



**BRIDGING PAST**

**WITH PRESENT**



*for the*

**FUTURE**



girl scouts  
of south carolina  
mountains to midlands

**town hall meeting &  
service team work session**

# Girl Scouts Promise & Law



## **Girl Scout Promise**

*On my honor, I will try:  
To serve God and my country,  
To help people at all times,  
And to live by the Girl Scout Law.*

## **Girl Scout Law**

*I will do my best to be  
honest and fair,  
friendly and helpful,  
considerate and caring,  
courageous and strong, and  
responsible for what I say and do,  
and to respect myself and others,  
respect authority,  
use resources wisely,  
make the world a better place, and  
be a sister to every Girl Scout.*

# Ice Breaker: Circle Up!

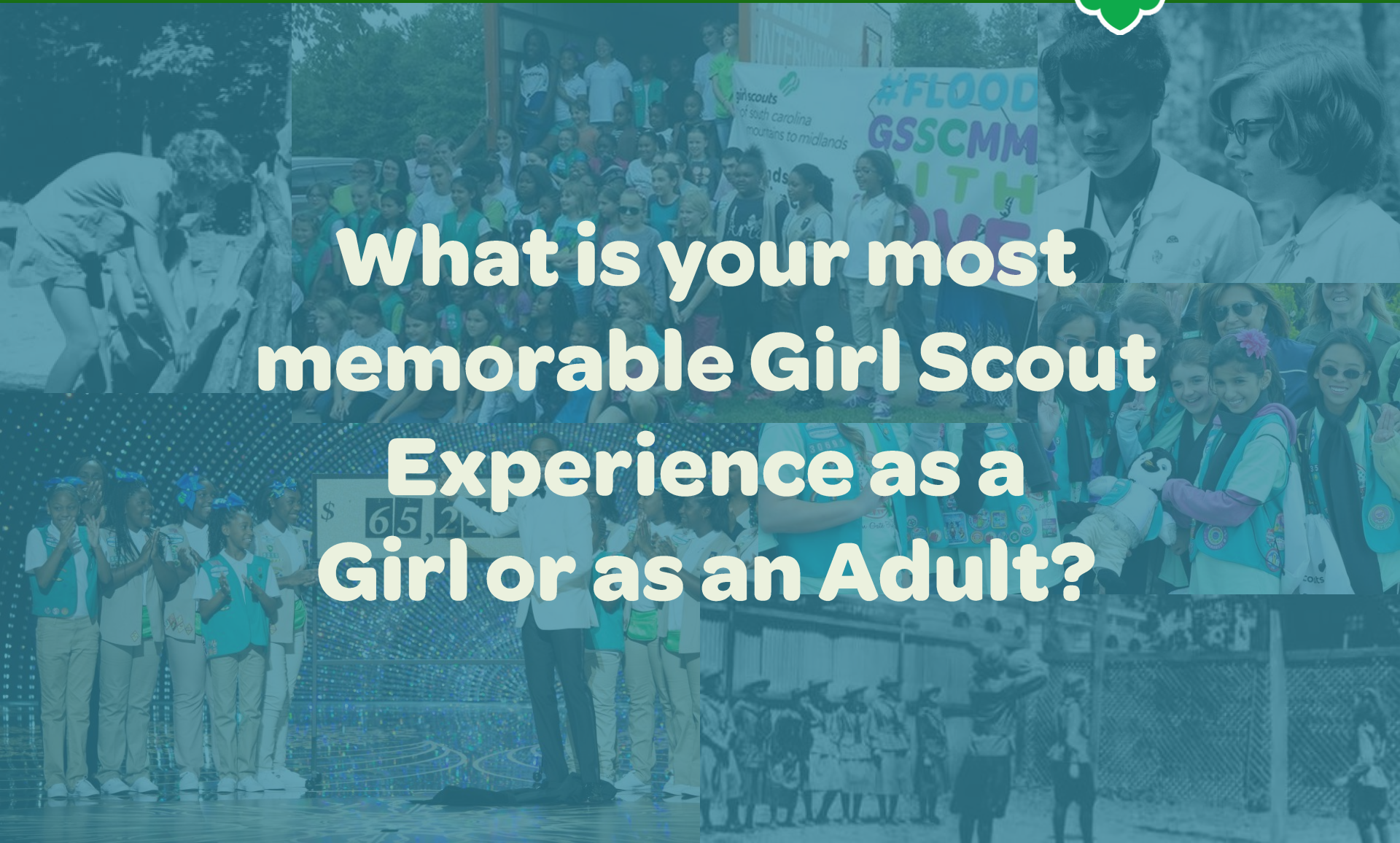


1. What is something interesting about yourself that we might not know about you?
2. How did you first get involved with Girl Scouts and how long ago?
3. In your opinion what is Girl Scouts' greatest strength and why?
4. What is the greatest challenge facing Girl Scouts today? And what is your opinion on how to improve it?
5. If you could look ahead five years from now what will be the biggest change you foresee for our organization?
6. If you could share one lesson with our girls today, something you wish you knew when you were their age, what would it be?
7. What is the thing that makes you most excited to be a Girl Scout?
8. What is your most memorable Girl Scout experience as a Girl or as an Adult?

# Bridging the Past



**What is your most  
memorable Girl Scout  
