



Leadership FUNdamentals

CEO Welcome

Lisa Hardin-Reynolds

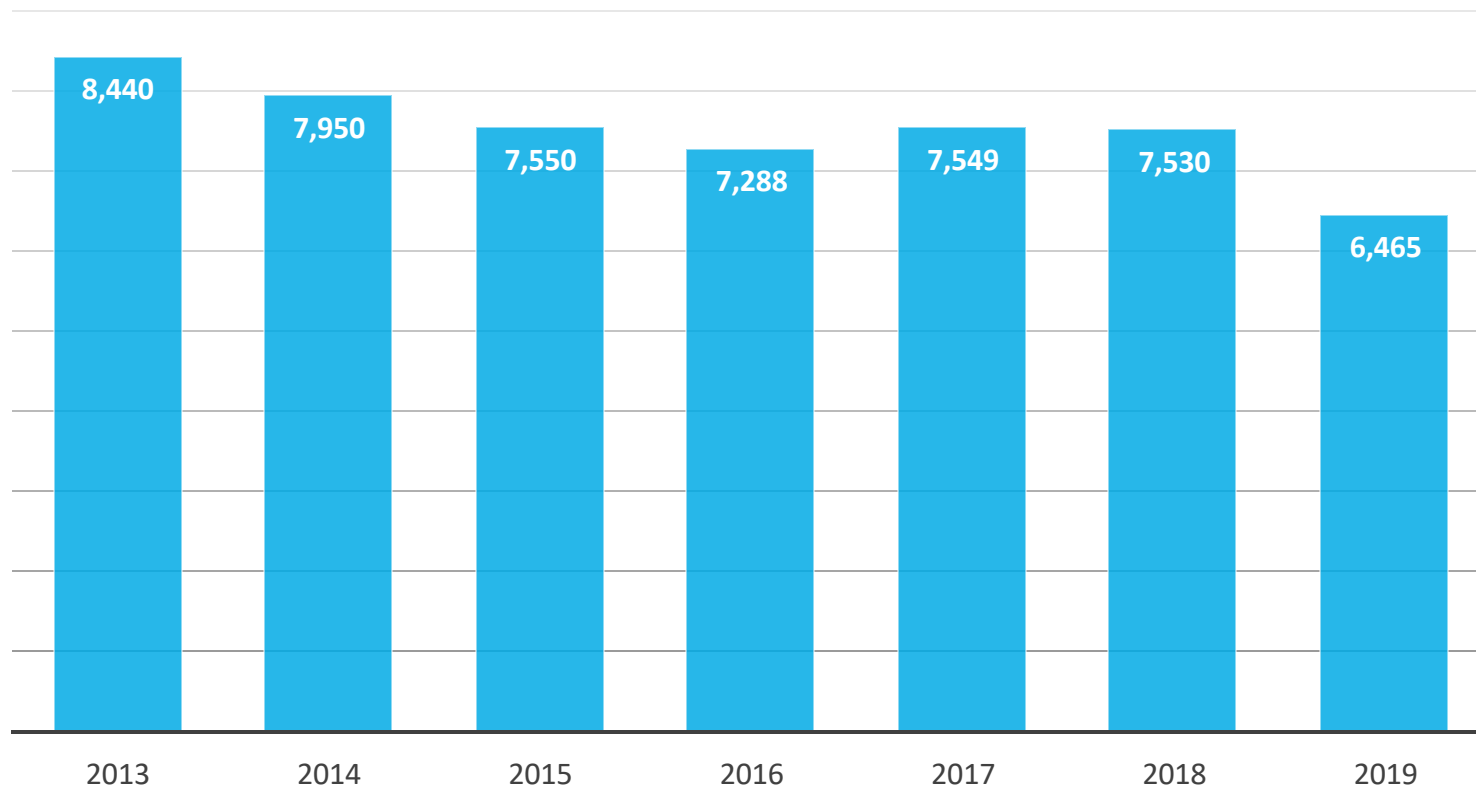




- ✿ Increase Membership
- ✿ Realign and Engage Staff
- ✿ Increase Fund Development
- ✿ Improve Financial Standing & Processes
- ✿ Support and Sustain Property Initiatives

Membership





Communications



GSU Volunteer Weekly Update



Introducing Your New Volunteer Newsletter

We know you want streamlined, consistent updates that keep you in the loop, so we are unveiling our new and improved volunteer newsletter.

