



Early Bird Renewal Troop Toolkit

Ignite Your Future

2025

Early Bird Renewal offers benefits for both the Girl Scout and the troop! The earlier your troop renews, the more benefits you earn! Early Bird renewal offers a convenient way to renew your entire troop all at once. All Girl Scout memberships must be renewed for the new Girl Scout year to remain active: October 1, 2024 – September 30, 2025.

What do Girl Scouts get when they renew during Early Bird?



One less headache for you and caregivers in the fall! If she renews in the spring, she can jump right into programming again in the fall with no disruptions.

In addition, each girl will receive a discount off their GSUSA Membership Registration as well as a GSMIDTN Renewal Patch with Rocker.

National membership dues are \$25 per member, and these fees go directly to GSUSA. With this incentive, member registrations will be subsidized by GSMIDTN to cost \$15 per member through May 15 and \$20 per member through June 5.

What do Troop Leaders get when they participate in Early Bird?

Time! Save yourself the hassle of chasing down registrations in the fall by taking care of it during Early Bird. Early Bird Renewal is the only time during the year a Troop Leader can register their entire troop! Plus, get started on planning your year sooner, knowing how many girls are participating in your troop.

Volunteers are the real MVPs! As a thank you for your commitment to her success, every troop will receive two FREE GSUSA memberships.

Additional adults registered will be eligible for the discounted membership relative to the tier in which they registered - \$15 per member through May 15 and \$20 per member through June 5.

Please notify your RE who is receiving the two free memberships before you complete Early Bird Renewal registration.

What do Troops get when they participate in Early Bird?

All Troops that register three or more girls by June 5, 2024 will receive a Josephine's Journey Council Quest Pack with Quest patch for each registered girl

Troops that register 100% of their girls by April 17 will receive:

- One Activity in a Box per troop with enough supplies for girls that register by April 17
- One FREE badge per girl that registers by April 17
- \$20 in Council Program Credit per troop

Troops that register 100% of their girls by May 15 will receive:

- One Activity in a Box with enough supplies for girls that register by April 17
- \$10 in Council Program Credit per troop

Troops who register 100% of their girls by June 5 will receive \$10 in Council Program Credit for their troop!

We hope that if you have girls not returning to Girl Scouts, you will consider extending an invitation to other girls in your area to help enhance your troop and make for the best Girl Scout experience. New Troop members that join during Early Bird Renewal will count toward renewal numbers.

What do Service Units get when they participate in Early Bird?

Three Service Units with the highest percentage of girl renewal receives priority booking of a Camporee OR one free Council facilitator led Service Unit Journey Day.

All Service Units that achieve at least 80% girl renewal will receive, for all girls attending, one free Camporee Campativity at a Council property OR one free Travel Activity at a Service Unit event.

Service Units that achieve at least 75% girl renewal will receive one free custom screen print for the Service Unit.

Please see the [Incentive Details](#) and [Incentive Overview](#) pages for more information on tier benefits

Incentive Details

Josephine's Journey Council Quest Pack

Take a trip with Josephine Holloway to learn about Diversity, Equity, and Inclusion, right from your meeting space! Your Josephine's Journey Council Quest pack will include:

- All necessary girl guides, workbooks, and worksheets for each Girl Scout
- One Quest patch for each girl
- A suggested four-meeting plan and guide for troop leaders
- Additional Supplies
 - Brownie/Junior - 1 pack Crayola Colors of the World crayons, stationery for each Girl Scout
 - Cadette - 1 pack Crayola Colors of the World markers
 - Senior/Ambassador - 1 bracelet-making kit

Pickup will take place during business hours in the Volunteer Resources workshop in the Cabin starting June 17, 2024.

Activity in a Box

Bring a piece of summer camp home with your own DIY tie-dye creations! Each girl will receive a kit including:

- 1 Bottle
- 1 Tie Dye Color (assorted)
- 1 Bandana
- Rubber bands
- Gloves
- Cheat sheet to create our favorite tie-dye patterns!

Troops that receive an Activity in a Box will receive an email notifying them of their troop's qualification and redemption details.

Program Credits

Program credit will be valid for troop program registration for programs that take place between October 1, 2024-May 31, 2025. Troops that receive program credit will receive an email notifying them of their troop's qualification and redemption details.

Service Unit Incentives

Service Unit Incentives will be valid October 1, 2024-May 31, 2025. Service Units that receives one or more of the incentives will be notified through their Service Unit manager. SU managers will receive an email notifying them of their Service Unit's qualification and redemption details.

