



GSSEM Virtual Meeting for Leaders

October 2024



**Nafeesah Williams**  
Director of Member Support

Welcome

# Agenda



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*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.



*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.*



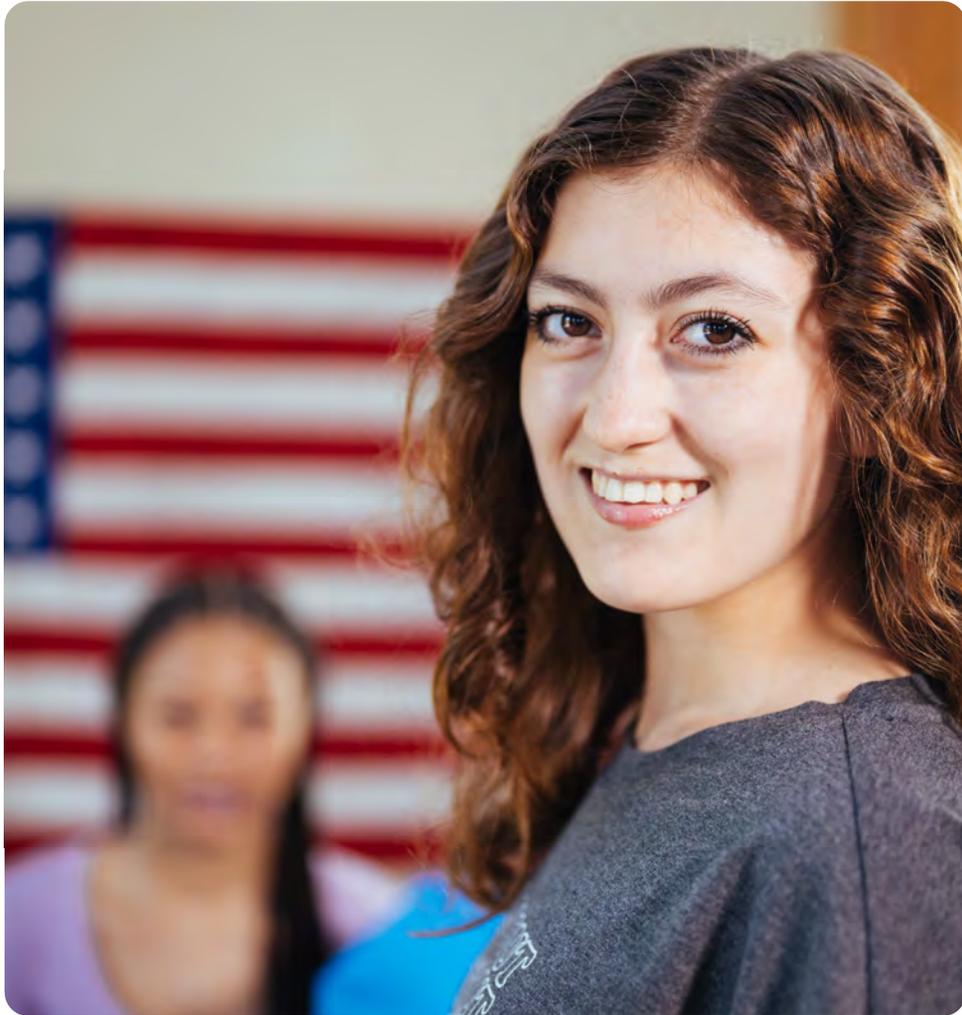


## Membership Dues Increase Update

# Member Support Update

# 2025 Membership Numbers

| <b>Girl Members</b> | <b>Adult Members</b> | <b>Lifetime Members</b> | <b>Total Members</b> |
|---------------------|----------------------|-------------------------|----------------------|
| 11,854              | 4186                 | 2424                    | 18,464               |



# Troop Update Form

To ensure your troop's information is accurate in our system, please have a look at our new Troop Update Form and be sure to complete it every year.

