



Spring

*Volunteer*

Conference

Passion & Partnership –  
Your Role as a Community  
Manager & Village Liaison

Girl Scouts of Gateway Council  
Spring Volunteer Conference  
April 20, 2024

10:45 a.m. – 12:15 p.m.



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# Agenda

1. Intros/Icebreaker
2. Where We've Been & Where We're Going...
3. The Core Four – Foundational Roles for a Successful Community
4. L.E.A.P. Communication Model
5. Small Group Discussion
6. Applying for Roles
7. Next Steps

# Let's Get to Know You!

1

Introduce  
yourself!

Name,  
Community,  
City

2

What roles do  
you hold in Girl  
Scouts?

How long have  
you been in Girl  
Scouting?

3

What is one  
thing you hope  
to learn or gain  
from today's  
session?

Where we've been and where we're going...



# GSGC Big Goals for the Future

**10K by 26**

Girl Scouts of Gateway Council aims to serve 10,000 girl members by the end of fiscal year 2026.

# How Our Partnership Will Get Us There...

## 10K by 26

### Recruitment of New Members

1. Support and training of Recruitment Leads
2. Robust Extended Year plan of work
3. Digital Ads

### Retention of Existing Members

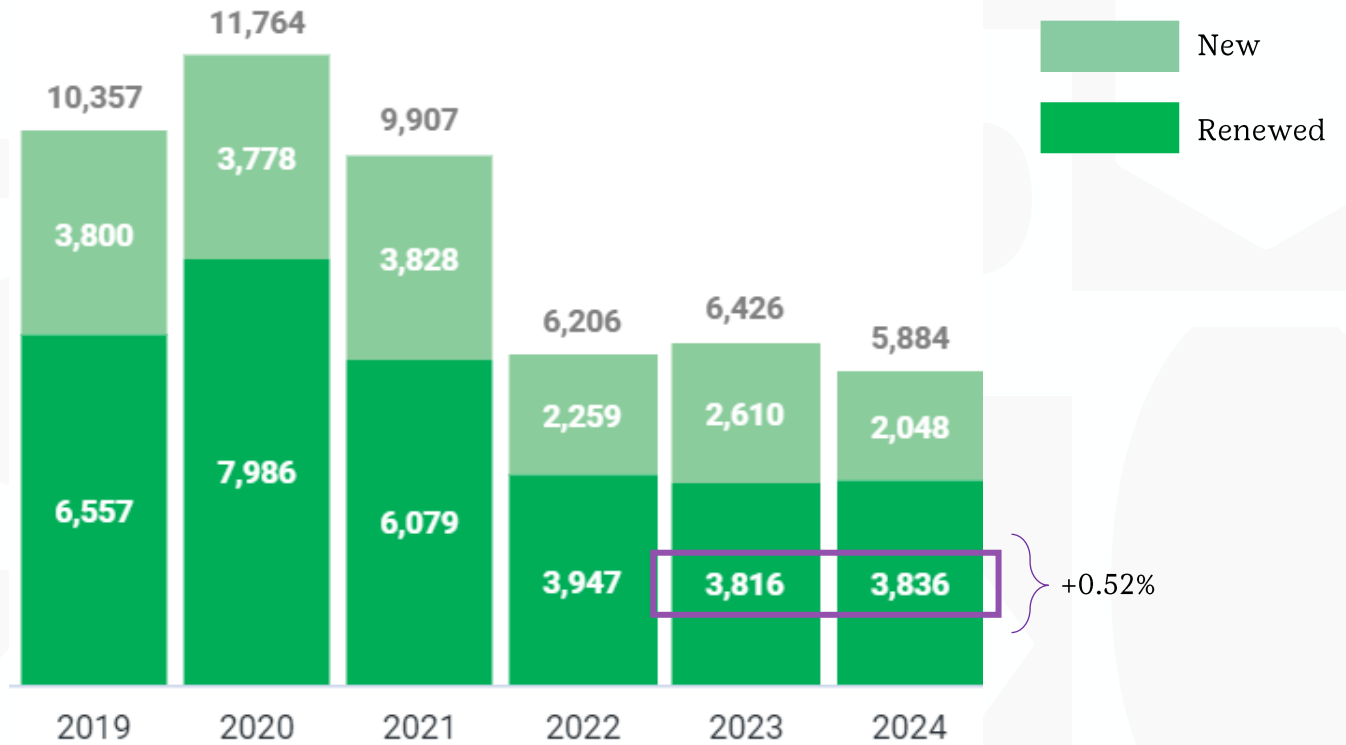
1. Community localized events
2. Membership support wellness calls
3. Event Lead training and support

### Membership Growth Pilots

1. Girl Scout Experience Subscription Box
2. Starter Troop Pilot
3. Military Family Engagement



# Total Girl Members



Membership Year

“The impact of a leader does not come from what they *tell* team members, but from what they get them *thinking* about.”