This weekly newsletter will be sent to all Service Unit Teams and Troop Leaders and will replace our Community Connector, Volunteer on the Go, and New Troop Leader newsletters. Girls and parents will receive their own newsletter.

This newsletter will include updates from all of the areas you're interested in, including membership, product sales, programs, and more.

Audience

- Service Unit members
- Troop Leaders, Co-Leaders
- New Troop Leaders

Replaces

- Community Connector (monthly)
- Volunteer On-The-Go (monthly)
- New Troop Leader (monthly)

Girl Scout Weekly Update



Introducing Your New Weekly Newsletter

We know you're busy and we've heard that you want streamlined, consistent updates that keep you in the loop, so we are unveiling our new and improved member newsletter.

This weekly newsletter will be sent to all girls and parents and will replace our Girl on the Go newsletter.

This newsletter will include updates from all of the areas you're interested in, including programs, events, camps and more.

Audience

- Girls
- Parents

Replaces

- Girl On-The-Go (monthly)

Future Planning





gsLearn

Launching Fall 2019



L.E.A.P. *into* 2020

Saturday, August 3

Crescent View Middle School





55th National Council
Session
October 21-23, 2020

G.I.R.L. 2020
October 23-25, 2020

Programs







Summer Camp

80%

Registration



Development





Fri., Aug. 16 – Sat., Aug. 17
Camp Cloud Rim

Exclusive fundraising event on the shores of Lake Brimhall, where you can experience beautiful Camp Cloud Rim with a grown-up glamping flare!

Registration opens May 15 at 9:00 a.m. to reserve cabins, tents, or individual tickets.





Save the Date!



Friday, October 11
2019

Product Sales





Membership Development Team

Membership, Recruitment, and Placement

Outreach Program

Training and Development

Volunteer Support

Lisa Timoteo

Management



Letesha Nelson
VP of Membership



Lisa Timoteo
Volunteer Support Manager



Volunteer Support



Gloria Bircher
Volunteer Support Specialist
Cache, Box Elder, Wasatch, Crystal View, Suncrest,
Lakeview, Francis Peak, Frontier, and Tooele

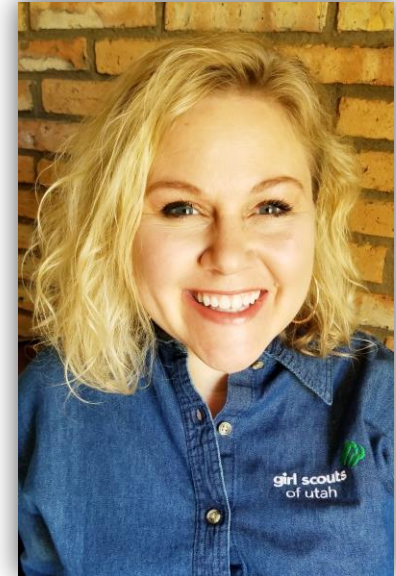
Sadie Fowers
Volunteer Support Specialist
South Davis, Sunnyside, Juniper, Millcreek, Mt. Olympus,
Jordan, Oquirrh, Copper Meadows, Hunter Valley



Volunteer Support



Amy Roberts
Volunteer Support Specialist
Timpanogos, Trefoil, Sunrise, Nebo Shadows, Alta,
Four Valley, Uintah Basin, Carbon



Mary Shipley
Recruitment & Volunteer Support Specialist
Fish Lake, Navajo Lake, Dixie, Red Rocks,
Sanpete



Recruitment Specialists



Amanda Davis
Recruitment Specialist
Timpanogos, Trefoil, Sunrise, Jordan, Oquirrh,
Alta, Copper Meadows, Hunter Valley



Danielle Magera
Recruitment Specialist
Juniper, Millcreek, Mt. Olympus, Sunnyside, Nebo
Shadows, Uintah Basin, Carbon, Tooele, Four Valley



Recruitment & Placement



OPEN - Recruitment Specialist
Cache, Box Elder, Wasatch, Crystal View, Suncrest,
Lakeview, Francis Peak, Frontier, South Davis

Madison Memmott
Placement Specialist



Placement & Outreach



Heather Peper
Placement Specialist

Tana Gaia
Outreach Program Specialist



Training and Development



Jamie Nelson
Training and Development Coordinator



Girl Scouts of the USA

Girl Scouts of Utah

Letesha Nelson

Our business requires resiliency.

In order to be successful, we have to withstand internal and external disruptions.

Why are we here?

WHAT IT IS

Fundamentals of running the membership business.

Market-assessed, data-driven, cross-team planning.

