.

The following trainings will take place in the month of April 2010. If you are in need of one of these vital trainings, please fill out your *Training Registration Form* (available at www.girlscoutsmoheartland.org).

Basic Outdoor Skills	Finbrooke Program Center	April 3, 2010
Leadership Essentials	Jefferson City Service Center	April 12, 2010
Basic Outdoor Skills	Mintahama Program Center	April 17, 2010
Leadership Essentials	Grove, OK (Location TBA)	April 19, 2010
Pre-Camp for BTC	Finbrooke Program Center	April 24, 2010

Program News



NEW! Summer Camp Early Bird Discount!

The 2010 summer camp guide, "Green is in My Nature," was mailed to girls in February! This year, we have implemented an **Early Bird discount** of \$10 for registrations received by April 1, 2010. So plan early, get the Early Bird discount and secure your spot in your favorite program unit!

Young Women of Distinction

The 2010 Young Women of Distinction event, honoring girls who have earned the Girl Scout Gold Award, will be on Saturday, April 17, 2010 in Rolla, Missouri. Detailed invitations will be mailed to girls in March.

2010 Girl Scout Days at the Dixie Stampede

Dolly Parton's Dixie Stampede presents 2010 Girl Scout and Boy Scout Days: April 24, May 15, August 15 and Christmas Shows November 6, November 13 and December 4. All dates are for the 3:00 pm show with 2:10 pm pre-show. Tickets are \$17.99 plus tax and gratuity for girls and adults. Register directly with the Dixie Stampede at 1-800-520-5101.

GSMH SHOP NEWS

Traveling Shop Dates

March 27 in Branson, MO (9:00 am - 4:00 pm)
Annual Meeting (checks and cash preferred)

April 17 at Finbrooke Pgm Ctr (3:30 pm - 6:00 pm)
Leader's Weekend (selected sportswear and gifts; please call at least two days in advance for special orders)

Leader Appreciation Day

Girl Scout Leader's Day is April 22!
Visit the GSMH shops for Leader's Day gifts.

Limited Time Only!

Girl Scout Cookie Flip Flop & Tote
Only \$6.95



Celebrate in March!



Girl Scout Week

Consider marking one of these special days with your Girl Scouts:

- Girl Scout Sunday Sunday, March 7
- Girl Scout Birthday Friday, March 12
- Girl Scout Sabbath Saturday, March 13

Girl Scout Week bulletin inserts for your church or community bulletin are available for download at www.girlscoutsmoheartland.org.

Girl Scouting in the USA is turning 98 years old! Plan something special to do as a troop that week in celebration of this special event. Can you find 98 service projects to do? Can you

find 98 ways in different languages to say Happy Birthday? Can you find 98 *Go Green* activities to help your community take care of their resources? Take a moment to sit with girls and talk about why

Girl Scouting was founded in 1912: for them! For information about Girl Scout history, visit www.girlscouts.org/who_we_are/history.

Earth Day

This year marks the 40th anniversary of Earth Day. As a Girl Scouts Forever Green pilot council, GSMH has already had lots of girls taking action to make the world a better - and "greener" - place! For ideas about how Girl Scouts can continue to lead the way, check out the *It's Your Planet - Love It!* Girl Scout Journeys series or visit www.girlscouts.org/program/

[program_opportunities/environment](http://www.girlscouts.org/program/program_opportunities/environment). Be sure to visit the GSMH Shops for great merchandise!



Girl Scouts of the USA, Council, Service Unit & Troop Messaging

By Brigitte Scott, Chief Communications Officer

For over 98 years, Girl Scouts across the nation have been working together to provide the best leadership experiences for girls. That's right - leadership experiences for girls designed to develop leadership skills that will put girls a step ahead in their future endeavors. While we all recognize that we have been doing this for a long time, not everyone does. So our Girl Scout Movement has developed a fresh new program/look called the Girl Scout Leadership Experience. It's not only a look, but it's a promise to our girls - it's how we want to be branded. And with that promise is our obligation to position ourselves as the best leadership development organization for girls. Thus, the challenge I am offering you today is this - help spread this message consistently. How do we do this? When we talk about Girl Scouting or send any information to the media, we need to make sure it is more that cookies, camping and craft opportunities - this is what most people think we are all about! However, let's show them what we are doing out in the communities (making the world a better place), how our programs are fostering leadership skills (through success stories about Journeys, SU events, troop events and activities; and council events) and how girls are developing courage, confidence and character.

