



# USVI Community Connect

October 16, 2022  
7:00pm EST

# Welcome & Introductions

# USAGSO Leadership

**Kelly Bullard**  
Business Services Director

**Abigail Trafford**  
Regional Director- West Pacific

**Katherine Nolan-Brown**  
Fund Development &  
Partnerships Manager

# USVI Leadership

## St Thomas

**Lorel Parson-Flecha**  
OCMT Chair

**Memorie Anne Brown-  
Callender**  
OCMT Co-Chair

**Shenica Grant-Santos**  
OCMT Treasurer &  
Cookie Coordinator

## St Croix

**Angelica Schuster**  
OCMT Chair

**Esther Joseph**  
OCMT Treasurer

**Theresa Brady**  
Cookie Coordinator

**Cusa Holloway**  
Public Relations

# Agenda

1. Welcome and Introductions
2. The New Membership Year
3. Recruitment Resources & Incentives
4. Program & Training Opportunities
5. The Cookie Program
6. Looking Ahead

# The New Membership Year

# USVI Membership To Date

## St. Thomas

**68 Total Members**  
**41 members this time last year**

**53.8% retention rate**

**16.2% are new members**

**Total Members from 2022: 106**

## St. Croix

**11 Total Members**  
**8 members this time last year**

**22.2% retention rate**

**9.1 % are new members**

**Total Members from 2022: 45**

# Recruitment Resources & Incentives

# Recruitment Resources

## Digital Resources on the USAGSO website

USAGSO specific info sheet!

Recruitment videos

Flyers (volunteer & girl)

Customizable event flyers

Social media images & copy

Animal Dance Party & Robot Building Party

Relaunched for Fall 2022!

Refreshed event materials & designed  
for in-person events

Invite new K-3 girls and their families to  
experience the Girl Scout fun!

## Recruitment Supply Kits

Free and mailed to you!

Include flyers, giveaways, branded materials, and more!

Request a kit by completing the [Recruitment Supply Request form](#) on the USAGSO website.

# Full Troop Incentive

Troops that have:

- 10 girls and 2 adults registered by 11/30  
AND
- Complete a roster review

Will earn:

- All Fun No Filter patches for each girl
- USAGSO custom canvas pouch



## More Girl Scouts, More Fun!

Have 10 girls and 2 registered adults in your troop and complete a roster clean up by Nov. 30 to earn All Fun No Filter patches for the girls and a USAGSO pencil case for each leader.

**Plus, use code 5OFF23 for \$5 off any membership between 10/15 - 11/30**

# December Incentive



Give the gift of Girl Scouting!

During the month of December, buy one membership and get a second membership of equal or lesser value free.

# Program and Training Opportunities

USA Girl Scouts Overseas

# 2022 Fall Program & Training Guide

Write your own story.



## Fall Program & Training Guide

Another year of Girl Scout adventure is ahead! This fall, we have an amazing lineup of programs and training to help you kick off the new membership year, meet other Girl Scouts from around the world, and stay active between troop meetings.

Plus, pay special attention to programs with the sparkle symbol ✨ as they include high profile hosts, special deals, prize giveaways, and more!

Ready, set, write your perfect fall story!

# Join our Catch-A-Thon!

Girl Scouts always step up to do what they can to improve their communities and the world. All across our world, Girl Scouts are leaping to the aid of others by engaging in wonderful acts of service and kindness. USA Girl Scouts Overseas is excited to bring you this special opportunity to do just that during our inaugural Girl Scouts Give Back Catch-A-Thon with Stall Catchers!

Join us for a kick-off session on November 19 to learn more. Want to get a head start on catching? Sign up and join a USAGSO team at <https://stallcatchers.com/> today!

## Girl Scouts Give Back: Citizen Science with Stall Catchers



Join us at one of two kickoff sessions to learn more about USAGSO's Catch-A-Thon. During this kickoff, Girl Scouts will learn more about Citizen Science and how Stall Catchers is contributing to cutting-edge Alzheimer's research. You'll then register for Stall Catchers and our Catch-A-Thon in real time and even practice catching a few stalls live!

Stall Catchers is an online game that anyone can play - no experience necessary. In the game, you look at movies from the brains of mice and try to identify vessels as flowing or stalled.