Incentive Overview

Early Bird Renewal offers benefits[†] for both the Girl Scout and the troop!

	April 3-17 (Early Bird – Tier 1)	April 18 - May 15 (Early Bird – Tier 2)	May 16 - June 5 (Early Bird – Tier 3)
Girl Renewal [*]	\$10 off GSUSA Registration GSMIDTN Registration Patch with Renewal Rocker		\$5 off GSUSA Registration GSMIDTN Registration Patch with Renewal Rocker
Troop Renewal	Two FREE Adult GSUSA Registrations [‡] Josephine's Journey Council Quest Pack with Quest patch for each girl ^{**}		
Troop 100% Renewal [§]	\$20 Program Credit ^{††} One FREE badge per girl ^{**} Activity in a Box	\$10 Program Credit Activity in a Box	\$10 Program Credit
Service Unit (SU) [§] Renewal	Three SUs with the highest percentage of girl renewal receives priority booking of a Camporee OR one free Council facilitator led SU Journey Day		
	All SUs that achieve at least 80% girl renewal will receive, for all girls attending, one free Camporee Campativity at a Council property OR one free Travel Activity at a SU event		
	SUs that achieve at least 75% girl renewal will receive one free screen print for the SU		

* National membership dues are \$25 per member, and these fees go directly to GSUSA. With this incentive, member registrations will be subsidized by GSMIDTN to cost \$15 per member through May 15, 2024 and \$20 per member through June 5, 2024.

† Incentive tiers are not cumulative and will be distributed by the start of the 2025 Girl Scout year. You will receive an email with redemption instructions from your Regional Executive.

‡ Please ask your Regional Executive how to redeem or see page 6 of the Early Bird Renewal Toolkit. Additional adults registered will be eligible for the discounted membership relative to the tier in which they registered.

§ Renewal percentages will be based on the number of paid girl registrations for the 2024 Girl Scout year for memberships dated no later than April 2, 2024 at 11:59 PM. This number will be compared to paid girl registrations for the 2025 Girl Scout year within the appropriate tier. Camporee Campativity and Travel Activity options are subject to restrictions.

** Number of badges, patches, and program supplies received will be based on the troop's number of paid girl registrations for the 2025 Girl Scout year for memberships dated between April 3 and May 15, 2024.

†† Troop incentives are one per troop unless otherwise listed.

How to redeem your troop's TWO FREE adult membership registrations

*Please complete these steps BEFORE you start your troop's registration process.
It is recommended that you notify your RE of who is redeeming BEFORE Early Bird Renewal begins.*

Let your Regional Executive know which two adults will be utilizing the FREE memberships.

Your Regional Executive will use this information to apply a promotion code to these adult's profiles

When your Regional Executive is finished applying the code, you will be able to complete the Early Bird Renewal Instructions.

While completing the Early Bird Renewal Instructions, after you select all girls and adults returning - including the two who are receiving the free memberships - you should be asked for payment for all members *except* the adults who received the free memberships.

If you do not see the two adults who received the free memberships in your cart, your Regional Executive has applied the promotional code, and these adults have been paid for automatically - you can complete the Early Bird Registration process.

If you do see the two adults who received the free memberships in your cart, this means your Regional Executive has not yet applied the promotion code, and you will need to continue following these instructions.

Please complete payment for all other members by clicking the red X next to their names in the cart.
Do not select the adults who received the free membership. We will not reimburse troops if payment is made for these adults.

After you complete payment for all other members, notify your Regional Executive that you have the two adults who are receiving the free memberships in your cart.

Your Regional Executive will retroactively pay for these members only when there are no other unpaid members in the cart. Please notify quickly as unpaid registrations will be deleted after 5 days of nonpayment.

How to Pay for Early Bird Renewal

Renewal Best Practices - Payment

Your troop will not be available in the Troop Marketplace for parents/caregivers to place their girl in your troop. The easiest way to ensure that returning girls are placed in your troop is for parents/caregivers to pay you and you register them through Early Bird Renewal.

Your troop has 2 different options for handling renewal payment.

OPTION 1: Troop Renewal - Troop Payment

The troop renews girls from the Troop Leader's CouncilALIGNMENT account using the troop's debit card with funds earned through Product Programs or other money-earning activities.

OPTION 2: Troop Renewal - Caregiver Payment

The troop renews girls from the Troop Leader's CouncilALIGNMENT account and collects payment from caregivers prior to renewal. We recommend you DO NOT renew girls until AFTER you have collected the membership fee payment.

