The Future is G.I.R.L.
for all girls, everywhere
The title of our new strategic plan is apt: The Future is G.I.R.L., we are Go-getters, Innovators, Risk-takers and Leaders™ providing opportunities for girls to take the lead on whatever path they choose. Let us now begin the journey that will guarantee all girls, everywhere have the opportunity to choose Girl Scouts—the best leadership development experience for girls in the world.

There is no organization more capable or more committed to developing our future change-makers than Girl Scouts. This plan is our road map to serving more girls in the City of St. Louis and our 28 surrounding counties. Above all, its goal is to maximize access to Girl Scouting and ensure everything we do directly benefits girls.

With more than 100 years of experience in girl leadership development, we have a proven track record of building girls of courage, confidence and character, who make the world a better place. We are girl-led, research-backed and volunteer supported.

As we enter our second century of Girl Scouting we must remain relevant to the needs of our girls and community. This plan will guide our efforts and sets an ambitious course for the future of Girl Scouts of Eastern Missouri.

We invite you to read, support and participate in this new strategic plan for Girl Scouts of Eastern Missouri. We are excited to take this first step together to ensure our fearless G.I.R.L.s are primed for a lifetime of leadership, adventure and success.

Executive Summary
What We’ve Accomplished Together, 2014-2018

In 2014, Girl Scouts of Eastern Missouri defined a vision that guided our organization’s efforts for the following five years. The plan outlined a series of initiatives designed to support five key strategic priorities: Communication, Fund Development, Program Efficacy, Technology and Volunteer Model. We accomplished much of what we set out to do during those years as highlighted on the next page!
Community Troop Program

The Community Troop Program was piloted and launched in the spring of 2015 with the goal of providing the traditional Girl Scout Troop experience primarily in areas where 75-percent of students receive free or reduced lunches and adult volunteer troop leadership had been historically low or nonexistent.

Robotics

Our evolving STEM program includes FIRST® Robotics and Girl Scouts of Eastern Missouri now has more teams than any other youth-serving organization in our region.

26 FIRST® robotics teams 2014

55 FIRST® robotics teams 2018

Resident Camp

We made a promise—no girl left inside—and we have been steadfast in that commitment with more girls going to our Day, Troop and Resident Camps each year, as highlighted by the Resident Camp results below.

1,146 girls attended 2014

2,296 girls attended 2018

Leader Retention

Strong leader engagement makes the troop experience a powerful and impactful one.

77% leader retention 2014

84% leader retention 2018

Community Investment

Girl Scouts of Eastern Missouri community investments grew from an average of $1 million to $3 million annually. Over the course of this plan, our endowment grew from $750,000 to $6.5 million.
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Our Strategic Plan, 2019-2021

For the next three years, Girl Scouts of Eastern Missouri will implement this strategic plan that aligns with the five national priorities adopted by Girl Scouts of the USA. This plan builds upon our organizational strengths and positions us to face our challenges head on, while creating an even brighter future for all our G.I.R.L.s.

Below we’ve identified six local imperatives that align with four of the national priorities. Each of these require our continued attention and dedication to achieve success. This plan furthers our mission and will be updated as necessary to respond to evolving needs.

Annual goals have been established to ensure we are making measurable progress toward achieving our 2021 future state described on the following pages. This plan includes input from Girl Scouts of Eastern Missouri Board of Directors, staff, alums, adult volunteers, community members and most importantly—our girls.
We believe every girl regardless of her circumstance should have the opportunity to be a Girl Scout. To reach more girls, we are ensuring our volunteer and staff structure is supportive of serving all G.I.R.L.s, everywhere, upgrading the New Leader and Volunteer on-boarding process and utilizing technology for more efficient communication.

**REACH MORE GIRLS**

Upgrade and diversify the volunteer experience in a way that supports and includes all adults and all families in all communities.

By 2021

- 4,150 leaders and co-leaders
- 13,400 adult members
- 57% new troop leadership trained in 90 days

Increase community engagement in the urban areas.

- 4,500
- 15,000
- 90%
We will work to engage volunteers from our urban communities and create meaningful relationships with local community partners. We will deepen engagement with families of girls as we dismantle roadblocks so all girls have leadership development opportunities.

Through Girl Scouting, girls are primed for success in school and in life. As we build the foundation for our second century, we are promoting older girl programming, developing troop continuation models to retain our older Girl Scouts and providing a variety of robust special interest troop tracks for girls in sixth through 12th grade.

Racial/ethnic makeup of girls in troops=girl population

By 2021

2,700  →  3,500
girls in troops in STL city

670  →  850
adult members in STL city

2,600  →  3,150
girls in the Community Troop Program

Engage girls at key school transitions

By 2021

5,285  →  5,700
girls in troops in grades 6th to 12th

68%  →  70-75%
troop girl member retention, all grades

68%  →  70-75%
adult member retention
Girl Scouts of Eastern Missouri offers G.I.R.L.s relevant and engaging programming they can’t experience anywhere else. As we continue providing high-impact programs, we are increasing engagement in Girl Scouts’ highest awards, expanding community service opportunities, creating a travel program and motivating leaders to support Girl Scouts in earning nationally-recognized badges in the four national program pillars of STEM (science, technology, engineering and math), Outdoors, Life Skills and Entrepreneurship.

**Deliver** meaningful and relevant programs to girls that highlight High Adventure and taking action

By 2021

- 53 girls are earning the Girl Scout Gold Award
- 60,000 → 69,000 badges earned
- 18,200 → 21,000 camp program experiences
- 2,300 → 2,600 resident camp experiences
- 3 of 5 → 5 of 5 outcomes above national average
Girl Scouts of Eastern Missouri is dedicated to providing girls with the resources they need to discover, take action and change their corner of the world. To ensure G.I.R.L.s now and in the future are ready to tackle any challenge, we are increasing the number of community supporters who choose to invest in Girl Scouts. We will widen our circle of giving so more individuals, corporations and foundations have the opportunity to invest in the future of our Girl Scouts.

**INCREASE INVESTMENTS**

Increase investments to **fund her future** and the future of Girl Scouts of Eastern Missouri, including: annual, endowment, capital and planned gifts

By 2021

- 1,200 **→** 1,825 annual donors
- $3 million **→** $3.5 million in annual fundraising
- $12.5 million **→** $15 million Product Programs gross revenue
STRONGER BRAND

The future is G.I.R.L.—eastern Missouri Girl Scouts have been go-getters, innovators, risk-takers and leaders since the first troop was formed 100 years ago. G.I.R.L. defines leadership the Girl Scout way, showcases the unique skill-building opportunities our program offers and emphasizes the types of experiences available to girls. We’re taking bold action and owning our new G.I.R.L. platform, cultivating a culture of service excellence while increasing brand relevancy by deploying a holistic communications strategy that will excite and engage our community.

Build a stronger brand that clearly speaks to our value across all market segments.

By 2021

40,000 ➔ 41,500
G.I.R.L.s

20% ➔ 20-25%
girl market share

4 points ➔ 5-10 points
above national net promoter score
Because of generous support from our passionate members, Board of Directors and community partners like you — more girls in eastern Missouri will have the opportunity to choose Girl Scouts. Thank you! Girls are changing the world and we look forward to continuing the great work we do together in lifting up our future leaders: today’s Girl Scouts.