Service Unit Media Procedures

Along with this challenge comes media procedures that are designed to help keep positive, consistent messages before the public. This is primarily the function of the council's communications department; however, working in conjunction with service units and troops, we can provide more coverage throughout the year.

Effective immediately, the GSMH communications department must approve all broadcast media (television and radio) and will collaborate with the community/membership development specialists and the Girl Scout service unit public relations (PR) representatives to promote Girl Scouts by print media within our jurisdiction. If your service unit or troop

would like to submit information, you must submit your press release/information to your membership/community development specialist who will work with the communications department for approval. You may still submit the information to the newspaper editor/reporter, however, you must submit the information to us first and receive approval. The goal is to look over the verbiage for a consistent messaging theme (leadership development for girls), as well letting us know what is going on in your areas and giving an equitable opportunity for troops and service units to be recognized. Please see *GSMH Media Procedures* attached to this newsletter for complete details.

Council Media Releases by the Month

To help you know when the communications department is submitting council-wide information to your local papers, each issue of the *Volunteer Connections* will have a section titled *Council Media Releases - [appropriate month]*. GSMH will be sending out these press releases to your local newspaper promoting council-wide events/occasions (i.e. GS cookie program, GS Week, GS Gold Award, recruitment, etc.) If your service unit or troop would like to submit additional information during these times **or any other time**, you must submit your press release/information to your membership/community development specialist who will work with the communications department to approve the additional information. If no releases are going out, there will be no section.

When an organization is trying to re-brand itself, it is more important than ever that we all focus our articles on that new brand - in our case, leadership development. We appreciate everyone's cooperation and help in positioning GSMH and the Girl Scout Movement as the premier leadership development organization for girls.

Council Media Releases - February/ March

- Girl Scout Cookie Program continues with direct sales
- Girl Scout tea fundraiser to be held in May
- Girl Scout volunteers honored with peer-nominated awards



SPOTLIGHT ON...

Feeling Empowered

Girl Scout Troop 20513 recently had great hands-on experience in making a difference when they spent a day serving as pages in the Kansas House of



Pictured: Alyssa, Emily, KS State Rep. Menghini, KS Gov. Mark Parkinson, Amanda, Clare and Abigail (not pictured: Hannah)

Representatives. After an orientation and a swearing-in ceremony officiated by a Justice of the Kansas Supreme Court, the girls got some hands-on experience in government. As pages, they ran

errands for Representatives, received a tour of the capital building and got to visit with legislators - including their Representative from Pittsburg, KS, Julie Menghini. They also sat in on a Senate meeting, in which one of the pieces of legislation discussed was a Resolution to recognize the 100th anniversary of Boy Scouts. A legislator asked for the members of the House who had been in Boy Scouts or Girl Scouts to stand, and according to Girl Scout troop leader Penny, "almost the entire house floor stood up."

Honorariums and Memorials

Girl Scouts of the Missouri Heartland accepts Honorariums and Memorials. An Honorarium honors one's accomplishment such as birthday, anniversary, promotion or "just because". A Memorial can be made in remembrance of someone who has passed away. The person being honored or the family of the person being remembered is notified of the gift (no amount is listed) and the donor's name. When you make a monetary contribution to Girl Scouts of the Missouri Heartland, you help girls learn leadership skills and develop the courage, confidence and character to make the world a better place.

SAVE THE DATE! *Girl Scout Trefoil Tea*

JOIN US FOR HIGH TEA
IN CELEBRATION OF WOMEN!

ADD A TOUCH OF SOPHISTICATION AND ELEGANCE TO THIS MOTHER'S DAY WEEKEND. NESTLED IN THE HEART OF SPRINGFIELD, WITH A BEAUTIFUL VIEW OF THE SKYLINE, IS THE TOWER CLUB. TABLES ARE ADORNED WITH FRESH FLOWERS, CHINA AND LINENS, AND MUSIC IS ARTFULLY PLAYED ON THE GRAND PIANO.

A DELIGHTFUL THREE-COURSE MEAL OF SAVORIES AND SWEETS WILL BE SERVED. ENJOY TOGETHERNESS AND SPECIAL MEMORIES WITH YOUR FAVORITE LADIES. HATS AND GLOVES ARE ENCOURAGED!