We suggest holding a caregiver meeting or dedicate some time at the end of a troop meeting for caregivers to turn in their payments via cash or check. You can deposit the payments into the troop account and then use the troop debit card to renew those girls.

You can also assist caregivers who would like to pay via credit card by setting up the renewal and having them enter their credit card details before submitting. Please contact your Regional Executive for more information about this option.

Using the necessary discretion, you can also take note of caregivers who ask for Financial Assistance and notify your Regional Executive to apply payment.

Renewing with Financial Assistance

If a girl member of your troop needs financial assistance, please complete the renewal process and pay for all members NOT receiving financial assistance. Once you have completed payment, email your Regional Executive ASAP to have financial assistance applied to the girl members. If you do not notify your Regional Executive of girls in need of financial assistance, the girls are subject to registration cancelation due to nonpayment and will not count toward Troop and Service Unit incentives.

2025 Early Bird Renewal Instructions

Start your troop's registration process today!

Visit gsmidtn.org/CouncilAlignMENT and login with your username/password.

Navigate to your "Troop Management (2024)" box in the bottom left hand corner.

Then, click on "Troop Member Roster (Re-Register Option)."

Select "Re-Register Troop" at the top of the page.

Utilize check box function to select current girl and adult members who plan to re-register.

Click the blue "Re-Register" button to continue.

At this point, you may add any Gift to Girl donations next to the individual making the donation.

Leaders should enter all donations and click "Add Donation" before checking any of the Xs.

Click the red X next to all girls and adults you wish to pay for.

All items that do not have a green check mark will remain in your Troop Shopping Cart until selected.

Girls and adults will not be officially "registered" until paid.

Use your troop debit card to pay for membership fees and Gift to Girl donations.

Continue until you have made it to the Payment Confirmation page.

If you choose to navigate away from the check out page before submitting payment, your Troop Shopping Cart can be found next to the "Re-Register Troop" button above your roster.

Submit online registration by June 5, 2024.

Helpful Reminders

- Financial assistance is available. Please contact your Regional Executive for further instructions as soon as possible when renewing your troop.
- Any Girl Scout who donates \$10 or more to our Gift to Girls program will receive a Gift to Girls rocker.
- The steps above are best completed in one sitting.
- Your troop will not be available in the Troop Marketplace for parents/caregivers to place their girl in your troop. The easiest way to ensure that returning girls are placed in your troop is for parents/caregivers to pay you and you register them through Early Bird Renewal.

2025 Early Bird Renewal Visual Instructions

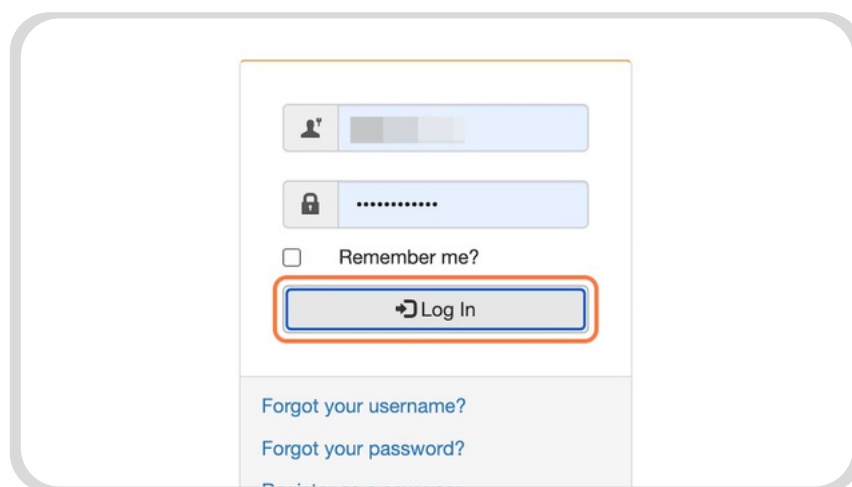
These steps are best completed in one sitting.

STEP 1

To begin, visit ca52.councilalignment.org.