Improving the way we run our business, serve customers.

Short-term focus on proven membership priorities.



WHAT IT IS NOT

The secret sauce; the silver bullet; the final answer.

Finding new members from new markets.

Redesign our business model to try something new.

The Movement-wide membership growth strategy.



5 Near-Term Priorities

1

Targeted
K-3
Recruitment

2

First
Year
Experience

3

Focused
Retention
Efforts

4

Exceptional
Customer
Service

5

Cross-Council
Membership
Planning



Priority

Targeted K-3 Recruitment

Emphasis on
Kindergarten

Proof Points

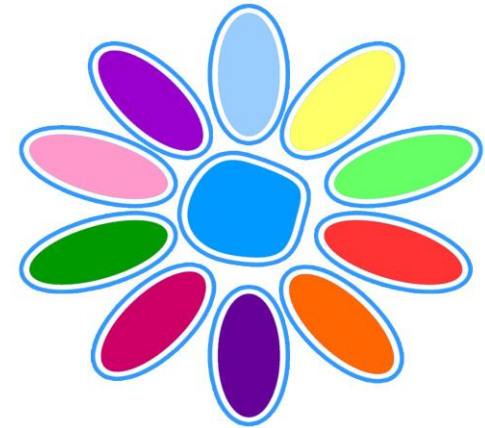
- 1 First year Kindergarteners have highest rate of retention into a second year
- 2 Girls who start in Kindergarten remain in Girl Scouts longer
- 3 Daisy girls are most satisfied, highest NPS scores (easy value proposition)



Pre-K and Daisy Enrollment

Effective April 1, 2019

- Pre-K girls can join Girl Scouts
- Pre K Troops can start meeting throughout the summer

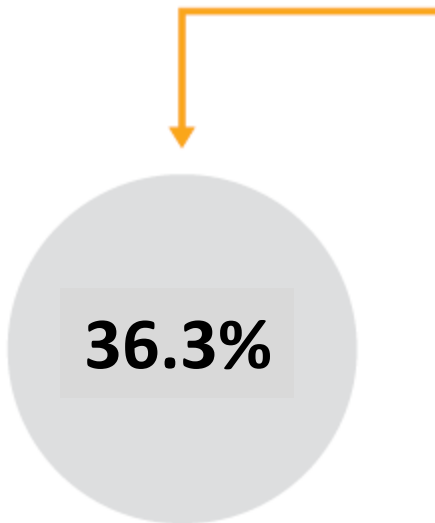


April 1 – July 31, 2019

- New adults and girls of all grade levels
- \$35 membership for 2018/2019 membership year AND the entire 2019/2020 membership year
- Can join as Juliettes or as part of a Troop