Cy Wakeman  
*No Ego*

# Your Role as a Community Manager and/or Village Liaison

## Superstar Skills for Successful Leaders

Thoughtful  
Communicator

Commitment to  
Integrity

Growth Mindset

Flexible Thinker

Coach & Motivator

Conflict  
Management

Leadership

Foster Diversity &  
Sense of Belonging

Collaborative  
Partner

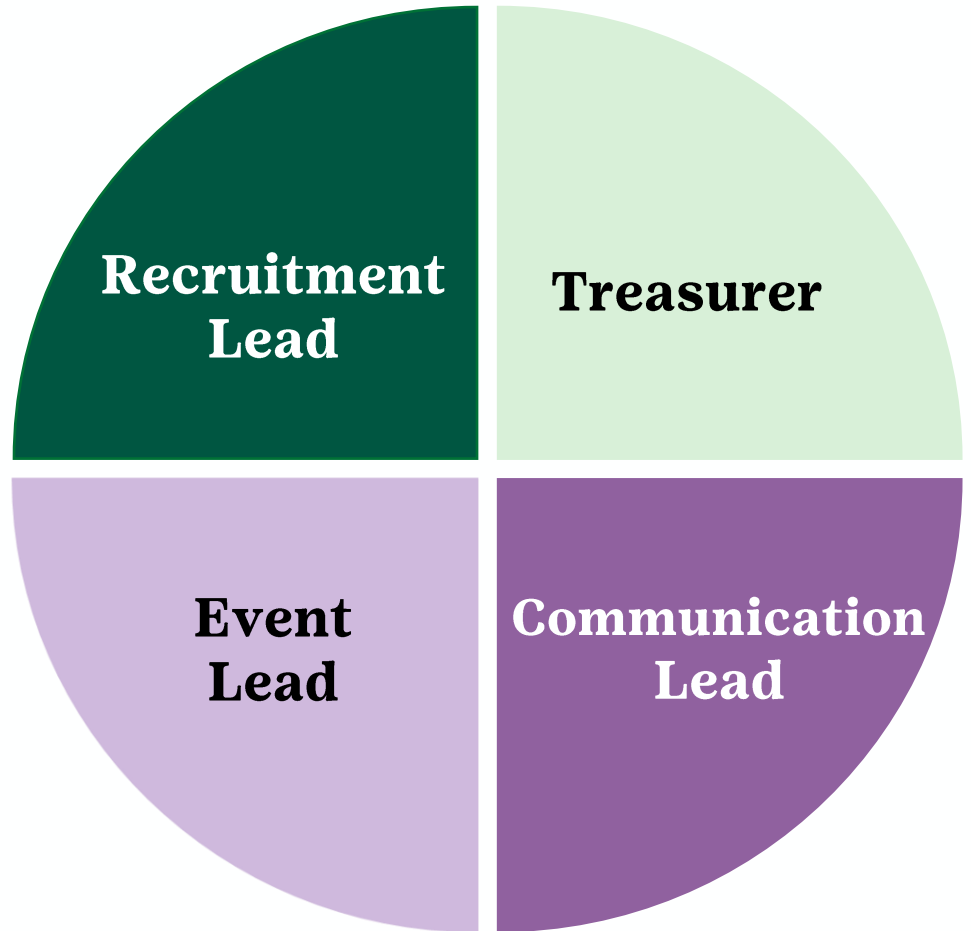
Girl Scout Promise & Law

The Core Four –  
Foundational Roles for a Successful  
Community

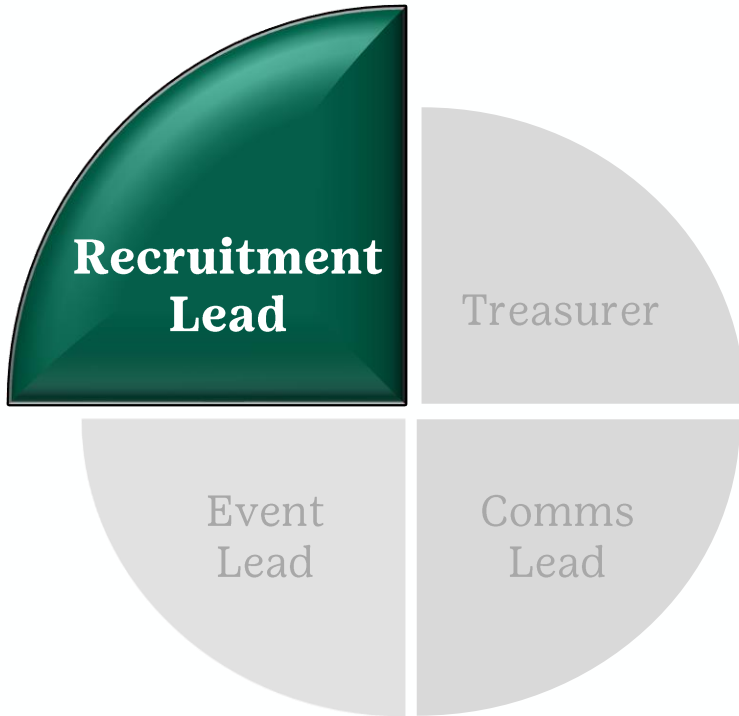
# The Core Four

The “Core Four” roles are an integral component of building and sustaining community wellbeing. Communities with a strong, diverse team of support roles are more likely to provide successful levels of engagement for girls, adults, volunteers, and families.

- Each role is held by a unique and separate individual.
- Ensures successional planning and effective checks and balances within a community.
- Increases retention in community leadership teams.