STEP 2

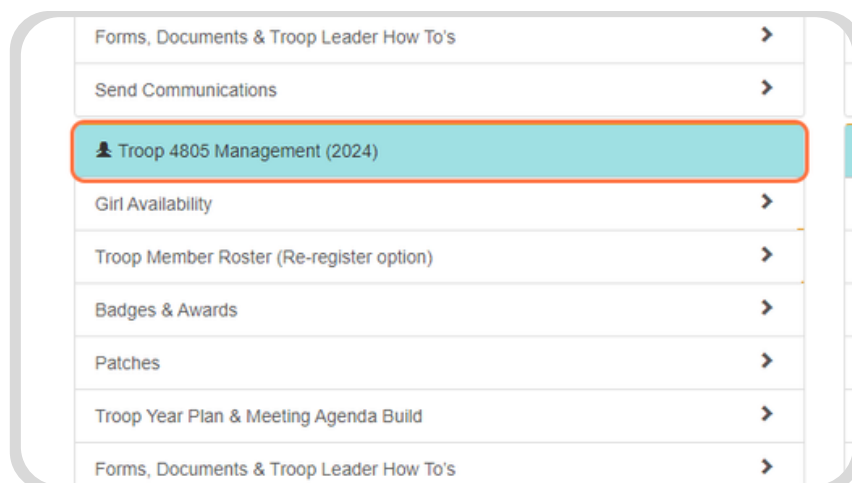
Log In with your username and password.



Username field
Password field
☐ Remember me?
Log In
[Forgot your username?](#)
[Forgot your password?](#)

STEP 3

Navigate to your "Troop xxxx Management (2024)" box.

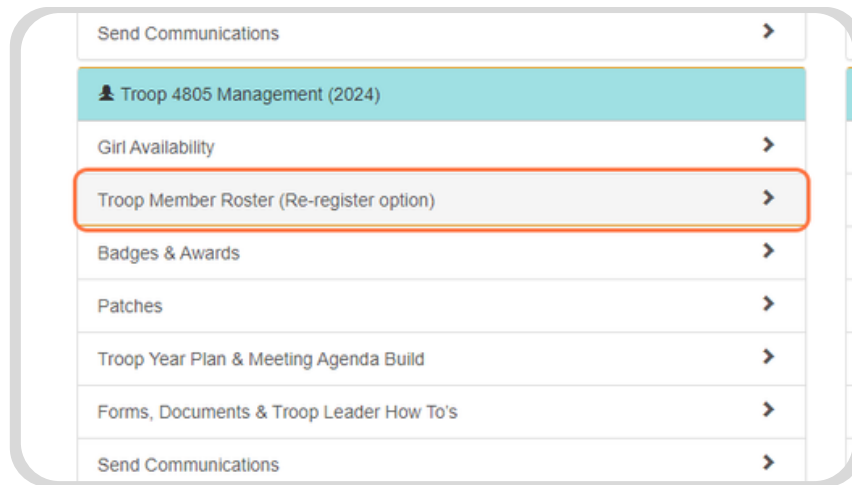


Forms, Documents & Troop Leader How To's	>
Send Communications	>
Troop 4805 Management (2024)	
Girl Availability	>
Troop Member Roster (Re-register option)	>
Badges & Awards	>
Patches	>
Troop Year Plan & Meeting Agenda Build	>
Forms, Documents & Troop Leader How To's	>

2025 Early Bird Renewal Instructions, cont.

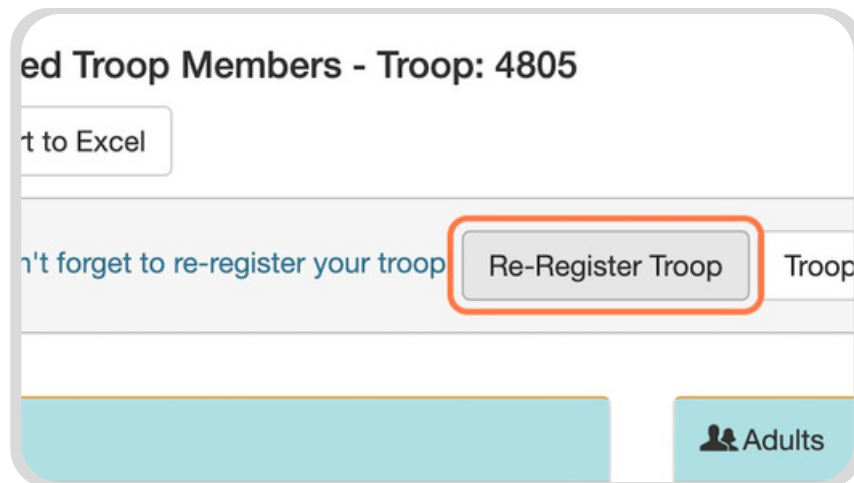
STEP 4

Click on Troop Member Roster (Re-register option).



STEP 5

Click on Re-Register Troop.



