

GSUSA Strategic Vision:

A world in which girls are confident, understand their worth and have the skills to thrive.

Overarching Strategic Priority for GSCP2P:

More girls and families choose Girl Scouts as the place to learn, grow and connect.

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

Strategy Vision: While honoring our rich traditions, we will evolve to ensure that *every* girl experiences growth and belonging.

PRIORITIES

Build an inclusive, dynamic, enduring organization

Champion the unique value proposition of GSCP2P

Consistently deliver an exceptional customer experience

Foster meaningful engagement throughout a Girl Scout's lifetime

STRATEGIES

- Create and nurture an organizational-wide culture of trust, vitality, belonging and purpose.
- Invest in engaged, diverse and high-performing staff, board and volunteer teams.
- Strengthen transparent and effective channels of communication.
- Design safe, welcoming spaces that foster Girl Scout growth, belonging and community.
- Augment diversified, Mission-aligned revenue streams.
- Activate passionate, knowledgeable internal and external brand ambassadors.
- Conceptualize and launch a multi-modal marketing and public relations campaign that elevates the expertise, results and impact of the unique offerings of Girl Scouts.
- Advocate with key stakeholders in the community to elevate the value of Girl Scouting.
- Adopt recruitment and onboarding processes that are clearly articulated and reflective of the diverse needs of our members.
- Equip, support and empower volunteers and staff with relevant tools, quality training and individualized stewardship.
- Re-imagine "customer care" to ensure that processes are clear, action is timely and expectations of all customers are exceeded.
- Ensure all engagements reflect the tenets of a Foundational Girl Scout Experience.
- Prioritize girls' and families' needs and voices when developing programs and partnerships.
- Develop, test and evaluate delivery models that drive retention at known attrition points.
- Provide opportunities for Girl Scout alum to connect, network and engage.