Experience as a  
Girl or as an Adult?**



# Bridging Past with Present



That's Me!



# Present: Table Discussions



1. *General Topics Not Covered in other Areas*  
– **Jes Williams**
2. *Girlz Gear, Product Sales, and Technology*  
– **Lynn Arve**
3. *Volunteer Experience and Training*  
– **Sara McCutcheon**
4. *Outdoor Programming*  
– **Deanna Ludwick**
5. *Journeys, Badges, and other Programming*  
– **Jami Bowling**
6. *Membership Growth and Retention*  
– **Babette Jones**

# For the Future



# Our Integrated Brand Platform

# Where are we now?



We are the first and largest Girl-led organization



Girl Founder



Girl Network



Girl Research



Girl Scout  
Leadership  
Experience



But our Movement is facing several challenges



We are a Movement shrinking in size



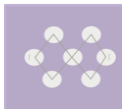
We are not consistently giving girls high quality, progressive and relevant experiences



We are not doing enough to support our volunteers



We are too reliant on “girl funded” revenue sources



Our organizational network is not well positioned to support members' needs



We do not have a clear and unifying value proposition





# Our Challenge



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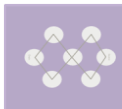
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## Our Challenge

# Non-Members think we're not for them



"I don't even know where they would be in my neighborhood. It is just not talked about or as popular anymore. I know about the org. from growing up."