2025 Early Bird Renewal Instructions, cont.

STEP 6

Select the adults and girls you wish to re-register by clicking the checkmark next to their names.

Make sure to select all adults that plan on returning for the troop - not just yourself.

The image shows two overlapping window mockups. The background window is titled 'Girls' with a person icon. It contains a list item 'Girl 1' with a blue checkmark in a box to its left. Below the list are labels for 'Home Address:' and 'Mobile Phone:'. The foreground window is titled 'Adults' with a person icon. It contains a list item 'Adult 1' with a blue checkmark in a box to its left. Below the list are labels for 'Home Address:', 'Mobile Phone:', 'Home Phone:', and 'Primary Email:', each followed by a text input field.

STEP 7

Click on Re-Register.

The image shows a button with a blue background and a white border, containing a white document icon with a checkmark and the text 'Re-Register'. The button is highlighted with a thick orange rectangular border.

2025 Early Bird Renewal Instructions, cont.

STEP 8

At this point, you may enter all donations for each girl or adult. Click “Add Donation” before checking any of the Xs.

23 11:06 AM)

Balance Due: \$15.00

Pay For This Item? ☒

10

Add Donation

/2023 11:06 AM)

Pay For This Item? ☒

10

Add Donation

Balance Due: \$15.00

/2023 11:06 AM)

Pay For This Item? ☒

Any Girl Scout who donates \$10 or more to our Gift to Girls program will receive a patch

STEP 9

Click on the red X next to "Pay For This Item?" for ALL items in the cart you wish to pay for. Ensure all items you wish to pay for have a green check.

