



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!

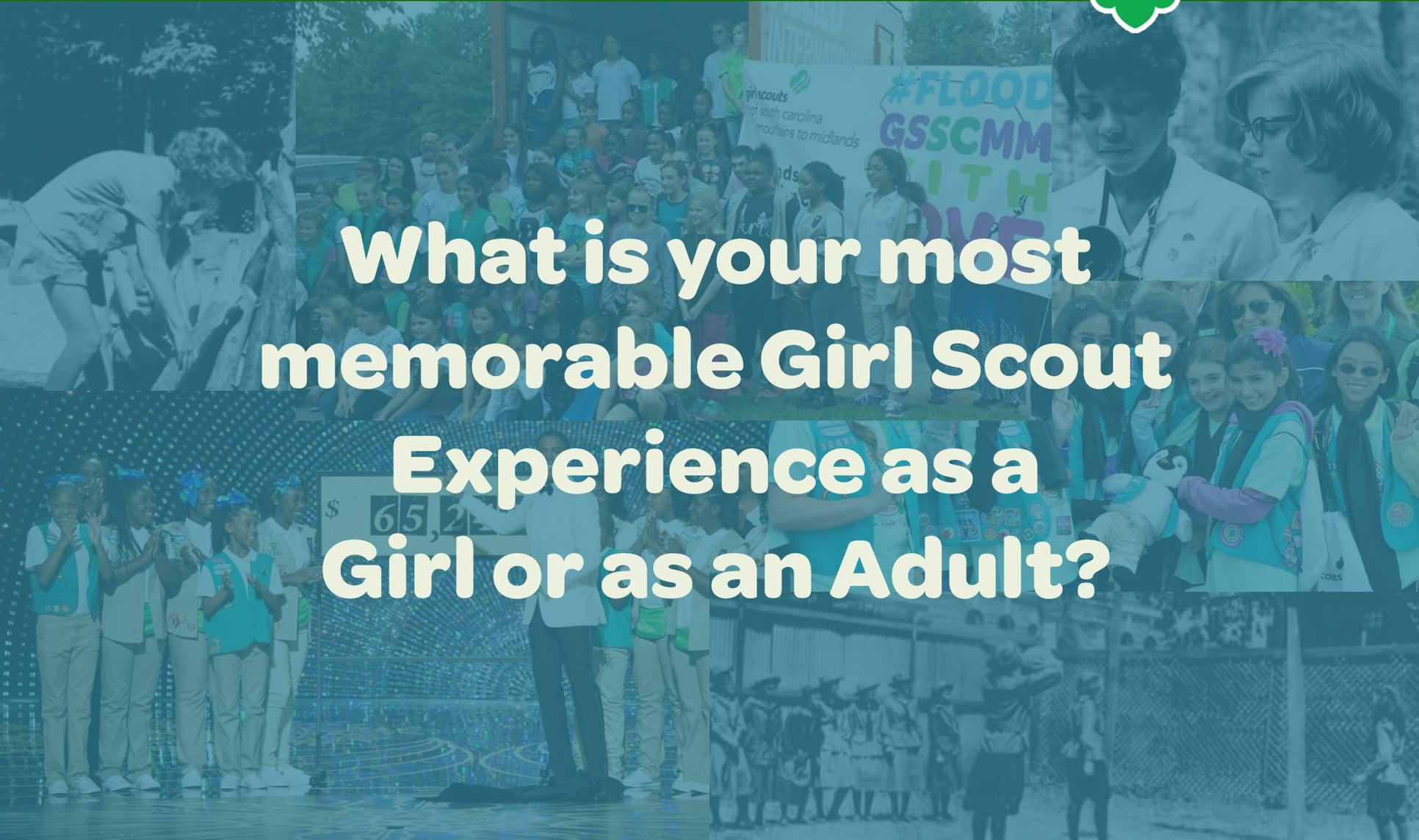


1. What is something interesting about yourself that we might not know about you?
2. How did you first get involved with Girl Scouts and how long ago?
3. In your opinion what is Girl Scouts' greatest strength and why?
4. What is the greatest challenge facing Girl Scouts today? And what is your opinion 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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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