*-Concerned Advocate (parent segmentation)*

# 82%

**Non-Members believe Girl Scouts "is not for me or someone I care about."**

## Our Challenge

# Lapsed-Members think we're not for them



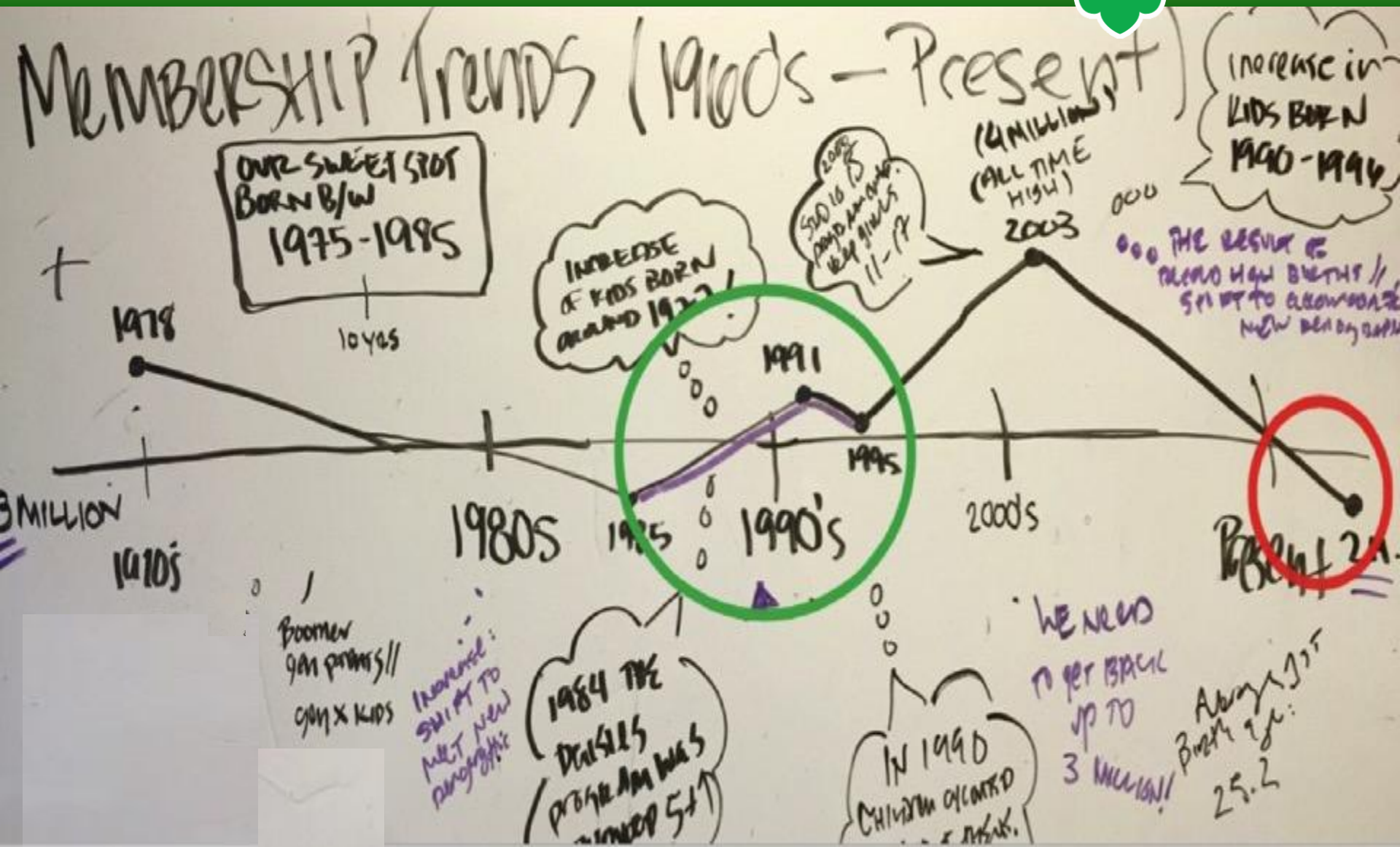
“We used to call ourselves the Homie G’s because we were too embarrassed to tell people we were still Girl Scouts in High School—but we were still proud on the inside...”

- Chaundra Revier, Girl Scout Alumna  
(7-18 YO)