# The Role of a Recruitment Lead



## **Volunteer Role Overview**

The recruitment lead has a passion for Girl Scouting that runs through every fabric of their being. They are outgoing, energetic, and passionate about helping families find the experience that meets their family needs.

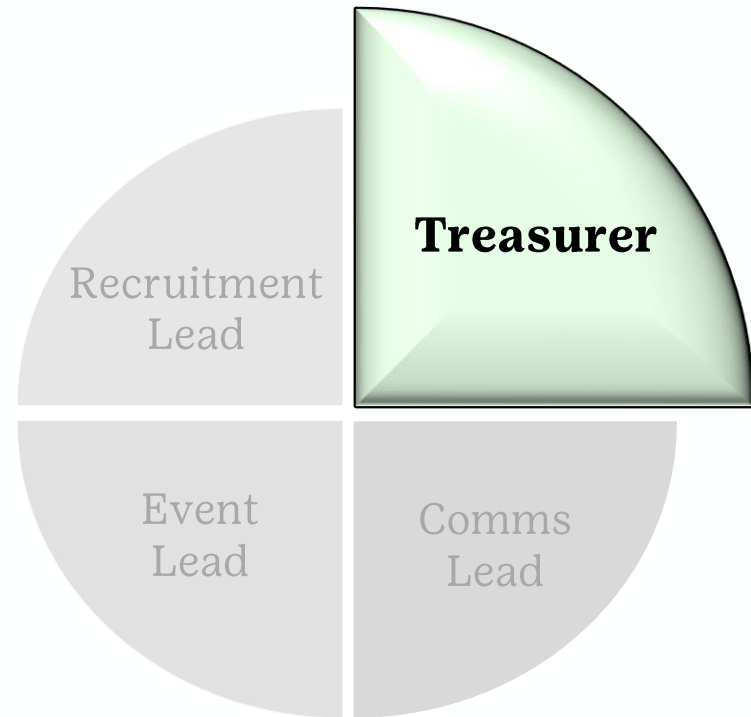
## **What the Recruitment Lead Brings to the Table**

- Possesses a heart for driving the mission of Girl Scouts forward and giving every girl the chance to become a Girl Scout.
- Creates, shares and executes girl and volunteer recruitment tactics in tandem with local council membership staff.
- Attends local community events, hosts information nights, and assists with the distribution of recruitment material (flyers, social media posts, etc.)
- Recruits other volunteers (including older girl members) to be a helping hand at various recruitment activities across the community.
- Works in partnership with local council membership staff to plan for heavy recruitment seasons: Fall Recruitment (Aug-Dec), Daisy Launch (Jan-April) and Extended Year (April-June.)