Join us for an exciting kick-off session:

Saturday, Nov. 19 at 8pm (Nov. 18) EST / 2am CET / 10am JST  
**OR Saturday, Nov. 19 at 4am EST / 10am CET / 6pm JST**

**Our Catch-A-Thon Challenge will officially run from  
Saturday, Nov. 19 through Monday, Nov. 28.**

### Win Amazing Prizes:

- Every USAGSO member that logs 10+ hours playing Stall Catchers will receive a custom Girl Scout / Stall Catchers patch.
- The top five Girl Scouts with the most hours logged will win an awesome citizen science book pack with *The Field Guide to Citizen Science: How You Can Contribute to Scientific Research and Make a Difference and Citizen Scientists: Be a Part of Scientific Discovery from Your Own Backyard*.
- The country that logs the most hours will win an exclusive meet and greet with the Stall Catchers team and help design the first-ever Girl Scout / Stall Catchers patch!

Don't want to wait to get started catching? Sign up and join a USAGSO team in 5 steps!

1. Head to <https://stallcatchers.com/> and click the 'Join now!' button.
2. Choose a username and enter your email address, then click the 'Sign up' button.
3. Once logged in, click on your name in the top right corner and then select 'Teams.'
4. Type 'USAGSO' in the search bar - once you see your country on the list, click it!
5. And, finally, click the 'Join' button to do just that... Join!



# Virtual Adult Learning Conference (VALC)

We may have different roles, but at USA Girl Scouts Overseas, we all have the same goals – to build girls of courage, confidence, and character, who make the world a better place! Join us for our 2nd annual Virtual Adult Learning Conference (VALC) as we network, learn, and grow together to achieve our goals.

Registration for this event gets you a front-row seat to all live plenary, networking, and breakout sessions October 28th - 30th as well as access to recordings (via gsLearn) after the conference ends.

This conference is for all the adults supporting Girl Scouts Overseas! Troop Leaders, adult volunteers, local facilitators, parents of Girl Scouts – all are welcome to join us to see how we can build a stronger community to support our Girl Scouts Overseas.

Girl Scout Seniors and Ambassadors (9th - 12th graders) are also invited to attend! Many of our sessions will be of interest to older girls as they prepare to work on their Gold Awards, apply for a Destination, bridge to adulthood, and more.



# Start your Troop Year Strong

*New Troop Leader Orientation and Back to Troop trainings kick-off in September and continue in October, November, and December.*



To register for these trainings, please log in to your gsLearn account, accessed via myGS.

## New Troop Leader Orientation

October 29 (During VALC)

November 16, 1pm EST / 7pm CET

December 11, 9am CET / 5pm JST

## Back to Troop

October 30 (During VALC)

November 17, 1pm EST / 7pm CET

December 11, 11am CET / 7pm JST

# The Cookie Program

# 2023 Cookie Program

## In Person and Digital Cookie Sales!

**December 9th**  
In person cookie order due.

**February 3 – March 19th**  
In-person &  
Digital Cookie Sales



# October Cookie Incentive

Add brand new Girl Scouts to your community in the month of October and earn additional revenue per box sold in-person or digitally\*:

- 5 brand new girls equals an additional 3 cents per box sold
- 10 brand new girls is an additional 4 cents per box
- 15 brand new girls is an additional 5 cents per box

*\*Only in-person selling communities are eligible.*



Become a  
cookie entrepreneur  
with

# Girl Scouts

Make friends, learn business skills, and become  
an entrepreneur this Cookie Season.

**Use code [BrightAhead10](#) for  
\$10 off your membership.**

# New this season!



## Introducing RASPBERRY RALLY™

The first Girl Scout Cookie offered exclusively online for shipping only!

- ✓ Simplicity for volunteers and girls, no handling necessary
- ✓ Easy inventory management
- ✓ Opportunity for girls to learn about and participate in rapidly growing online shopping trends, and practice omni-channel selling skills

Baked with pink raspberry-flavored center and dipped in a chocolatey coating for a taste that is both *sweet* and *indulgent*.

### Introducing Our Newest Cookie!

#### Raspberry Rally™

Thin, crispy cookies infused with raspberry flavor, dipped in chocolatey coating



#### What's so special about Raspberry Rally (aside from its delicious taste)?

For the first time ever, Girl Scouts is offering a new cookie that will be exclusively sold online for shipment.