MAY 8

11:00 A.M. - 1:00 P.M.

\$75 PER PERSON

ALL AGES ARE INVITED

Planned Giving

Do you want to see your values perpetuated after you are gone? A planned gift is a donor's commitment to benefit the Girl Scout of the Missouri Heartland through a gift that takes effect at death or after a term of years. When you include the Girl Scouts in your estate plans you will provide the financial power needed to help future generations of girls receive the best resources we can provide to help them become their personal best. Your family can be the main beneficiary of your estate with a portion going to the Girl Scouts. Contact the Resource Development Department for more information.

Girl Scouts of the Missouri Heartland, Inc.

Toll Free: 1-877-312-4764

gscouts@girlscoutsmoheartland.org

www.girlscoutsmoheartland.org  

Girl Scouting builds girls of courage, confidence and character,
who make the world a better place.

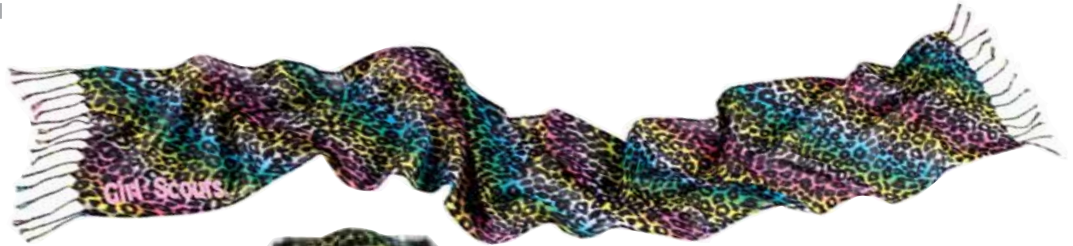


Girl Scouts.

Coming Soon to GSMH Shops...

Eight New Reasons To Love Spring!

The countdown to Spring begins here. Hot off the runway are animal prints, bold plaids and the "must have" accessory. When you reach the number eight, Spring will not be far behind.



1 Tie Dyed Scarf. Add a stylish accent to your repertoire of shirts and tops with this multi-colored animal print scarf. "Girl Scouts" woven into the design. Viscose. 11" x 63" long. Imported. 11003. \$14.00.

2 Black/White Check Shirt. Classic buffalo check never looked so hot. This button-front shirt has long sleeves with a button tab that rolls to a 3/4 sleeve. Flocked "GS" emblem on front. Shirt looks great on its own or layered over a fitted T-shirt. Yarn-dyed woven cotton. Imported. Teen Sizes: S, M, L, XL. 0825. \$28.00.

3 Peace Love Glitter T-Shirt. Bright animal theme T-shirt with an important message for girls... "Peace and Love". Shaped style. Polyester/cotton knit. Made in USA. Girls' Sizes: XS, S, M, L, XL. 0839. \$19.00.

4 Capri Leggings. A necessity for every girl's wardrobe. With "1912" and "GS" design screenprinted on front left leg. Calf length. Stretch cotton/spandex knit with comfortable elastic waistband. Made in USA of imported fabric. Girls' Sizes: S, M, L. 0801. \$20.00. Teen Sizes: S, M, L, XL. 0800. \$22.00.

5 Girl Scout Anklet Socks. For girls and teens. Turquoise animal print trim and "Girl Scouts" screenprinted on toe in pink. Nylon/cotton/spandex. Made in USA. M(fits shoe sizes 9-2 1/2), L(fits shoe sizes 3-10). 0773. \$6.75.



6 *Plaid Trimmed Hooded T-Shirt.* Hooray for Hoodies! Here's a great looking T-shirt with a layered look, thanks to the plaid lining and trim. Shaped style. Cotton knit. Imported. Girls' Sizes: XS, S, M, L, XL. **0829. \$28.00.**

7 *Dolman Sleeve Hoodie.* This hoodie will be your "go-to" sweatshirt. Comfortable enough to wear all day, you can pair it with our black Capri leggings or a pair of jeans. Tartan plaid applique is slightly frayed for the latest look. Cotton/polyester lightweight french terry knit. Imported. Teen Sizes: S, M, L, XL. **0828. \$45.00.**