## **Superstar Skills**

Outgoing, organized, inclusive, positive, relationship driven, energized in a group setting, strong public speaker, and a community connector.

# The Role of the Community Treasurer



## **Volunteer Role Overview**

The community treasurer manages the community finances, budget, and bank account. The community treasurer works in partnership with local council membership staff to monitor the use of community funds, approve allocations, and ensures proper documentation of the usage of community funds.

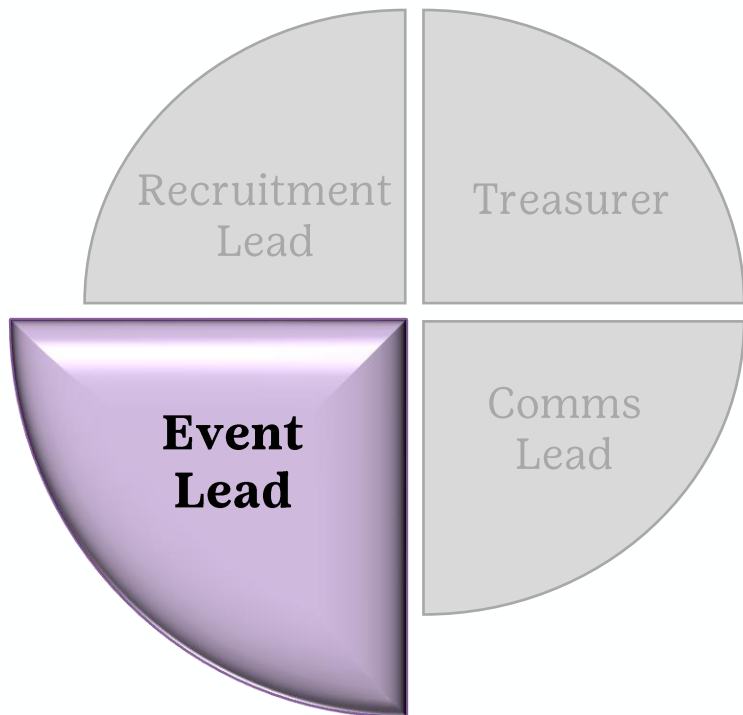
## **What the Community Treasurer Brings to the Table**

- Files annual community finance report in compliance with council communicated deadlines and provides updated banking information to council staff as needed.
- Works in tandem with community leadership team members and local council membership staff to provide an annual budget for events.
- Ensures community volunteers have a voice in how funds will be used and allocated throughout the year.
- Submits timely payments to partners or vendors as appropriate.
- Provides oversight to the reimbursement of costs to volunteers for community related expenses.
- Provides and shares detailed monthly finance report to community members throughout the membership year.

## **Superstar Skills**

Attention to detail, strong and effective communicator, organized and timely with information, action oriented, experience in financial management and budgetary oversight.

# The Role of an Event Lead



## **Volunteer Role Overview**

The event lead coordinates the planning, funding, implementation, and post-event review of community level events in tandem with other community support volunteers and local council membership staff.