#### Why are we selling the new cookie exclusively online?

There are many benefits and learning opportunities when selling an online-only product:

##### Simplicity

- Eliminates complexity
- Distribution to customers is effortless
- Payment is simpler

##### Learning for Girl Scouts

- Allows them to participate in online shopping trends
- Enables them to build relevant, omni-channel selling skills
- Allows them to build their online business

##### Building Consumer Excitement and Growth

- An easy way to offer a new item that keeps customer engagement high without complicating or discontinuing existing flavors
- The opportunity to try new ideas without taking on too much risk



USA Girl Scouts Overseas

# Cookie Bite Workshop



## Cookie Bite Workshops (live workshops in gsLearn)

Cookie Bite Workshops (all volunteers)-First Thursday of every month

**November 3:** What's New in 2023!

**December 1:** Cookie Rally & the New Cookie Badges

**January 5:** Digital Cookie & Developing a Cookie Sales Strategy

**February 2:** Q&A Session

**March 2:** Q&A Session

**April 6:** Celebrate, Relax, and Rejuvenate

## Cookie Trainings Available Now in gsLearn!

700 Cookie Manager Training Learning Path

700 Cookie Training for Troop Volunteers Learning Path

700 OCMT Cookie Training Learning Path

## Community Cookie Materials – Mid November

Money Envelopes (1 per girl, 3 per troop)

Receipt Books (1 per girl, 3 per Troop)

A sampler of 8 boxes of cookies (1 per OC)

A box of Raspberry Rally cookies (1 per Troop)

For access to eBudde, and gsLearn cookie trainings:

- OCMT must submit the [OCMT online commitment form](#)
- Troop Coordinators must submit this [online commitment form](#)

# Looking Ahead

## United States Virgin Islands

### USVI Girl Scouts Community Connect.

October 16th @ 7pm EST.

Your connection to all things  
Girl Scouts in the US Virgin Islands.

**All Fun.  
No Filter.  
Be a Girl Scout.**  
United States Virgin Islands



USVI Community Connect

It's Cookie Time!

Join Now!

Making a Difference

### USVI Community Connect

Join us for our USVI Community Connect call, where you will hear from USAGSO staff, USVI Leadership and connect with other members of the Girl Scouts Community in the USVI. You can also checkout this [quarterly guide](#) for all things Girl Scouts in the US Virgin Islands!

Click one of the links below to register for upcoming USVI Community Connect Calls:

October 16, 2022 @ 7pm EST

DECK

RECORDING

January 8, 2023 @ 7pm EST

DECK

RECORDING

April 16, 2023 @ 7pm EST

DECK

RECORDING

July 9, 2023 @ 7pm EST

DECK

RECORDING

### USVI Community Connect

### It's Cookie Time!

### Join Now!

- A girl membership with Girl Scouts is: \$45. This cost includes the \$25 membership due to GSUSA and the \$20 USAGSO Council Service Fee (CSF).
- An adult membership with Girl Scouts is: \$25. Adult members do not pay the Council Service Fee.
- Both girl and adult memberships can be purchased on this [site](#) or by clicking on one of the links: [GIRL](#) or [ADULT](#)
- Interested in learning more? Check out the [USVI Girl Scouts Fun Facts Sheet](#).

2023 MEMBERSHIP YEAR

USVI Girl Scouts

*Community Connect.*

Your connection to all things  
Girl Scouts in the US Virgin Islands.

**All Fun.**

**No Filter.**

**Be a Girl Scout.**

*United States Virgin Islands*



**REQUEST YOUR  
RECRUITMENT  
SUPPLIES NOW!**



All fun.

No filter.

Be a Girl Scout.

**CLICK [HERE](#) FOR MORE  
INFORMATION**



## REMINDER: UPDATED BACKGROUND CHECK POLICY EFFECTIVE 10/1

The updated USAGSO criminal background check policy for MY23 will take effect on October 1.

Volunteers with the following roles are required to have a criminal background check within three weeks of their completed membership & role assignment:

**Troop Leader, Co-leader, OCMT Member, cookie coordinator, episodic volunteers at overnight events or Overseas Volunteer Partners.** Volunteers may elect to complete their background check through Sterling Volunteers or can submit proof of background check via a 3rd party, ie: Government agency, religious organization, military, school etc.

If you have not completed a background check, please be on the lookout for an email from USAGSO the first week of October.

Click [here](#) to request a link to submit a background check.

What does  
the future  
hold...

The opportunity  
to rebuild &  
grow.

# Reminders

- Join our [OCMT](#) & [Volunteer](#) Facebook Groups
- Check out our [Fall Program & Training Guide](#)
- Work together to complete the [OCMT Planning Packet](#) for MY23
- Contact us anytime at [overseascustomercare@girlscouts.org](mailto:overseascustomercare@girlscouts.org)

# Questions & Answers

# Thank You!

We will see you again  
January 8th!