If your troop's meeting information changes, or you would like to change the desired number of girls the troop is open to taking, please complete this form at any point during the year:

[www.gssem.org/troopupdate](http://www.gssem.org/troopupdate)

# 2025 Troop Roster

Reminder: 2024 Memberships were valid through September 30th. Please check your troop roster to ensure that everyone planning to participate in the new Girl Scout year has been renewed.





## Mark your calendar for the New Leader Roundtable!

All first-year GSSEM troop leaders are invited to a virtual meeting hosted by the First Year Troop Support Specialists, on Thursday, November 7<sup>th</sup>! We'll share important Council updates, and essential troop leader resources, and have some time to network!

**Cost:** FREE! [Register now](#)

**Registration deadline:** November 6th

**Questions?** Please email Nafeesah Williams, Director of Member Support, at [nwilliams@gssem.org](mailto:nwilliams@gssem.org).

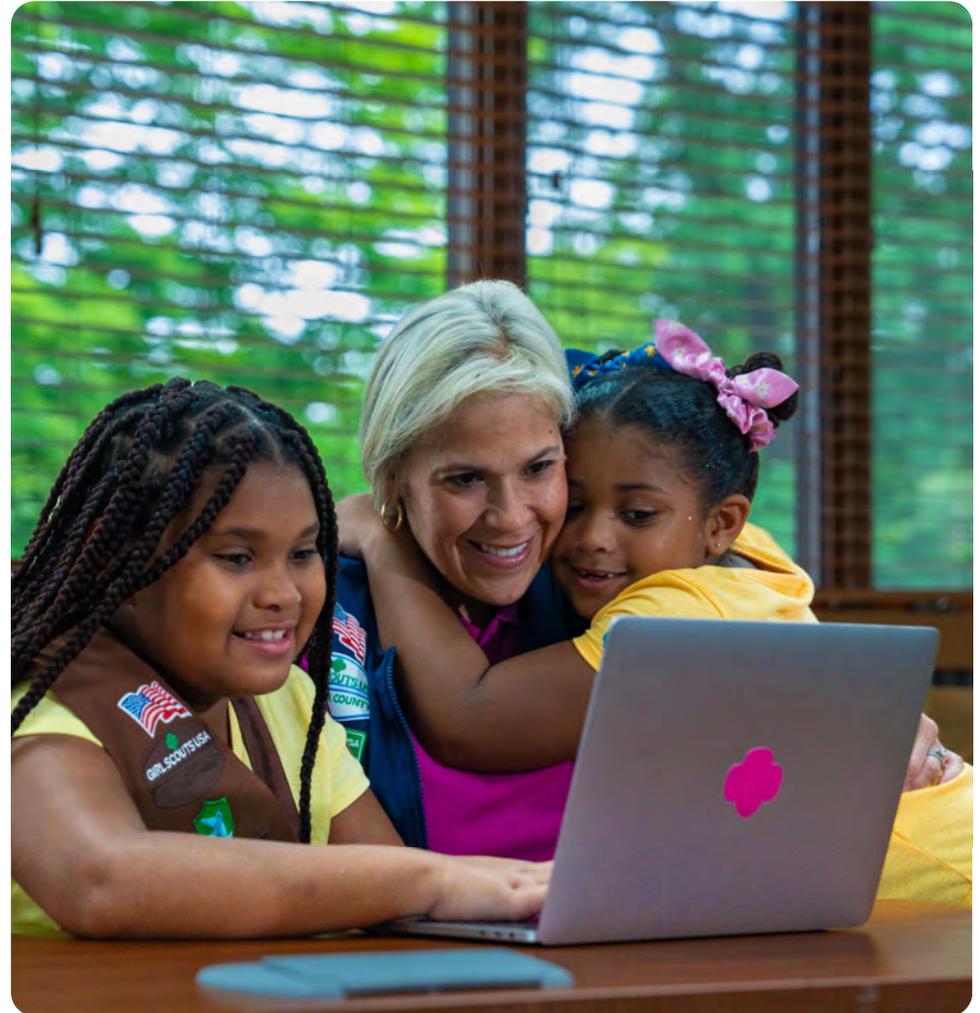
# Founder's Day

October 31st marks the birth in 1860 of Girl Scouts of the USA founder Juliette Gordon Low in Savannah, Georgia. Consider planning a small activity or event with your Service Unit or Troop to celebrate!