Balance Due: \$15.00

Pay For This Item? ☒

Donation Amount

Add Donation

Balance Due: \$15.00

Pay For This Item? ☒

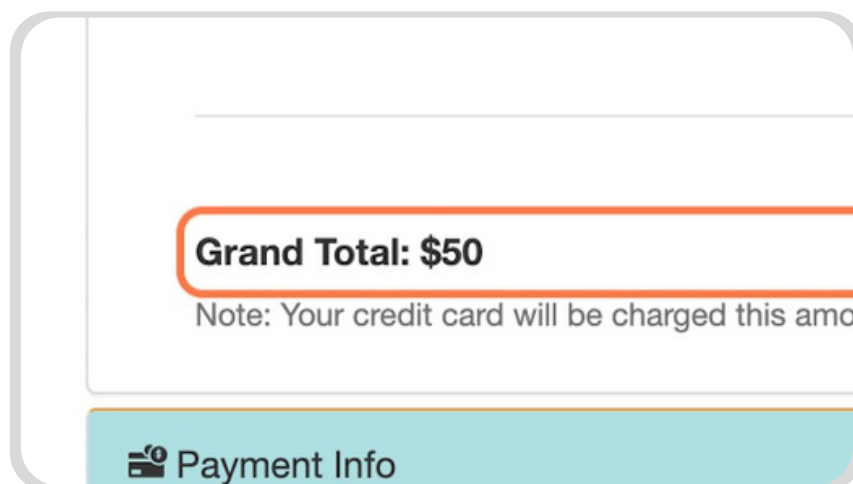
10

Add Donation

2025 Early Bird Renewal Instructions, cont.

STEP 10

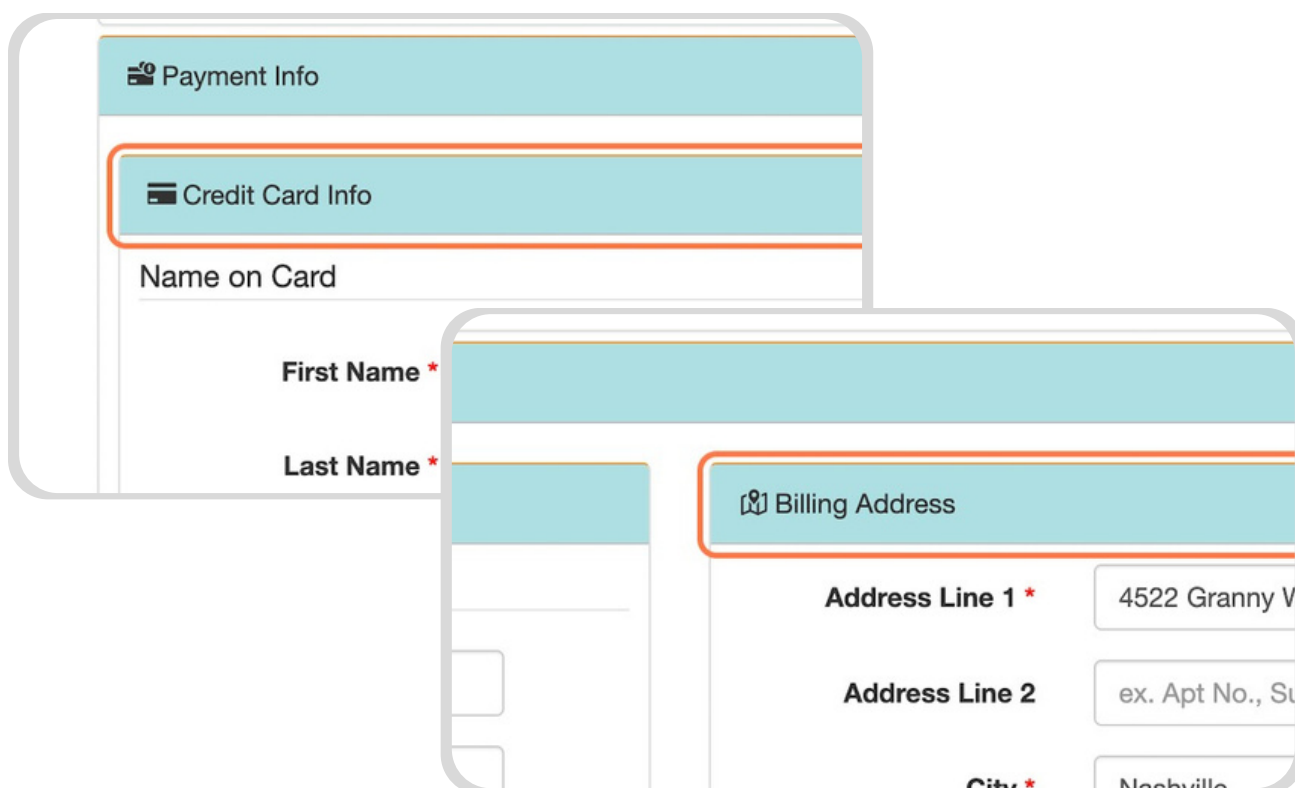
Confirm your total - if your total does not look correct, ensure all red Xs are now green checkmarks.



A screenshot of a web form section. At the top, there is a light blue header bar. Below it, a white box contains the text "Grand Total: \$50" in bold black font. Underneath this, in a smaller font, is the note "Note: Your credit card will be charged this amount". At the bottom of the white box is a light blue bar with a credit card icon and the text "Payment Info".

STEP 11

Use your troop debit card to pay for membership fees and Gift to Girl donations.



A screenshot of a web form showing two overlapping sections. The top section, titled "Credit Card Info" in a light blue bar, includes a "Name on Card" field with "First Name *" and "Last Name *" labels. The bottom section, titled "Billing Address" in a light blue bar, includes "Address Line 1 *" (with the example "4522 Granny V"), "Address Line 2" (with the example "ex. Apt No., Su"), and "City *" (with the example "Nashville").

2025 Early Bird Renewal Instructions, cont.

STEP 12

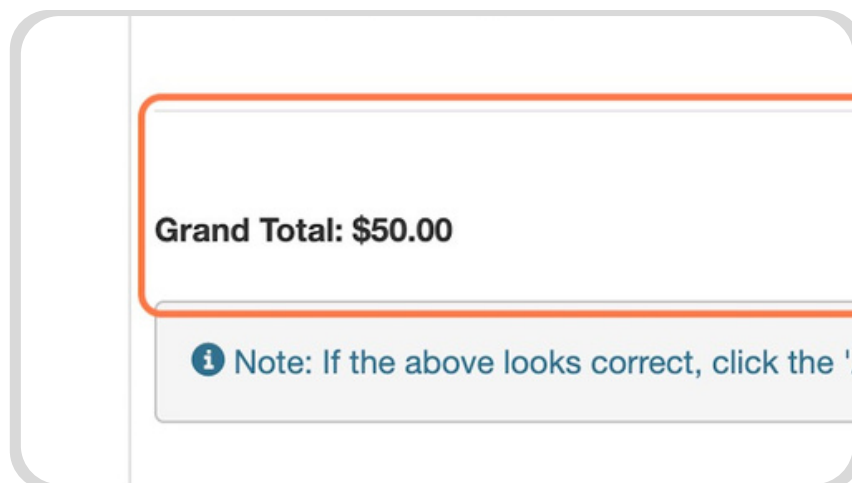
Click on Continue.