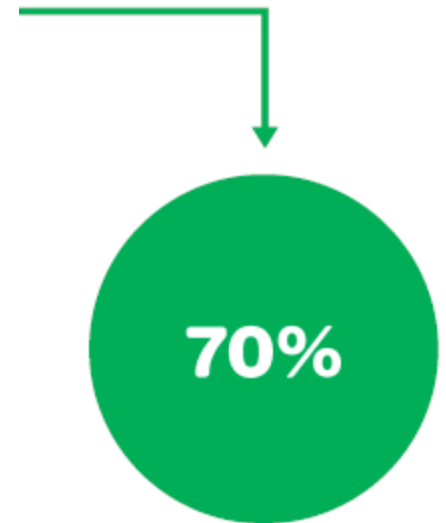




Girl Scouts of Utah
First Year Girl Retention

Girl Scouts would reach
an additional

2,576 girls

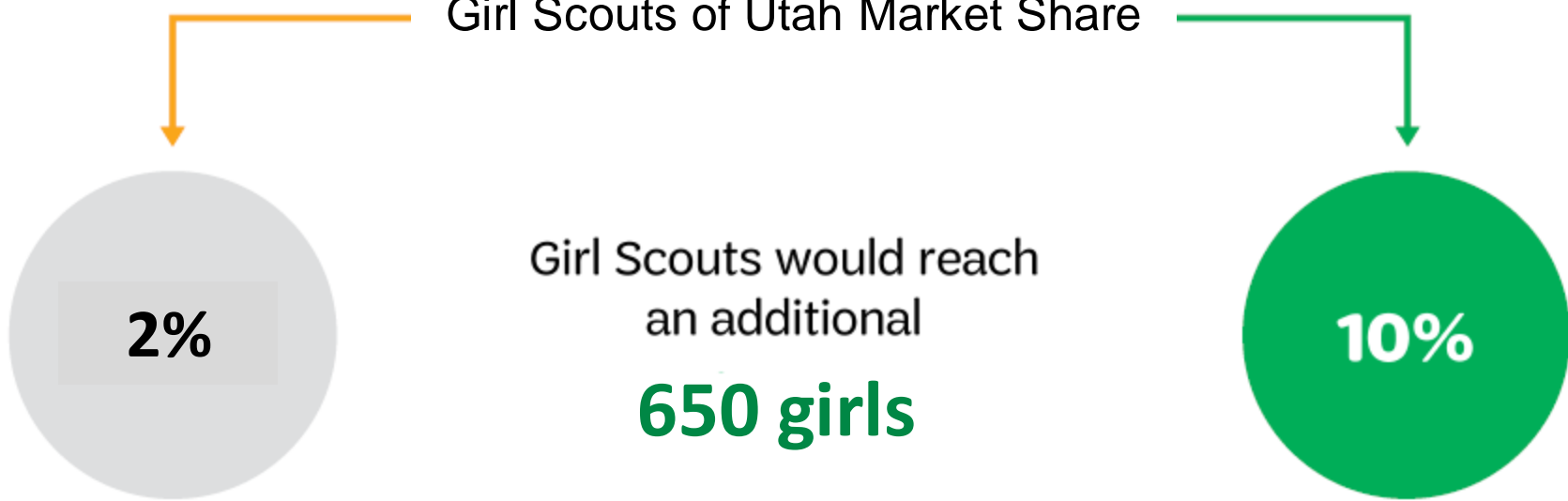








Girl Scouts of Utah Market Share



The diagram features a central title 'Girl Scouts of Utah Market Share'. An orange arrow points from the title to a light gray circle containing '2%'. A green arrow points from the title to a green circle containing '10%'. Between these two circles, text states 'Girl Scouts would reach an additional 650 girls', with '650 girls' in a larger, bold green font.

2%

Girl Scouts would reach
an additional
650 girls

10%





What would it take?

**for GSU to reach
319,596 girls**



Fall Product Sale

Michelle Roberts



GSU's NEW Fall Product Program

- Partnering with Ashdon Farms
- Nuts, chocolate, magazines, and more
- Optional program for Troops to earn money
- Short and simple program
 - 2 weeks of selling – that's it!!
- Troops will earn 10% of every product in proceeds



2019/2020 Membership Registration

Volunteer Support Specialists

Gloria Bircher

Sadie Fowers

Amy Roberts

Spring Registration



Extended Year Membership

- **\$35** – pays for 2018/19 and 2019/20 membership years
- Can join as a Juliettes or as part of a Troop

Pre-K Enrollment

- Pre-K can join Girl Scouts now
- Able to meet through the summer
- Create sister Troops (if applicable)

The Details



Dates: April 1 – June 30, 2019

Cost: \$25 per person* (girls and adults)

Paying for girls' (and adult leaders') membership fees is a great use of money earned through the Girl Scout Cookie Program! Financial assistance for the \$25 girl membership fee may be requested by the family.

**Membership fees go directly to GSUSA and are not refundable.*

The Incentives



Girl Early Bird:

- Girls who are registered by **June 30** receive the Izzy Early Bird patch and the GSUSA Next Step Patch.

Troop Early Bird:

- *Troops who renew 65% of their girls by June 30 will receive a \$50 Troop Certificate for shop merchandise, programs, and/or council activities.
- *Renew 10 girls and 4 adults by June 30 and your troop will receive an additional \$25 certificate.

Additional Troop Incentive:

- *Renew 85% of girls by September 30, 2019 and receive an additional \$25 certificate.

On-Time Event:

- Girl and adult must register as a member by **September 30** to be eligible to attend the On-Time Fall Festival at Trefoil Ranch on Saturday, October 26.



*Troops must be in good financial standing with no cookie debt, Troop Annual Financial Report submitted by June 30, meet threshold of five girls and two troop leaders to be eligible for the incentives.

Service Unit Team Positions

Letesha Nelson

In place by Leadership Summit
Saturday, August 3, 2019

GSU 8 Core Service Unit Position



- Service Unit Director*
- Assistant Service Unit Director
- SU Recruiter
- SU Recognition Chair
- SU Finance Representative
- SU Events Representative
- SU Delegate Representative
- SU Cookie Manager
- SU Product Sale Manager



*Position description under development.

Questions?

Thank you for joining us this evening!