# Specialty Troops

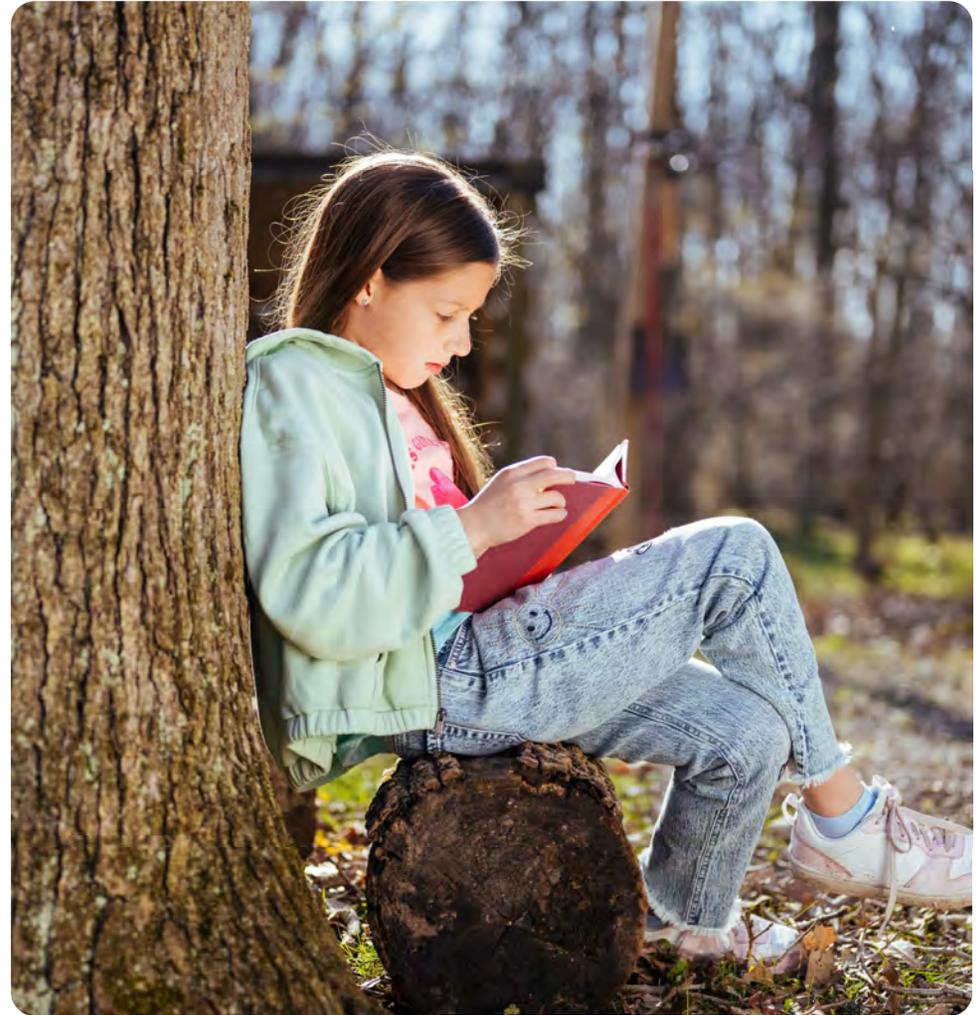
GSSEM wants to expand our Special Interest Troop offering and we need volunteers! Special interest troops not only allow girls to dive deeper into their favorite topics and explore new ideas but also help make the Girl Scout experience accessible for all! Unique Abilities, Hiking, Art & Design, Astronomy- the possibilities are endless. Do you or your Girl Scout have a skill set or interest to share with others in a Special Interest Troop? We would love to hear from you. Contact Matthew Pruitt at [mpruitt@gssem.org](mailto:mpruitt@gssem.org) if interested.



