

Mission: Girl Scouting builds girls of courage, confidence, and character, who make the world a better place.

Strategy Vision: To be THE organization of choice that develops and empowers girls and the community that supports them.

PRIORITIES

Build a Dynamic, Enduring Organization

Grow awareness of the Girl Scout difference and align brand experience to promise

Cultivate a streamlined and consistent volunteer experience

Foster a thriving ecosystem that supports the whole girl

Create and activate a lifetime engagement roadmap

STRATEGIES

- Construct internal and external culture dimensions of Trust, Vitality, Belonging, and Purpose.
- Augment diversified, Mission-aligned revenue streams.
- Develop engaged, agile, and high-performing staff and Board teams.
- Evaluate, design, and implement a strategy to expand reach and engagement across council.

- Ensure all girl engagements include the framework of the Girl Scout Leadership Experience.
- Create passionate, knowledgeable, internal and external brand ambassadors.
- Expand public awareness of Highest Awards program and outcomes.

- Fully equip and support volunteers, with emphasis on 1st, 2nd, and transition years.
- Strengthen transparent and effective channels of communication.
- Nurture relationships through meaningful demonstrations of gratitude.
- Enhance access to resources, training, and tools needed for the girl experience.

- Engage families and community partners in removing barriers to the advancement of girls.
- Develop and steward partnerships and programs that prioritize girls' needs and voices.
- Advocate and build awareness for gender equality.
- Ensure welcoming and safe spaces that celebrate each girl's unique difference.

- Develop, test, and evaluate delivery models that drive retention at known attrition points.
- Establish a dedicated alum network to provide a platform for Girl Scouts to connect, network, and stay engaged.
- Connect alum to volunteer opportunities that align to interests and skills.

MEASURES OF SUCCESS

- Increased staff retention to 75%.
- Increased DEOCA baseline from 76 to 80.
- Meet philanthropic goal of \$555,500.
- Meet program revenue goal of \$919,125.
- Identify 5 philanthropic program sponsorship opportunities.

- Increased girl market share to 2.1%.
- Increased girl outcomes to 65%.
- Increased girl recruitment by 3%.
- Increased girl referrals from other girls to 30%

- Increase first year volunteer retention to 76%
- Increase second year volunteer retention to 60%
- Maintain Troop Leader and Program Leader Volunteer retention at 92.2%.
- Increased volunteer NPS to 28.

- Identify and cultivate 5 strategic partnerships with other mission-aligned organizations.
- Increase girl NPS to 30.
- Increase girl Belonging and Inclusion to 88%
- Increase girl Cookie Product Program Participation to 65%

- Increase older girl retention to 73%
- Increase girl retention to 72%
- Increase Lifetime members to 1,021