

GSK's New Leader Onboarding & Support Process

(Post-Sept 2025)

Strategic Overhaul – Main Components:

1. Diversified Troop Support

Previously, support relied on a single staff member. The new model distributes responsibility across specialized teams:

- Ensures support at one of the toughest parts of the new troop experience, getting the troop started with meetings.
- Ensures deeper expertise at every touchpoint.

2. Adaptive Training Model

Training has shifted from a "one-size-fits-all" approach to a model that respects a leader's time and drive:

- Content is available in a variety of different ways: on-demand, virtual and/or in-person
- Content is available when the leader needs it, not just when it's scheduled
- Accommodates both the highly motivated leaders and those who need a more gradual introduction.

3. Automated Engagement

The implementation of Automated Drip Emails ensures that vital information is constantly sent to the leader throughout their first 12 months.

- Every troop receives the same high-quality roadmap regardless of when they join.
- Information is delivered in digestible chunks rather than a single, overwhelming data dump.

Diversified Troop Support

Below outlines the various teams & resources that provide direct support to our new leaders.

1. Conversion Team

- Phone call
 - Membership is purchased
 - Background Check is submitted
 - Girls and adults are identified and placed in troop

- Troop meeting details are collected and updated in the Participation Catalog
 - Troop number is provided
- Send Welcome Postcard
- 2. Member Experience Coordinator**
 - Send personalized Welcome Email & SUM notification email within first 3 days
 - Support and attend 1st Troop/Parent Meeting
 - Recruitment Support
 - Continue with regular check-ins
- 3. Service Unit Manager**
 - Contact new leaders within 10 days of receiving email notification
 - Invite and host an informal meeting
 - Get to know one another
 - Share information about Service Unit
 - Check in on the troop status and provide support with next steps
 - Continue regular check-ins
- 4. Program Team**
 - Event Calendar & Guide
 - Grade-level resources & support
 - Bridging & troop milestone support (*currently being created*)
 - Open Office Hours
 - Training Offerings (on-demand, virtual and in-person)
 - Ex. Training Weekends, Troop Magic: Structure, Strategy and Fun!, etc.
- 5. Customer Care Team**
 - Available through onboarding process and beyond to provide answers and support during traditional business hours.
- 6. Welcome Packet*** (direct mail, resources also emailed)
 - Contains welcome letter, Volunteer Guide, Welcome to Girl Scouts Guide and MYGS Basics handout so that all the resources they need to get started are right in their hands.
- 7. GSK's 1st Troop/Parent Meeting Packet*** (direct mail, resources also emailed)
 - Everything they need to host a 1st troop/parent meeting, from a typical meeting agenda, Promise & Law handout, Uniform basics, parent handout and General Permission/Health History forms

8. GSUSA's Girl Scout Experience Boxes (GSEB)*

- Available to 1st year Daisy and 1st year Brownie troops (4 girls + 1 adult registered)
- Up to 9 boxes and 16 meetings in total, depending on troop start date

9. GSK's 2nd Year Daisy Troop Box

- Since GSUSA's GSEB boxes are only sent to 1st year Daisy troops, GSK have provided a 2nd Year box to help transition the troop that had received a box from GSUSA every month and now receive no boxes at all.
- This one-time box contains resources and supplies to support the troop through multiple meetings in their 2nd year.
- *Boxes may vary each year depending on resources available.*

10. GSK's Bridging to Brownies Kit

- Provides a Daisy troop the support & resources needed to host a bridging ceremony.
- *Kit may vary each year depending on resources available.*

*See addendum

Adaptive Training Model

Required Courses (Learning Pathway: "208 New Leader Required Courses")

We are asking new leaders to take 6 required online training modules. In-person and virtual versions of these are available upon request.

Courses:

- What Girl Scouts Do (GSUSA)
- Your First Troop Meeting (GSUSA)
- Troop Safety (GSUSA)
- Family Engagement (GSUSA)
- Troop Money Basics (GSK)

Also required: Child Protection and Code of Conduct Training (combines a GSUSA course with information specific to Girl Scouts of Kentuckiana).

Recommended Courses (Learning Pathway: "208 New Leader Recommended Courses")

We are recommending the following courses to all new leaders.

Courses:

- Outdoor Basics (GSK)
- Field Trips and Travel (GSUSA)
- The Girl Scout Cookie Program (GSUSA)
- Your First Year (GSK)
- VTK: Volunteer Toolkit (GSK)
- The Girl Scout Leadership Experience (GSUSA)

Automated Engagement

This new automated email series follows a flexible, "at-your-own-pace" onboarding model designed to support new leaders exactly when they need it. By triggering specific emails based on the number of days since a leader started their role, the system provides a logical flow of information without forcing a rigid timeline. This approach recognizes that every leader's journey is unique, allowing those who move quickly to jump ahead while ensuring that others don't feel pressured to complete steps out of order. Ultimately, it serves as a supportive resource rather than a list of mandatory requirements, giving leaders the autonomy to engage with the material whenever they are ready.

Drip Emails (by day and topic)

Day	Topic
Day 5	Find a Meeting Place Schedule a 1 st Troop/Parent Meeting Required Trainings
Day 10	Register New Members Girl Scout Experience Boxes
Day 15	Family Engagement Safety
Day 29 (+ Active Status)	Troop Money Basics Opening a Bank Account
Day 36	Field Trips Girl Scout Events
Day 43	Prepare to Go Outdoors
Day 90	All About Uniforms
Day 120	Customer Care
Day 150	Free Badge Booklets & the VTK
Day 180	Thank you!
Day 210	Planning Troop Meetings

Day 240	Helpful Resources
Day 270	Girl- Led
Day 300	Progression of the Outdoors
Day 350	Thank You! Happy 1 st Anniversary!

Addendum

Welcome Packet

Sent to all new troop leaders and co-leaders

Contains:

- Welcome Letter
- Begin Your Adventure
- Volunteer Guide
- Welcome to Girl Scouts Guide
- MYGS Basics

1st Troop/Parent Meeting Packet

Sent to troop leader or designee

Contains:

- Parent Meeting Packet Letter
- Parent Meeting Agenda
- Girl Scout Promise & Law and Traditions Handout
- Uniform Basics – Daisy, Brownie, Junior
- Registration QR Code
- Helpful QR Codes
- Jump Start Membership Flyer
- Girl Activity Handout – for each girl
- Parent Handout – for each family
- General Permission/Health History Form – for each girl

Girl Scout Experience Boxes (GSEB)

GSEB being shipped in August of each troop year. The number of boxes at troop will receive depends on their troop start date. When their subscription begins, they will receive an initial welcome box. A troop can receive up to 8 other boxes which have plans and supplies for more than 16 meetings. Only first year Daisy and first year Brownie troops are eligible for GSEB. For more details visit: <https://www.girlscouts.org/en/members/for-volunteers/experience-box.html>

GSUSA's Criteria:

- At least 4 girls and 1 adult must be registered
- Daisy troops must have 4 new girls registered
- Brownies must have 4 girls that are either new or have bridged from Daisys

Contains:

- Meeting Plans
- Scripts

- Handouts
- Supplies