# GSSEM Volunteer Reading Circle

GSSEM's new Volunteer Reading Circle will be held from 7 - 8 pm on the third Thursday of each month where we will discuss our Book of the Month selection. The meetings will include an icebreaker activity, guided discussion, and a chance to connect with other adult volunteers in a laid-back setting.

A poll will be posted for the first week of each month on Rallyhood for participants to vote on one of four titles (all title selections will be by women authors and will be on the shorter side to allow time to finish before we meet). Sign up [here](#)



# Recruitment Update

# Recruitment Support



**Paige Haas**

Director of Recruitment



**Keyocia Murphy**

Recruitment Manager  
Communities 1 & 3



**Sherri Warner**

Recruitment Manager  
Communities 2 & 4, SU701



**Mary Beth Mills**

Recruitment Manager  
Communities 5 & 6



**Josh Smith-Bogan**

Recruitment Manager  
Communities 8 & 9, SU703



**Tiffany Mann**

Recruitment Manager  
Communities 10, 11 & 12



**Ashley Davis**

Recruitment Coordinator



**Jessica Locke**

Recruitment Specialist  
Try Girl Scouts



**Coming Soon!**

Recruitment Specialist  
Latinx Engagement

Need  
recruitment  
support?

*join@gssem.org*



Need  
recruitment  
support?

*join@gssem.org*



# Programs Update

# Gold Over America Tour featuring Simone Biles

Girl Scouts are invited to watch the excitement of The GOLD OVER AMERICA TOUR, starring Simone Biles & an all-star team of champion gymnasts, on November 3 at Little Caesars Arena!

Sunday, Nov. 3rd, 2024, 9:30 AM - 2:00 PM  
Tickets start at \$60.

Visit <https://www.gssem.org/en/sf-events-repository/2024/313-presents--gold-over-america-featuring-simone-biles---detroit.html> to learn more about the event.



# America's Thanksgiving Parade

All GSSEM Girl Scouts 13 years or older! March and dance down Woodward Avenue with your Girl Scout sisters as you take part in this incredible GSSEM tradition.

November 28, 2024

Emails regarding parade participation will be sent to the parents of girls 13 and up soon!



## Badge Workshop: Surviving in the Real World Simulation

Girls, you are challenged to SURVIVE in our real-world, micro-city simulation to empower yourselves financially, buy a home (or homes), and know your credit (plus: a bonus workshop)!

Picture a thrilling adventure, moving through different stations making tough choices. Each station is like a mini-challenge where you call the shots on your money moves. Will you steer towards wealth or end up on the struggle bus? It's all in your hands!

**Date:** November 2, 2024 9:30 AM -2:20 PM

**Register here:** <https://www.gssem.org/en/sf-events-repository/2024/badge-workshop--surviving-in-the-real-world-simulation---troy--j.html>

# Jewelry Making

Participants will be able to select preselected items from the Color Bar to create your own jewelry. You'll pitch their jewelry in class and be able to take your creations home! You will also receive a Craft & Tinker Badge. Completely fill out a business plan and submit to receive a Business Badge. Girl Scouts and their parents will receive 20% off purchases in the store on this day.

November 17, 10:00 AM - 1:00 PM EST  
Registration Deadline: November 3rd

Register here: <https://www.gssem.org/en/sf-events-repository/2024/badge-workshop--jewelry-making-at-kendra-scott--c-s-a---novi.html>

# Chemistry Day

Join the American Chemical Society for a day of chemistry fun! Discover the world of chemistry with hands-on experiments, meet chemists from different fields, and more! Volunteers from ACS and Wayne State University will lead girls through hands-on activities, exciting demonstrations, and career talks from noted local chemists.