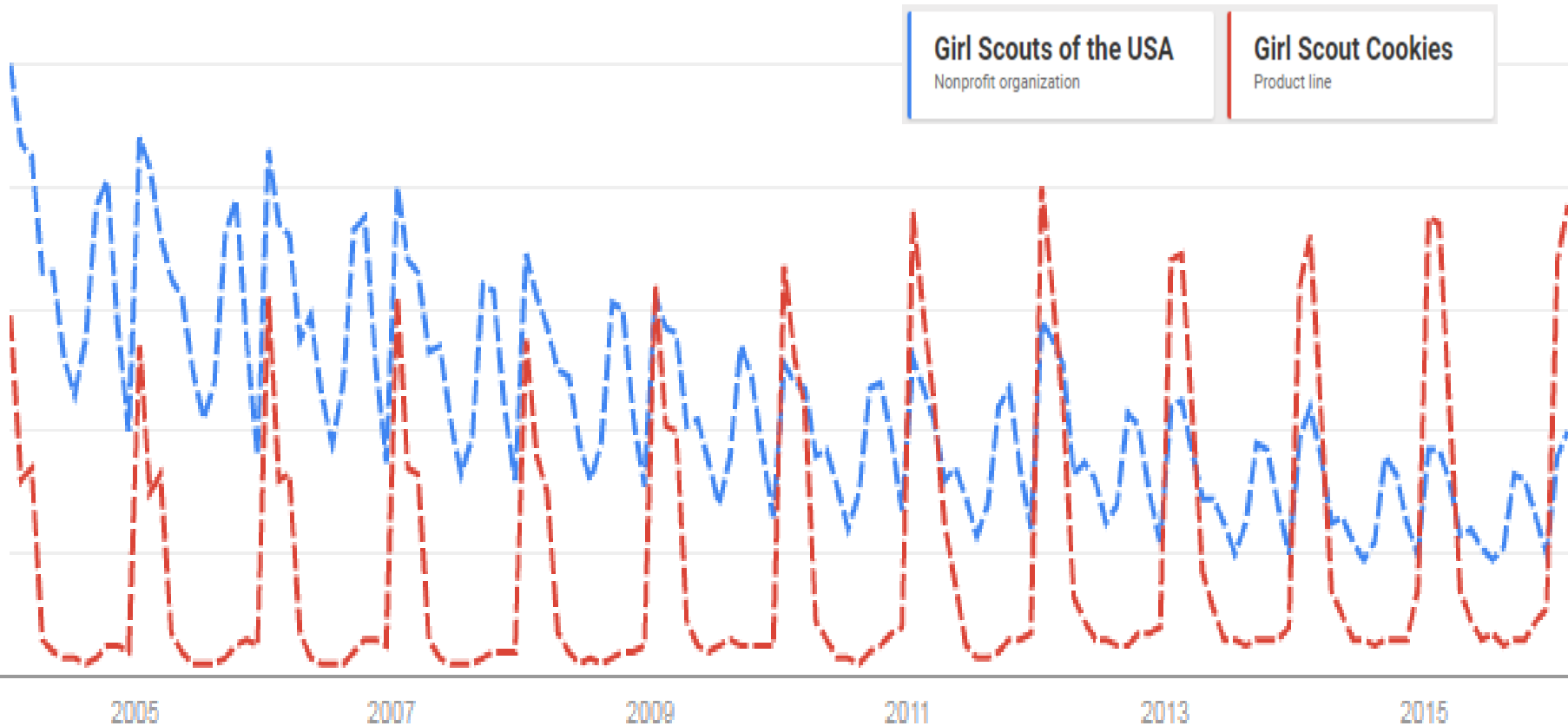
# 92%

**Of alumnae do not  
self-identify as a Girl Scout**

# Our Trend Line follows closely to Women in Leadership Trends



# How did we get here? Products Over Purpose



# How did we get here? Sea of Sameness



# The DNA of a Girl Scout!



Set ambitious goals and think about the future

Be more financially literate and negotiate for themselves

Advocate for herself and others

Self-identify as a leader and take on leadership roles

I'm a Girl Scout!

Practice empathy & emotional intelligence

Care about (and take action against) social injustices

Be more solution oriented and less likely to be a bystander

Embrace new experiences and overcome failure







# The Opportunity



**How do we  
make Girl  
Scouts  
culturally  
relevant  
again?**



CULTURE

**86%**  
believe we  
are facing a  
leadership  
crisis.



# The world is facing a leadership crisis

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But we know: when there are more female leaders, the world is a better place.



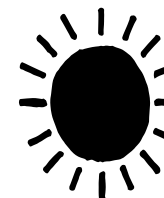
Management is  
More Effective



Startups are  
More Profitable



Businesses are  
Less Corruptible



Families are  
Happier and  
Healthier



More Bills  
Get Passed

CONSUMER

NEW YORK TIMES BESTSELLER

"Simmons' razor-sharp, excellent writing and compelling stories help readers understand the difference between compliant and authentic."

—MARY PIPHER,

**“Growing up I wish someone taught me that I could be nice and be a leader.”**

- Refinery29 article on Leadership as a woman



RAISING AUTHENTIC  
GIRLS WITH COURAGE  
AND CONFIDENCE

RACHEL SIMMONS

RAISE A GOOD GIRL OUT

## Professionals, parents *and* girls are experiencing a leadership bias

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**86%**

of women agree that when taught about leadership growing up they were encouraged to “learn to be nice” instead of “how to share an opinion.”

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**As a result, ambitious girls and women are turning down power**

## CATEGORY

“The problem isn’t teaching girls to code it’s preparing girls for experiences they’ll face as a female coder...”

- *The Pipeline isn't the Problem, Inc.com*



## A crowded category not preparing for a lifetime of leadership



COMPANY

## Our Heritage

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*“Girl Scouts were encouraged to welcome all obstacles, as it’s only by meeting with difficulties that you can know how to overcome them.”*

- Juliette Gordon Low




Juliette knew leadership wasn't defined by who you are or what you want to be, but

**WHAT YOU DO**



## What Girl Scouts DO every day

Every day Girl Scouts lead by creating, solving, building, failing, climbing, trying, growing, helping, talking, asking, stopping, starting— just ordinary girls doing extraordinary things!



**78%**

improved willingness to face their fears and take on new experiences.



**73%**

improved willingness to persist through challenges.



