

A guide to using your goals to strengthen your CST

This is your chance to plan our 100th Anniversary year of Brilliance! The Standards of Brilliance template will give you the road map (August 2011 through June 2012) to being a great community service team supporting leaders and giving girls every opportunity to have a great experience. Use this to plan your year and measure your success! **A bonus is that these goals also help the community service team earn over \$1000 that can be used to support future programming, recruitment and volunteer support. Each activity allows your team to earn up to \$1000 and bonus points can earn your team up to \$180 more! Earn \$500 by meeting the first two goals!!**

This opportunity is provided as a resource to CSTs and is intended for use in celebrating the 100th anniversary in your community. It may also be used to purchase Journeys and Girl's Guides to Girl Scouting books for girls and leaders, program assistance for community service team or council events, membership assistance for girls and leaders, learning opportunities and so much more.

Idea...

Create a poster of your goals and share them at each community service team meeting so everyone becomes a part of your success. Remember these three key objectives of the 100th Anniversary:

1. Building Capacity
2. Leveraging the 100th
3. Celebration and visibility for the organization

Bonus Points! Bonus Money!

Achieve your goals and watch for Bonus Points! The bonus points are in addition to the goal to which they are attached, so you must achieve the goal to earn the bonus points! More points, more money for your CST!

How do we get our CST Bonus?

In order to receive your funds, your CST will need to complete the attached form with completed tasks to date and return it by December 31, 2011, for distribution of the first bonus money on January 31, 2012, and June 30, 2012, for distribution of the final bonus money on July 31, 2012. If you have any questions, please contact your Community Development Executive or funddevelopment@gswestok.org

Key to Position Titles

Position titles are listed next to goals. Keep in mind, the guide lists who should be tracking the goal, not who is responsible for the goal. All goals take teamwork from the team to achieve them; be sure to review them regularly at your meetings and encourage teamwork for success!

Community Service Manager	CSM	Community Service Treasurer	CSTR
Community Service Secretary/Registrar	CSSR	Product Sales Consultant	PSC
Troop/Group Organizer	TGO	Resource Manager	RM
Event Coordinator	EC	Girl Mentor	GM
Community Service Team	CST	Community Development Executive	CDE

Key Position	Overall Goals	Available	Received	Approved
CST	1. At least 2 members of the CST attend GSU in June 2011 (must attend both days to be eligible.)	250	-----	
CST	2. At least 2 members of the CST attend Leadership Summit (both days, Friday and Saturday August 12 & 13th, 2011.) <ul style="list-style-type: none"> BONUS POINTS! CST completes Leadership Summit Workbook and returns a completed copy to the CDE by end of the Summit. 	250 <i>10 extra!</i>	----- -----	
CSM CSSR	3. Positive and Productive CST meetings are held monthly August 2011 through June 2012. <ul style="list-style-type: none"> BONUS POINTS! On average, 85% or more troops are represented at each CST meeting. 	10 <i>5 extra!</i>	----- -----	
EC	4. Girls in the community service team area are invited to all community service team events.	10	-----	
CSSR	5. CST enhanced community visibility by creating displays in community locations, coordinated a booth at a community event, participated in a parade, etc. Each participation function is worth 5 points . A maximum of 5 functions may be applied to this goal. # _____ of functions x 5 = _____ (please enter total in far right column)	25	-----	
CSSR	6. CST enhanced community visibility by submitting articles and pictures to local papers. Each photo/article is worth 3 points . A maximum of 10 photos/articles may be applied to this goal. Please attach a copy of the article/photo or the clipping from the local paper with the paper's name and date. # _____ of photos/articles x 3 = _____ (please enter total in far right column)	30	-----	
CSM	7. CST is represented at Fall 2011 and Summer 2012 GSUs <ul style="list-style-type: none"> BONUS POINTS! All elected CST delegates attended the 2012 year Annual Meeting held in January 2012. 	10 <i>10 extra!</i>	----- -----	
EC	8. CST sponsored 100th Anniversary Event. <ul style="list-style-type: none"> BONUS POINTS! CST Event evaluations utilize outcome measures and evaluation forms are turned into the council. BONUS POINTS! CST Event was attended by community leaders. 	15 <i>10 extra!</i> <i>10 extra!</i>	----- ----- -----	
EC	9. CST recruits volunteers to assist with 100th Anniversary event or council committee.	10	-----	
CSM	10. 50% of troops participated Endowment Campaign by June 2012. <ul style="list-style-type: none"> BONUS POINTS! 10 points if 75% or more troops participate! 	30 <i>10 extra!</i>	----- -----	
TGO	11. Recruitment nights/events are scheduled for elementary schools in CST area and dates were submitted to CDE by August 31, 2011. <ul style="list-style-type: none"> BONUS POINTS! Recruitment information is distributed in a variety of ways (flyers, newsletters, school websites) in all elementary schools by September 30, 2011. 	25 <i>10 extra!</i>	----- -----	