## **What the Community Event Lead Brings to the Table**

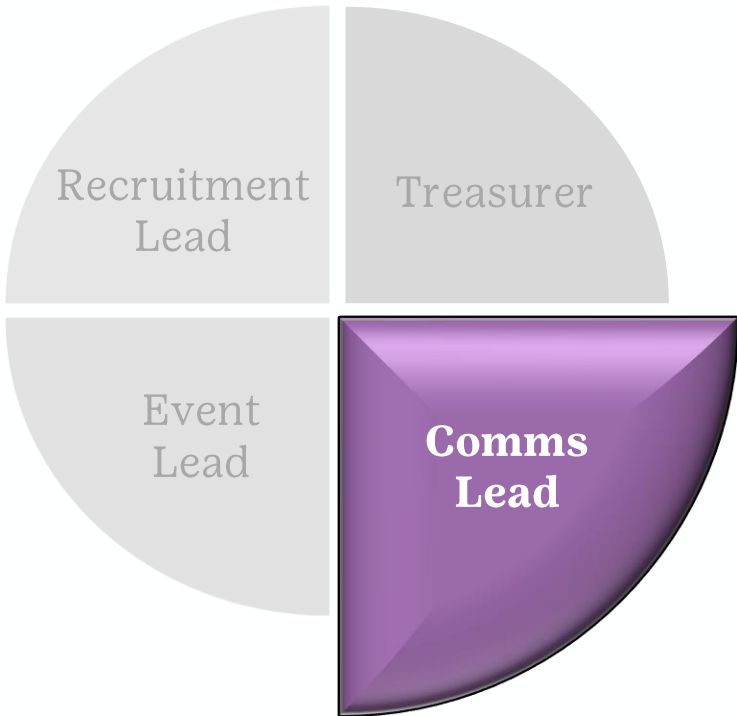
- Acts as a liaison to council staff to identify and add community events to council calendar, directly impacting member engagement and retention.
- Ensures Safety Activity Checkpoints and Volunteer Essentials standards are met and adhered to for local community events.
- Has an overall awareness of GSUSA and Council Sponsored Events to encourage community level support of national initiatives and increase participation in Council Sponsored events.
- Encourages older girl participation and volunteerism in local events and activities.
- Supports council staff in the identification and partnership of outside program partners.

## **Superstar Skills**

Attention to detail, project-based leadership, ability to engage with different groups (volunteers, outside partners, families, etc.), comfortable with planning A and implementing B, ability to report out post-event details.



# The Role of a Communications Lead



## **Volunteer Role Overview**

Works in partnership with other community leadership roles and local council membership staff to communicate critical information to volunteers within a community. The communications lead provides timely and accurate information via email, phone, monthly meeting report outs, social media, etc. to increase the effectiveness of communication within a community.

## **What the Communications Lead Brings to the Table**

- In tandem with other community leadership team members, provides information to local Troop Leaders at least 1x per month regarding Girl Scout news and council/community updates.
- Possesses strong written and verbal communication skills and exhibits a strong comfort level using multiple sources of technology (such as email, social media, and Rallyhood or other communication platforms.)
- Holds experience with visual communication or graphic design, videos, PowerPoint and other technology to enhance community communications and information sharing.
- Acts as the community lead for Rallyhood implementation and communications for Community Rallies
- Builds and implements a proactive approach to monthly, event specific, and ongoing communication for the full community and leadership team.

## **Superstar Skills**

Strong listening skills, comprehensive communicator, comfortable with multiple forms of communication (email, phone, social media, etc.), ability to bring a story to life, moderates community discussions in a positive manner.

# Community Leadership Teams: Moving from Good to Great



It's not just *what* we do, it's *how* we do it.

# The L.E.A.P. Communication Model\*

Transparent and timely communication is key in community leadership team roles. The **L.E.A.P.** model outlines the “how” of communication.

**L.E.A.P.** also outlines the core competencies needed to see success in your role as a Community Manager or Village Liaison.

*\*Adapted from Girl Scouts of Northeast Texas Council  
Service Unit Manager Training Manual.*

# Listen

Listening is the first step in the LEAP process.

Active listening forms the foundation and offers the following benefits:

Enhanced Understanding

Improved Relationships

Conflict Resolution

Effective Problem Solving

Reduced Misunderstandings

Personal Growth

Consider the 70/30 rule

# Empathize

Demonstrating empathy shows that you understand the other person's unique point of view.

Stepping into the other person's shoes, acknowledge their emotions, and validate their experiences.

Consider the 3 elements of communication.

The **words** we use

Our **tonality** – the pitch, rhythm, volume of our verbal message

Our **physiology** – the gestures, posture, facial expressions – our body language

# Acknowledge

Taking ownership for your actions, ideas, or thoughts regarding a situation is key for team alignment and demonstrates an acknowledgement that you are all working on the same team, towards the same goals.

Use questions to clarify understanding, gather more information, and show interest in their viewpoint.

# Problem Solve

Problem solving is a mindset, not just the ability to be a “fixer.”

Problem solving involves the ability to be future focused and the desire to seek the best outcome, not only your desired outcome.