8 *Tie Dyed Burnout T-Shirt.* Close your eyes and think of spring. Open them and this colorful "Peace Love" tie dyed T-shirt defines the season. Fitted style. Polyester/cotton jersey knit. Imported. Teen Sizes: S, M, L, XL. **0826. \$24.00.** Teen Plus Sizes: 1X, 2X, 3X. **0827. \$27.00.**





Girl Scouts of the Missouri Heartland, Inc. **GSMH Media Procedures**

The public impression of Girl Scouts is affected by the activities of everyone in the Girl Scout Movement. Keeping positive, consistent messages before the public is primarily the function of the council's communications department. By coordinating communications, Girl Scouts of the Missouri Heartland (GSMH) will provide strong, consistent messages to external and internal audiences. The communications department must approve all broadcast media (television and radio) and will collaborate with the community/membership development specialists and the Girl Scout service unit public relations (PR) representative to promote Girl Scouts by print media within our jurisdiction.

In the case of serious accident, health emergency or death, all volunteers and staff need to be aware of the council procedures (see *Crisis Guide for Staff* at *P:\GSMOHEARTLAND DATA\CRISIS GUIDE STAFF* or see *Crisis Guide for Leaders* at www.girlscoutsmoheartland.org if you are a volunteer).

Girl Scout Service Unit Media Relations:

When a newsworthy event or happening in a Girl Scout service unit occurs, Girl Scout volunteers must contact their PR representative. If the service unit does not have a PR representative, contact the community/membership development specialist. The SU PR representative will then work with the community/membership development specialist to draft a press release and contact the appropriate local print media, (newspapers, newsletters, etc.) in his/her Girl Scout service unit.

Multiple Girl Scout Service Unit Media Relations:

In some cases, where several Girl Scout service units are in an area served by one newspaper, one of the SU PR representatives or a staff person will be designated to work directly with the newspaper. This will keep a steady, non-repetitive flow of information.

Council-wide Media Relations:

When a newsworthy event or happening has the potential to interest a widespread audience, Girl Scout volunteers must first contact their PR representative or if the service unit does not have a PR representative, contact the community/membership development specialist. If the SU PR representative agrees that the newsworthy event or happening has widespread appeal, he/she will then draft a media/press release and notify the council's communications department. If the communications department agrees with the SU PR representative that the event has widespread appeal, then the marketing/PR specialist for GSMH will contact the broadcast media (TV, radio) or approve the SU representative to do so.

National Media Relations:

National media are never contacted by members of Girl Scout councils; Girl Scouts of the USA's (GSUSA) PR staff handles all national media contact. If a Girl Scout volunteer feels that an event or happening has national appeal, he/she will follow the steps listed in the 'Council-Wide Public Relations' procedure. If the council's communications department agrees that the event or happening has national appeal, the marketing/PR specialist for GSMH will then contact GSUSA's PR staff.

Emergency Situations:

If an emergency situation occurs, Girl Scouts and volunteers must follow the GSMH *Crisis Guide* which includes making NO statement of ANY KIND to the media. Do NOT give out any names or information. Ask the media to contact the GSMH Administrative Service

Center (877-312-4764). If it is after hours, contact the phone number listed on the Crisis Communications Card to inform a chief officer of GSMH that the media has contacted you about a crisis situation. She/he will proceed as directed in the council Crisis Communications Plan.

Cookie Program Media Relations:

In order to give every Girl Scout an equal opportunity to meet and exceed her personal Cookie Program goals, ALL Girl Scout Cookie Program media efforts (newspaper, magazine, television, radio, billboard, etc.) are coordinated by the council's Communications Department. A single Girl Scout troop, service unit, or individual may NOT contact the media nor list their contact information in an advertisement, commercial, PSA, etc. without approval from the GSMH chief communications officer or marketing/PR specialist. Adults who choose to violate this policy may lose the privilege of participating in the GSMH Girl Scout Cookie Program.

Flyers/Information in Mailboxes:

It is against federal law to insert flyers in mailboxes. Girl Scouts and Girl Scout volunteers may not place any material not bearing postage into a mailbox. This includes flyers, Girl Scout Cookie Program information, letters, etc.

Representing Girl Scouts:

When a Girl Scout or Girl Scout volunteer is representing Girl Scouts in any way, she/he must behave in an appropriate, mature manner that fairly represents the Girl Scout Movement. If a Girl Scout and/or Girl Scout volunteer acts in violation of this procedure, she/he may lose his/her membership privileges.