A screenshot of a web form. On the left, there is a red asterisk followed by the text "required field". To the right of this text is a blue button with a white right-pointing arrow and the word "Continue". The button is highlighted with a thick orange border.

STEP 13

Double check your Grand Total. This is what will be charged to your card.

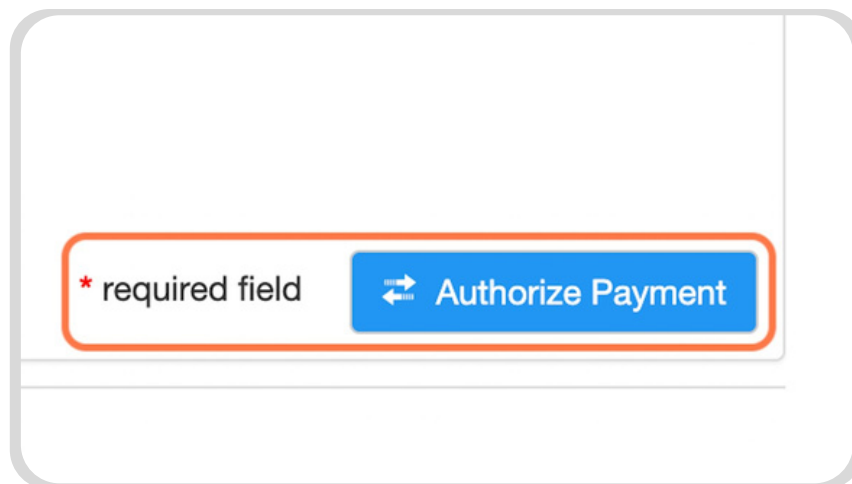


A screenshot of a web form. It shows a section with a white background and a light gray border. Inside, the text "Grand Total: \$50.00" is displayed in bold. Below this, there is a light gray box containing an information icon (a lowercase 'i' in a circle) followed by the text "Note: If the above looks correct, click the '".

2025 Early Bird Renewal Instructions, cont.

STEP 14

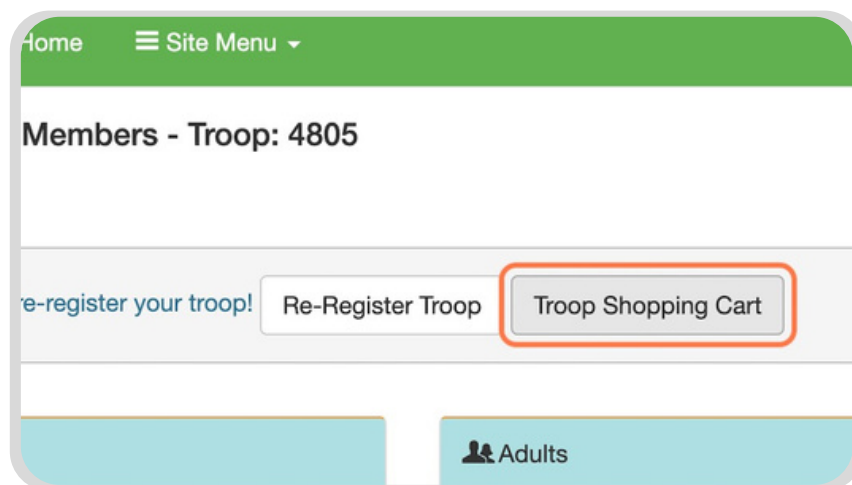
Click on Authorize Payment.



CONGRATULATIONS! You have now renewed your troop! We hope you have an amazing 2025 Girl Scout year.

STEP 15, optional

If you choose to navigate away from the check out page before submitting payment, your Troop Shopping Cart can be found next to the "Re-Register Troop" button above your roster. Click on "Troop Member Roster (Re-register option)" in your Troop Management box for 2024 to navigate to this page.



Early Bird Troop Email Template #1

To: Troop
Volunteers

From: You/
Co-leader(s)

Send:
March 13 - 31

Copy/
paste into
your email
and
customize
based on
your troop's
needs

OPTION 1: Troop Renewal - Troop Payment

Hello Volunteers,

April is fast approaching, which means it's the beginning of the Early Bird renewal period! During Early Bird, GSMIDTN offers incentives to individuals, troops, and Service Units to renew their Girl Scout membership early. Early Bird runs from April 3 to June 5, 2025.