Key Position	Goals	Available	Received	Approved
CST	12. CST Recruitment/Retention goals emailed by your CDE signed and attached by December 31, 2011 . <ul style="list-style-type: none"> • BONUS POINTS! Plan of Work includes at least one goal relevant to implementing a new recruitment/retention strategy 	10 <i>5 extra!</i>	_____ _____	
CSSR	13. Girl membership as of December 31, 2011 was: _____ 50% of girl membership goal for the 2011-2012 membership year. 65% of girl membership goal for 2011-2012 membership year. 90% of girl membership goal for 2011-2012 membership year. <ul style="list-style-type: none"> • BONUS Points! 95% or more of the goal was achieved by December 31. • BONUS MONEY! 100% of goal was achieved by December 31 	15 35 55 <i>15 extra!</i> <i>20 extra!</i>	_____ _____ _____ _____ _____	
PSC	14. 50% of eligible troops participated in the Fall Product Program. 50% of troops as of October 31 was: _____. <ul style="list-style-type: none"> • BONUS Points! 75% or more participated 	15 <i>15 extra!</i>	_____ _____	
PSC	15. CST plans and hosts a Cookie Rally by January 27, 2012 .	25	_____	
CSSR	16. 100% of girl membership goal was achieved by February 28, 2012 . Girl membership as of February 28 was: _____	10	_____	
CST	17. Proclamation Received from Mayor for Girl Scout Birthday by March 12, 2012 . <ul style="list-style-type: none"> • BONUS Points! 50% or more of CST represented at Girl Scout Anniversary Event at the Capitol. 	10 <i>10 extra!</i>	_____ _____	
PSC	18. 90% of all eligible troops participated in the Cookie Program. 90% of troops as of February 28 was: _____. % of troops that participated was: _____. <ul style="list-style-type: none"> • BONUS Points! 80% of girls participating in Cookie Program achieved a per girl average of 208 boxes. Total CST boxes sold divided by # of girls selling: _____ 	25 <i>15 extra!</i>	_____ _____	
PSC CSTR	19. All participating troops submitted final payments and paperwork by March 24, 2012 .	25	_____	
EC	20. CST hosted a special event for girls and their families that promoted summer camp opportunities and options by March 31, 2012 .	25	_____	
EC	21. CST celebrates Leader Appreciation Day (April 22) by doing something special for the leaders of their communities. Please share what you did: _____ _____ _____ _____	15	_____	

Key Position	Goals	Available	Received	Approved
CSM	22. All CST members have had a performance review conducted with the community service manager and/or staff member and are appointed, assigned or released for the 2012-2013 membership year by May 31, 2012.	25	-----	
CSM	23. Any empty CST positions are recruited and appointed for the 2012-2013 membership year by June 30, 2012.	25	-----	
EC	24. CST held a recognition and/or bridging event by June 30, 2012.	10	-----	
CSM	25. CST meets 55% retention rate for girls and 70% retention rate for adults through Early Bird by June 30, 2012. <ul style="list-style-type: none"> • BONUS POINTS! CST meets 75% girl retention and 85% adult retention by June 30. 	20 <i>25 extra!</i>	----- -----	
CSTR	26. 75% of Troop End of the year financial report submitted by June 30, 2012 <ul style="list-style-type: none"> • BONUS POINTS! 100% of Troop forms were submitted by June 30. 	10 <i>10 extra!</i>	----- -----	
CSTR	27. CST financial end of the year report including CST 2012-13 Budget, CST Cookie Proceeds Request forms and end of year financial forms was submitted by June 30, 2012.	10	-----	
CSTR	28. 50% of CST volunteers participate in the "BN45" campaign by June 30, 2012. <ul style="list-style-type: none"> • BONUS POINTS! More than 75% of Volunteers participate by June 30. 	15 <i>10 extra!</i>	----- -----	

Standards of Brilliance Goals Report

CST # _____ Contact _____ Email _____

CST Points Accumulated as of December 31, 2011:	-----
CST Points Accumulated as of June 30, 2012:	-----
CST Manager signature needed for approval	-----

Did you check all of your goals?

Mid-term report must be turned by December 31, 2011, for money to be distributed by January 31, 2012. The final report is due June 30, 2012, for money to be distributed by July 31, 2012!

Keep a copy of this form for your files.

Office Use Only

Received on: _____ by: _____ CDO/COO Approved: _____ CST Notified Date: _____
 Finance Signature: _____ Date paid: _____ Final Amount: _____