November 9, 2024, 9:30 AM - 2:00 PM

Register here: <https://www.gssem.org/en/sf-events-repository/2024/patch-workshop--chemistry-day--juniors----troy.html>



# Outdoor Education Update

# Camp Hawthorn Hollow Troop Camping

Come out to CHH with your troop. You'll need 1 adult to reserve the building on the event calendar. You can add on regular or high adventure programming while you're here or you can do everything on your own! All MY25 dates are open & posted on the Event Calendar. Reminder--the pool is open from Memorial Day to Labor Day, so if you want the pool, book a weekend in June or August!

**Friday, December 6<sup>th</sup> – Sunday, December 8<sup>th</sup>**

**Registration deadline:** November 29<sup>th</sup>

**Register:**

<https://www.gssem.org/en/sf-events-repository/2024/troop-camping-at-camp-hawthorn-hollow0.html>



# Friendsgiving at Camp Hawthorn Hollow

Join GSSEM for Friendsgiving our first-ever Friendsgiving! Learn outdoor cooking skills, make new friends, and enjoy a Friendsgiving with the whole camp as we strengthen our Girl Scout community!

Each cabin will be assigned a dish to make over a campfire before all troops in attendance come together for an all-camp feast!

**Nov 08, 5:00 PM EST - Sat Nov 09, 5:00 PM**

**Registration deadline:** Oct. 28th

**Register:** <https://www.gssem.org/en/sf-events-repository/2024/friendsgiving-at-camp-hawthorn-hollow.html>



# Holi-daze at Camp Hawthorn Hollow

Calling Girl Scouts (and friends and families)! Come to Camp Hawthorn Hollow for a magical winter evening and earn some mini patches! Participate in a Girl Scout Rededication Ceremony, a tree lighting, make birdfeeder ornaments for camp trees, and learn how to make a winter treat over a campfire!

Saturday, December 14, 2024, 4:30 PM - 6:30 PM  
Registration deadline: Dec. 1st

Register:

<https://www.gssem.org/en/sf-events-repository/2024/holi-daze-at-camp-hawthorn-hollow.html>



## Badge-A-Palooza – DBJ

Participants engage in various hands-on activities tailored to each badge, learning about more-than-human beings, outdoor fire safety, and environmental stewardship. From investigating bugs to exploring trail maps, each station offers a unique learning experience that encourages teamwork, creativity, and a deeper connection to nature. (earn 3 badges & 3 outdoor mini patches in 2 hours!)

Sat. Nov. 9<sup>th</sup>, 2024, 10:00 AM - 12:00 PM

Sign up on our website:

<https://www.gssem.org/en/sf-events-repository/2024/outdoor-adventure--badge-a-palooza--daisies--brownies---bloomfi.html>



# Owl Prowl (JCSA)



Participants will learn all about the ecology and life history of native Michigan Owl species! We will go on a night hike to listen for owl calls - and get the chance to try and call back to some owls roosting in nearby tree cavities along our hike!

Sun. Nov. 10th 2024, 6:00 PM - 8:00 PM  
Registration deadline: Nov. 5th

Sign up on our website:  
<https://www.gssem.org/en/sf-events-repository/2024/outdoor-adventure--owl-prowl--juniors--cadettes--seniors--ambass.html>

# Holiday Light Wagon Ride & Farm After Dark

Participants will get to enjoy a holiday wagon ride to see the farm decked out in twinkly décor for the 2024 holiday season! Participants will also get up close and personal with the farm animals after dark during a farm tour.