Collaboratively work towards finding a solution to the issue at hand. Brainstorm ideas together and be open to compromise

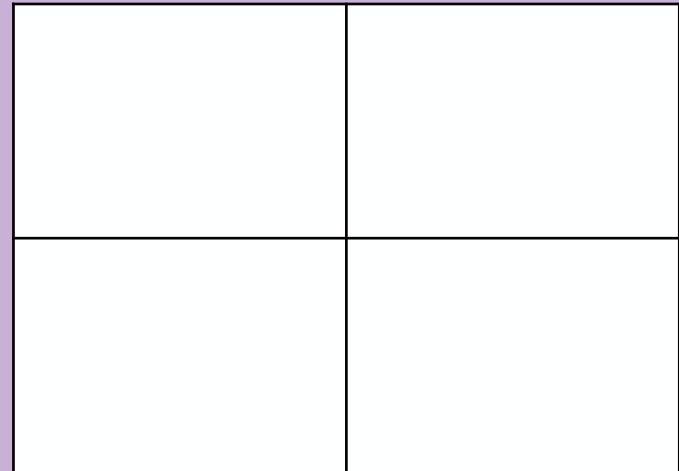
Use an Up-Front Contact.



# Small Group Discussion

# Moving from Good to Great

- Break into 3 groups
- Grab a piece of flip chart paper
- Divide the paper into 4 quadrants



**What is going well?**

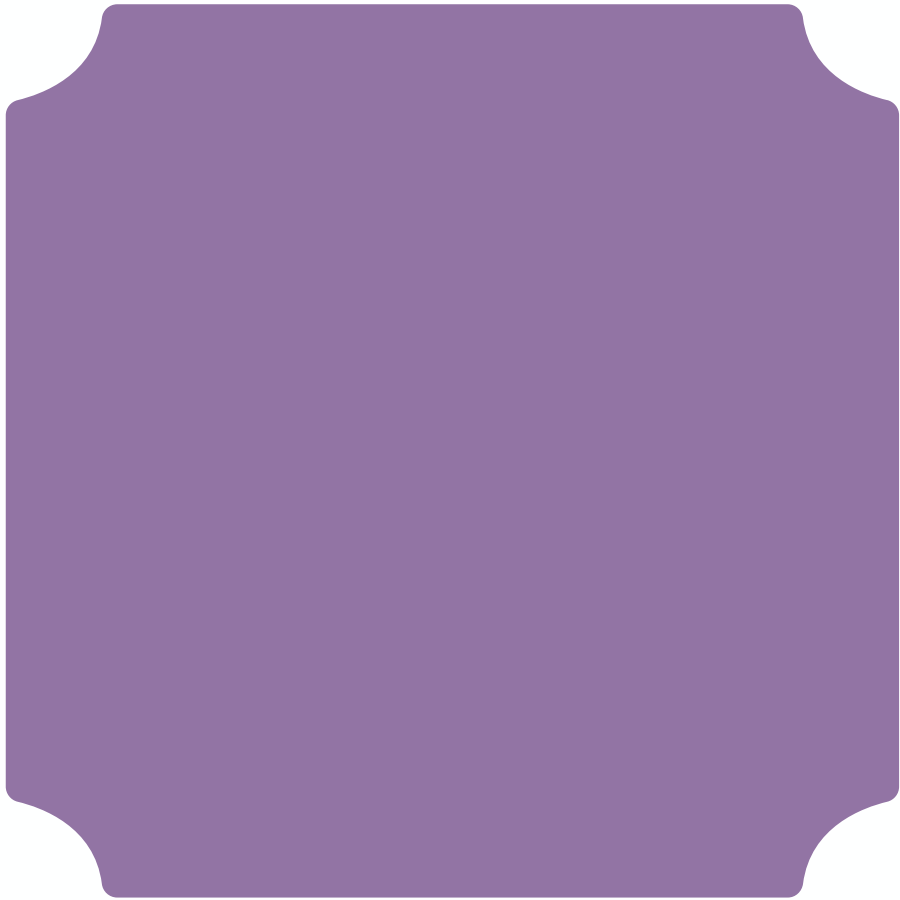
**What would you like to do more of?**

**What would you like to do differently?**

**What is one thing you'd like to do personally to impact the success of your community?**

# Report Out & Share Small Group Discussion

# Next Steps & Timeline for MY25





## Next Up...

**Lunch and Shop  
on the Go!**

12:15 pm – 1:30 pm

**Next Session**

1:45 pm -3:00 pm