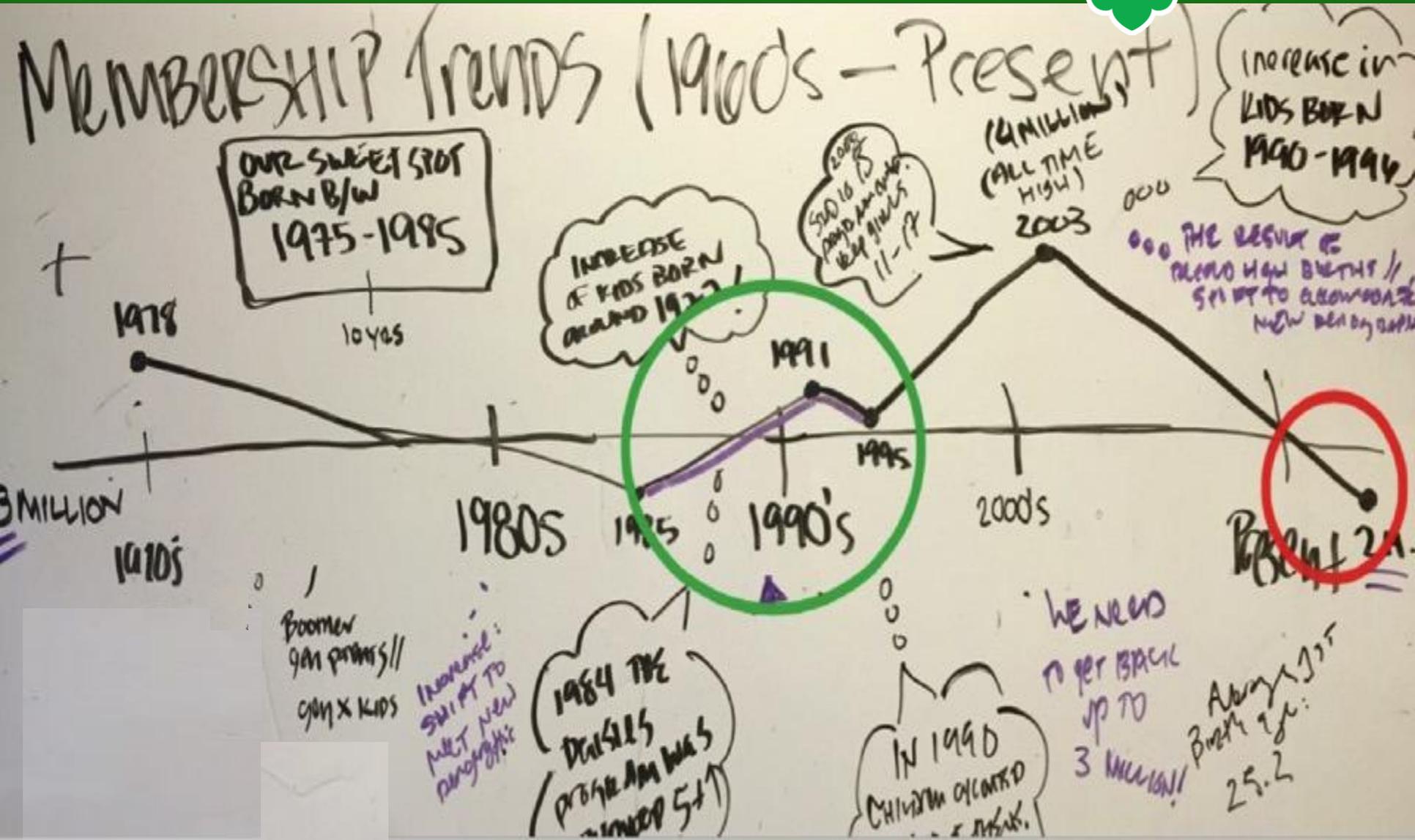
“We used to call ourselves the Homie G’s because we were too embarrassed to tell people we were still Girl Scouts in High School—but we were still proud on the inside...”