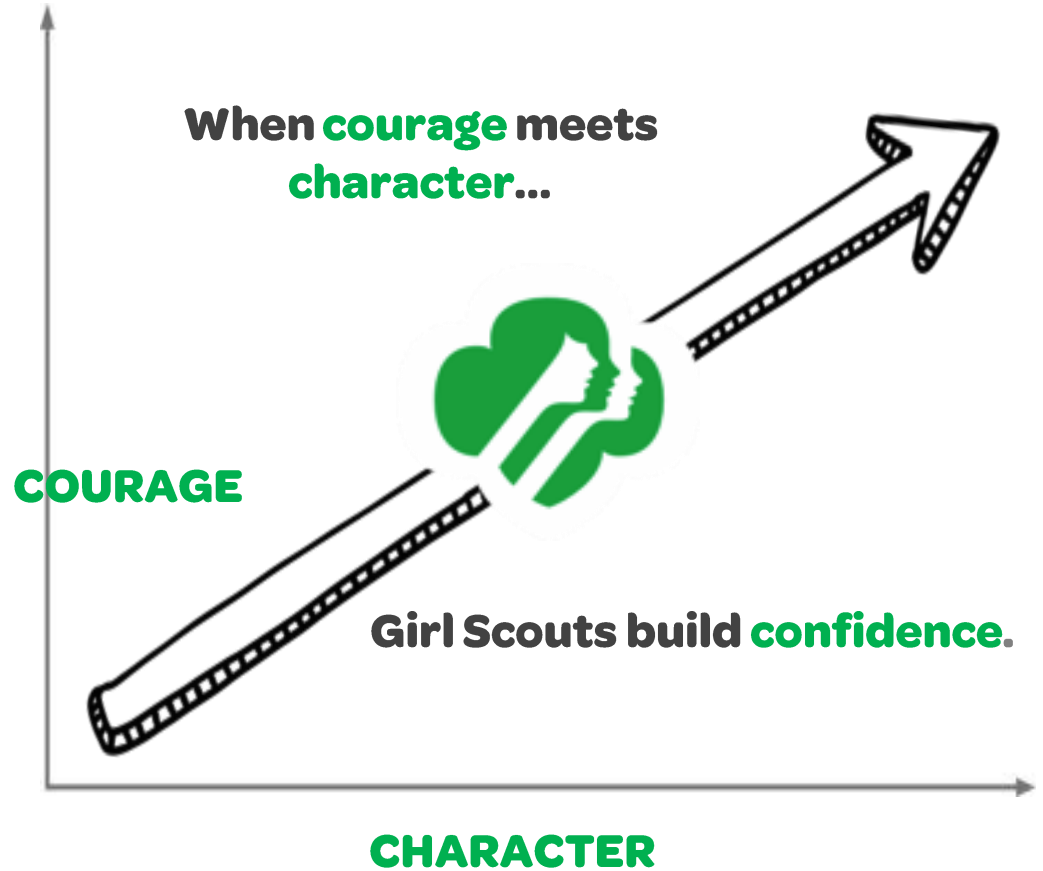
**80%**

Form positive connections with girls and women across ages and life stages.



**COMPANY**

# Everyday Leadership = The Girl Scout Moment



## COMPANY

**“I can’t imagine what it feels like for my co-workers who are scared to make cold calls. I’ve been doing it since I was 8 years old as a Girl Scout.”**

Chaundra Revier, Girl Scout Alumna (7-18 YO)



# 78%

of members agree **because of Girl Scouts they’ve become a leader** in more activities with friends, at school, in their community, and at work.



**Beginning in 2016,  
we'll get everyone to aspire  
to Girl Scout status.**



# Together... We'll show the world:



We're not just  
for girls, we're  
for every  
**Go-Getter**  
**Innovator**  
**Risk-Taker**  
**Leader**

We don't  
empower girls,  
we prepare Girls  
to **empower**  
themselves.

Leadership isn't  
a label, it's  
practiced as an  
**everyday**  
**lifestyle**

We're not just a  
program, we're  
a **membership**  
with **lifetime**  
**value.**



A close-up photograph of many hands of various skin tones stacked together in a circle, palms facing up. The hands are adorned with various accessories including watches, bracelets, and rings. The background is slightly blurred, showing what appears to be a paved surface. The overall mood is one of unity and collective effort.

**Are you ready to  
take the lead  
#likeagirlscout?**