



## **FY'22-25 STRATEGIC GOALS**

*October 1, 2021 – September 30, 2025*

Girl Scouts Nation's Capital commits to deliver a high-quality leadership development program for all girls through our dedicated volunteers to build a more just community.

### **SERVE MORE GIRLS**

*Expand community impact of Girl Scouts by recruiting and retaining girl and adult members who reflect the rich diversity of people and cultures in our region.*

- 1. Increase Girl Membership:** Achieve girl membership of 51,000 girls by FY'25 with annual progress toward this goal.
  - a. Focus of Objectives:**
    - i. Continue to build membership that mirrors the race and ethnicity of the Greater Washington region
    - ii. Commitment to serve Black, Indigenous, and People of Color
    - iii. Minimum of 90% troop affiliation
    - iv. Average member retention of 70%
    - v. Numeric Milestones
  - 2. Increase New Girl Recruitment:** Restore annual new girl recruitment to over 16,000 by FY'25 with a focus on engaging and retaining girls in K-3 grades.
    - a. Rationale:**
      - i. Build the pipeline of new girls to achieve membership goal
      - ii. Retained older girls typically join at K-1
    - b. Focus of Objectives:**
      - i. Target K-3 families' wants and needs-
        1. Minimize time commitment
        2. Simplify participation
        3. Demonstrate program value
      - ii. Numeric Milestones

### **SUPPORT VOLUNTEERS**

*Provide a volunteer experience that engages and excites adults to deliver high-quality program.*

- 1. Strengthen Service Units:** Develop and implement a system that provides service unit teams with the tools and information to engage, support, and recognize troop volunteers and parents.
  - a. Rationale:**
    - i. Council's success is dependent on a local network of volunteers to support troops.
  - b. Focus of Objectives:**
    - i. Service Unit Strength Assessment
    - ii. Cultivate parents and troop committee volunteers to serve in service unit positions.

- iii. Assess and refine service unit structure and processes to ensure a community of belonging from a diversity, equity, inclusion, and racial justice.
  - iv. Conflict prevention, intervention and resolution, training
- 2. Virtual Engagement:** Provide members with access to online platforms, training, resources, and programs to maximize participation and access to information and minimize time and travel.
  - a. **Focus of Objectives:**
    - i. gsLearn, Rallyhood, Zoom
    - ii. Address barriers to online participation
- 3. Expand Short-term Volunteer Program Delivery:** Refine process to engage short-term volunteers in the delivery of high-quality girl program.
  - a. **Focus of Objectives:**
    - i. Corporate employee engagement
    - ii. Access to experts related to STEM, outdoors, life skills, entrepreneurship, and diversity, equity, inclusion and racial justice.
    - iii. Refine procedures to expand troop leader access to program resources for girls.

### **DELIVER HIGH-QUALITY PROGRAM**

*Build and enhance a fun, robust Girl Scout leadership experience leveraging both in-person and virtual program delivery with ongoing evaluation and refinement.*

- 1. Life Skills:** Support the healthy social and emotional development of girls through the delivery of the essential Girl Scout leadership experience.
  - a. **Focus of Objectives:**
    - i. Wellness
    - ii. Mental health
    - iii. Build social and racial justice awareness
    - iv. Self esteem
    - v. Communication skills
    - vi. Self-advocacy
- 2. Entrepreneurship:** Support the successful participation of 51,000 girls in the Girl Scout entrepreneurship program by FY'25 with annual progress toward this goal.
  - a. **Focus of Objectives:**
    - i. Promote the benefit of program to families
    - ii. Emphasis of five skills development- money management, goal setting, decision making, people skills, business ethics
    - iii. Numeric participation milestones
    - iv. 4.3 million cookie packages by FY'25
    - v. Simplify participation by expanding use of digital channel
- 3. Outdoors:** Expand opportunities for girls to experience outdoor program progression.
  - a. **Focus of Objectives:**
    - i. Earning badges/journeys
    - ii. Maximize use of GS properties including program enhancements
    - iii. Increase trained, engaged, confident adults
    - iv. Promote Trailblazer/Mariner groups
- 4. STEM:** Build girls' interest and confidence in STEM content and careers.

- a. **Focus of Objectives:**
  - i. Earning badges/journeys
  - ii. STEM professional program delivery and career exploration
  - iii. Hands-on opportunities
- 5. **Leadership in Action:** Support girls in their advocacy efforts to impact change in their communities and the world.
  - a. **Focus of Objectives:**
    - i. Take Action projects
    - ii. Bronze Award
    - iii. Silver Award
    - iv. Gold Award
    - v. Silver Trefoil
- 6. **Program Impact:** Create and implement a consistent evaluation plan to measure the quality and impact of Girl Scout programs on girl and volunteer retention.
  - a. **Focus of Objectives:**
    - i. Good program drives retention
    - ii. Maximizing programs with highest satisfaction drives retention
    - iii. gsEvents will provide us with data on girl participation

### **INCREASE INVESTMENT IN GIRLS**

*Grow our funding so all girls have access to the essential Girl Scout leadership experience.*

- 1. **Financial Support:** Provide a minimum of \$500,000 in direct support, grants, and scholarships to support equitable and inclusive participation by girls and adults.
  - a. **Focus of Objectives:**
    - i. GSUSA Membership Dues
    - ii. Troop Dues
    - iii. Uniforms, books
    - iv. Camperships
    - v. Grants for travel, program, and training
- 2. **Development Revenue:** Increase philanthropic giving to \$3.0 million annually by FY'25 with full financial support of the Board.
  - a. **Focus of Objectives**
    - i. Cultivation by Board to expand donor base
    - ii. Corporation grants and sponsorship
    - iii. Foundation grants
    - iv. Individual giving- SHARE, Major Gifts
    - v. Signature Events- Women of Distinction, Golf Classic, Sweet Success
    - vi. Juliette Low Legacy Society (planned giving)