Our troop can earn perks if we renew 100% of our current girls or recruit additional girls up to 100% of our current number, so we want to raise this opportunity up to our parents and caregivers early and often.

I have attached the [Incentive Overview](#) that was provided by council, so we can discuss if we think 100% renewal is a goal we can hit, and if so, when we want to make sure we register by for the appropriate benefits.

Early renewal not only helps Council measure projected membership numbers and helps the Service Unit look ahead for next year, but will help us as a troop decide how many new girls we can accept into our troop and allow us to get started on planning sooner.

In addition to troop perks, girls get a discount on their membership and a patch. Until May 15, girl renewals will only cost \$15. After that and until June 5, registrations will cost \$20. This is compared to the usual \$25 that will be expected after June 5.

In order to relieve parents and caregivers of financial burden, our troop has voted to utilize troop funds to renew our girls.

Thank you for all you do! If you have questions about Early Bird, please reach out.

OPTION 2: Troop Renewal - Caregiver Payment

Hello Volunteers,

April is fast approaching, which means it's the beginning of the Early Bird renewal period! During Early Bird, GSMIDTN offers incentives to individuals, troops, and Service Units to renew their Girl Scout membership early. Early Bird runs from April 3 to June 5, 2025.

Our troop can earn perks if we renew 100% of our current girls or recruit additional girls up to 100% of our current number, so we want to raise this opportunity up to our parents and caregivers early and often.

I have attached the Incentive Overview that was provided by council, so we can discuss if we think 100% renewal is a goal we can hit, and if so, when we want to make sure we register by for the appropriate benefits.

Early renewal not only helps Council measure projected membership numbers and helps the Service Unit look ahead for next year, but will help us as a troop decide how many new girls we can accept into our troop and allow us to get started on planning sooner.

In addition to troop perks, girls get a discount on their membership and a patch. Until May 15, girl renewals will only cost \$15. After that and until June 5, registrations will cost \$20. This is compared to the usual \$25 that will be expected after June 5.

In order to make renewal easier on everyone, we will be inviting caregivers to bring their membership fee (either via cash or check) to our meeting on [DATE]. We will dedicate time at the end of the meeting to renewing girls. Cash/check payments will be deposited in the troop account and those girls will be renewed using the troop debit card. Financial Aid applicants will be processed individually.

Thank you for all you do! If you have questions about Early Bird, please reach out.

Early Bird Troop Email Template #2

To: Parents/
caregivers

From: You/
Troop
Volunteer
Team

Send March
16th - 31st

Copy/
paste into
your email
draft and
customize for
your troops
needs

OPTION 1: Troop Renewal - Troop Payment

Hello Troop # caregivers!

April is fast approaching, which means it's the beginning of the Early Bird renewal period! During Early Bird, GSMIDTN offers incentives to individuals, troops, and Service Units to renew their Girl Scout membership early. Early Bird runs from April 3 to June 5, 2025.

During Early Bird, girls get a discount on their membership and a cute patch. Until May 15, girl renewals will only cost \$15. After that and until June 5, registrations will cost \$20. This is compared to the usual \$25 that will be expected after June 5.

In order to relieve caregivers of financial burden, our troop has decided to utilize troop funds to renew all of our girls on April 3. You won't have to do anything except notify me prior to April 1st if your Girl Scout plans to return or not!

We can't wait to make more memories with you and hope you will join us for another awesome Girl Scout year. If you have questions about Early Bird, please reach out!

OPTION 2: Troop Renewal - Caregiver Payment

Hello Troop # caregivers!

April is fast approaching, which means it's the beginning of the Early Bird renewal period! During Early Bird, GSMIDTN offers incentives to individuals, troops, and Service Units to renew their Girl Scout membership early. Early Bird runs from April 3 to June 5, 2025.

During Early Bird, girls get a discount on their membership and a cute patch. Until May 15, girl renewals will only cost \$15. After that and until June 5, registrations will cost \$20. This is compared to the usual \$25 that will be expected after June 5.

We would like to receive the full benefits of Early Bird Renewal which is why we ask that all families let us know by April 1st If you know your Girl Scout is or is not planning to return to the troop next year.

If you know your Girl Scout is planning to return to the troop next year, please prepare to bring your \$15 for her GSUSA membership + \$10 for troop dues to our next meeting.

If you will need Financial Assistance for GSUSA membership, please let me know ASAP, so I can notify council after I register the troop.

We can't wait to make more memories with you and hope you will join us for another awesome Girl Scout year. If you have questions about Early Bird, please reach out!