Wednesday, December 18<sup>th</sup>, 6:00 - 8:00 PM

Registration deadline: December 9<sup>th</sup>

Sign up on our website:

<https://www.gssem.org/en/sf-events-repository/2024/outdoor-adventure--holiday-light-wagon-ride---farm-after-dark--a.html>



# Product Program Update



## Important Dates

- **October 30** – Troop orders due by 11:59pm for Fall Sale
- **November 7, 8, & 9** – Product pick up at GSSEM service centers
  - Location and time selected in M2 when troop places order
- **December 3, 4, & 5** – Fall Reward & Cookie Kit pickup
  - Request a Cookie Kit beginning October 25!
- **December 9** – ACH sweep of funds due to GSSEM
  - Funds should be available in bank account no later than December 4
- **December 16** – Cookie Program begins
- **December 2024 & January 2025** – Cookie Rookie & Cookie Refresher
  - In-person & Virtual trainings
  - For locations, dates & times: visit [www.gssem.org](http://www.gssem.org) à Discover à Event Calendar or Event List



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# Cookie Committee

Support the success of the Girl Scout Cookie Program by assisting with key events, offering guidance to troop leaders, and helping with logistics.



# Cookie Committee Perks

- **Make an Impact:** Help shape our product programs and contribute to their success.
- **See Behind the Scenes:** Gain insight into the inner workings of our product programs and the effort that goes into making them successful.
- **Stay in the Know:** Be the first to hear any product program updates directly from GSSEM staff.
- **Incentives:** Special GSSEM committee t-shirt and volunteer patch as well as other goodies throughout the cookie season.
- **Interested?** Please visit [www.gssem.org/cc](http://www.gssem.org/cc) to apply.

# Helpful Links

- Join Cookie Committee: [www.gssem.org/cc](http://www.gssem.org/cc)
- Fall Resources: [www.gssem.org/fpp](http://www.gssem.org/fpp)
- Request Cookie Kit: [www.gssem.org/cookiekit](http://www.gssem.org/cookiekit)

# Retail Operations Update



# GSSEM Loyalty Program Overview

- A digital loyalty rewards program with promotions that incentivize customers to return to our Council Shops and Order Pickup website to earn extra rewards on purchases
- Minimum of \$50.00 per transaction to earn 1 point
- 5 points earned = \$10.00 off reward
- Points and rewards must be earned and used within a 12 months
- Points and rewards can be tracked via customer's phone number
- Begins October 1

# Curbside Pickup is now Service Center Order Pickup

Remember:

- Customers will need to pickup orders inside of a Service Center location
- GSSEM will no longer be providing physical curbside service

# Southgate Boutique Shop

In-Person Shopping Hours / Service Center Order Pickup

Thursday: 12:00 PM – 7:00 PM  
*(closed 3:00 PM – 3:30 PM for meal break)*

# Important Dates

All Retail Services will be  
unavailable  
November 24-November 30 – for  
Thanksgiving break  
&  
December 15-January 5 –for the  
Holiday break





# Volunteer Experience Team Updates





## Do you know an outstanding volunteer?

Nominate them for a Volunteer National Award! GSSEM is accepting nominations for outstanding volunteers and community partner organizations now through **December 13, 2024**.

Information: [www.gssem.org/volpacket](http://www.gssem.org/volpacket)

Nomination form: [www.gssem.org/volrecognition](http://www.gssem.org/volrecognition)

## Get your game on with GSSEM!

Join us for the Volunteer Game Night mixer at the Troy First United Methodist Church on **December 13 from 6-8 PM!** You can expect:

- Board, card, and party games
- Snacks
- Cookie Program support from our Product Program team

Register on the GSSEM calendar of events at [www.gssem.org/calendar](http://www.gssem.org/calendar).



Flat Juliette is  
going on an  
adventure!



# Thank You!

Survey:

[https://girlscoutsusa.ca1.qualtrics.com/jfe/form/SV\\_77chfoiRCO\\_N6yGi](https://girlscoutsusa.ca1.qualtrics.com/jfe/form/SV_77chfoiRCO_N6yGi)





Thank you!