

	Vision	Values	Leader Behaviors	Brand Promise
<p>Purpose To build girls of courage, confidence and character who make the world a better place.</p>	<p>30,000 Members by 2030: We will expand opportunities and eliminate barriers to high quality Girl Scout leadership experiences throughout our 8-county footprint.</p>	<ul style="list-style-type: none"> * Live by the Girl Scout Law * Pursue Diversity, Equity, Inclusion & Racial Justice * Focus on Girl Impact * Build Trusting Relationships * Achieve as a Team 	<ul style="list-style-type: none"> Value Self & Others Mission-Driven Trustworthy Supportive & Uplifting Collaborative Effective Communicator Problem-Solver 	<p>We create opportunities for girls to discover their passions, develop skills, seek challenges, gain confidence, connect with caring adults, and take action in their communities and the world.</p>
	Operational Priorities			
MY24-27 GSWCF Objectives	Attract New Members	Retain Existing Members	Grow Revenue	Achieve Operational Excellence
Strategic Themes	Diversity, Equity & Inclusion	High Quality Girl Scout & Volunteer Leadership Experiences	Revenue Diversification	Overall Organizational Health, Stability & Readiness to Scale
Key Performance Indicators	<ul style="list-style-type: none"> * Membership growth trends * Demographic diversity trends * Geographic growth trends * Marketing analytics * New leader training rates * Episodic volunteers 	<ul style="list-style-type: none"> * Retention trends * Net promoter scores * Program participation * Volunteer training completion * Camp utilization * Customer satisfaction survey * Program evaluation results * Troop participation in cookies 	<ul style="list-style-type: none"> * # New individual donors * # Monthly donations * # Corporate sponsors * \$ Annual Giving * Total unrestricted revenue 	<ul style="list-style-type: none"> * Monthly/annual financials * Staff engagement survey * Board assessment results
Desired Outcomes by End of MY27	<p>Restore pre-COVID membership of 24,000</p> <p>Grow from recruiting 5,000 Daisies/Brownies to 7,000 Daisies/Brownies each year</p> <p>Ignite loyalty and satisfaction among new troop leaders</p> <p>Be opportunistic in expanding community troops in northern counties and strengthen community troop models through increased funding in Pinellas, Polk and Hillsborough</p> <p>Fuel awareness-raising conversations that build trust and deepen engagement of Black & Hispanic families</p> <p>Create a pipeline of caring adult volunteers who reflect the diversity of each community</p> <p>Amplify our visibility with powerful storytelling</p>	<p>Grow retention rate by 5 percent</p> <p>Increase response rate of evaluations and Voices County survey to assess program outcomes for traditional troop experiences and council programs</p> <p>Improve net promoter score of girl, family, volunteer satisfaction by 5 points</p> <p>Expand older Girl Scout program offerings and support for Highest Awards</p> <p>Simplify volunteer experience</p> <p>Expand training opportunities and increase high demand offerings</p> <p>Elevate Girl Scout voice in governance and operational decisions</p> <p>Reimagine STEM, entrepreneur, summer camp and equestrian programs</p> <p>Increase troop participation rate in the cookie program 1% per year</p>	<p>Launch direct marketing campaign and acquire 100 new donors per year</p> <p>Secure 5 new year-round corporate sponsors per year</p> <p>Increase Daisy's Circle from 125 to 300 monthly donors</p> <p>Grow annual giving donations from \$175,000 to \$500,000 per year</p> <p>Ensure readiness for future large-scale fundraising campaign</p> <p>Deploy a comprehensive retail growth plan</p>	<p>Realize sustainable breakeven financials</p> <p>Improve staff engagement scores to 85% engaged</p> <p>Offer a competitive and equitable compensation package to all levels of employment</p> <p>Sustain 90%+ positive board assessment results annually</p> <p>Refresh staff onboarding experience, employee manual, policies, and procedures</p> <p>Enhance technological systems supporting HR, project integration, customer care, event management and financial systems</p> <p>Develop policies and procedures for acquisition, storage, digitization and display of historical artifacts</p> <p>Generate a comprehensive crisis plan and conduct annual drills prior to camp season</p>