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

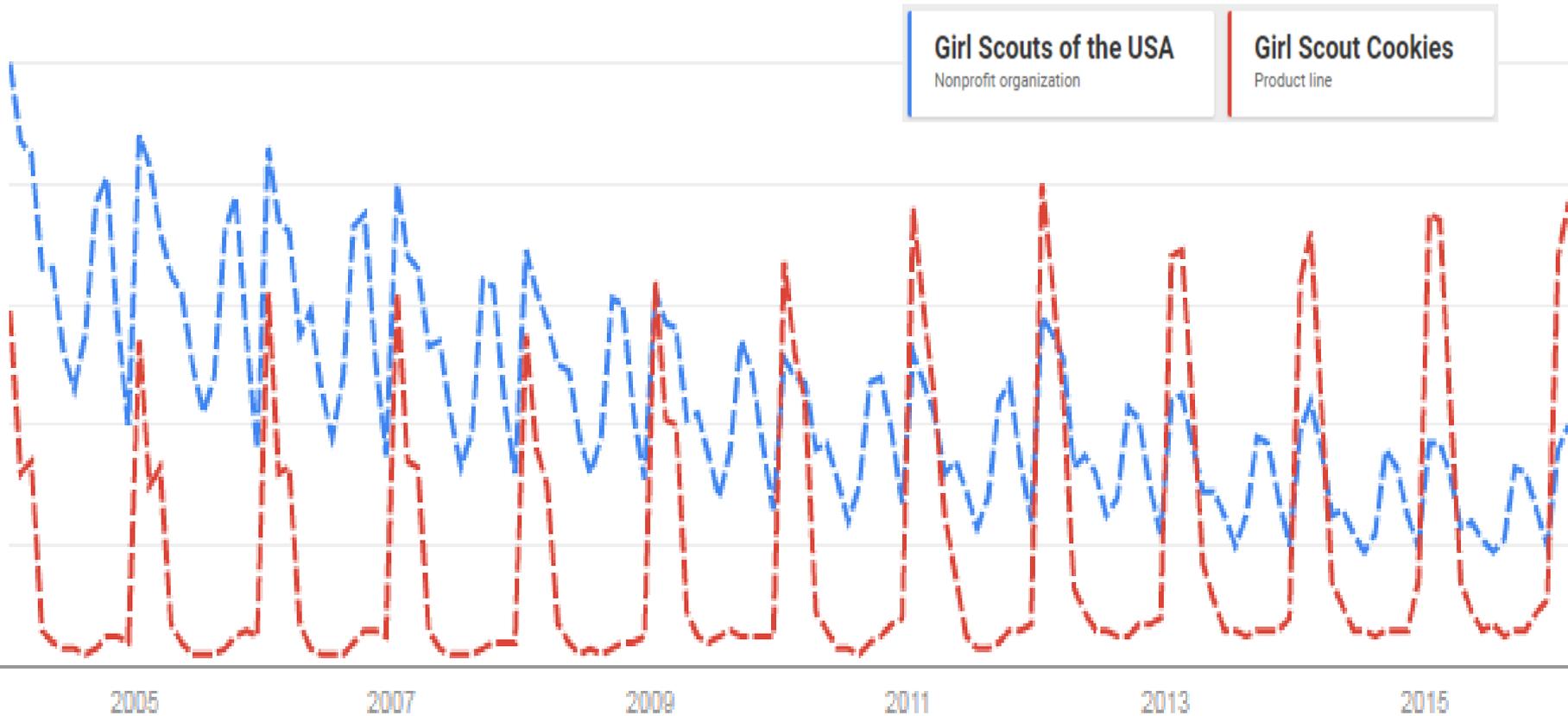
92%

**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

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

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.”

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





Our Heritage

“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!



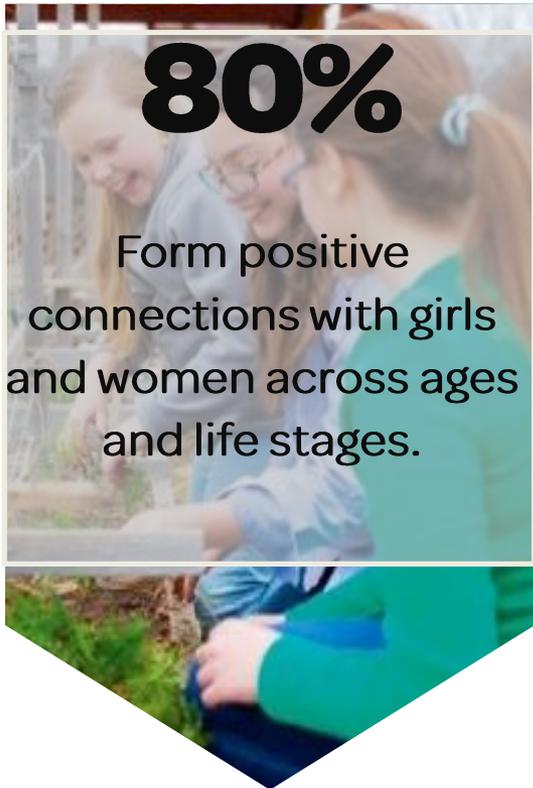
78%

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



73%

improved willingness to persist through challenges.

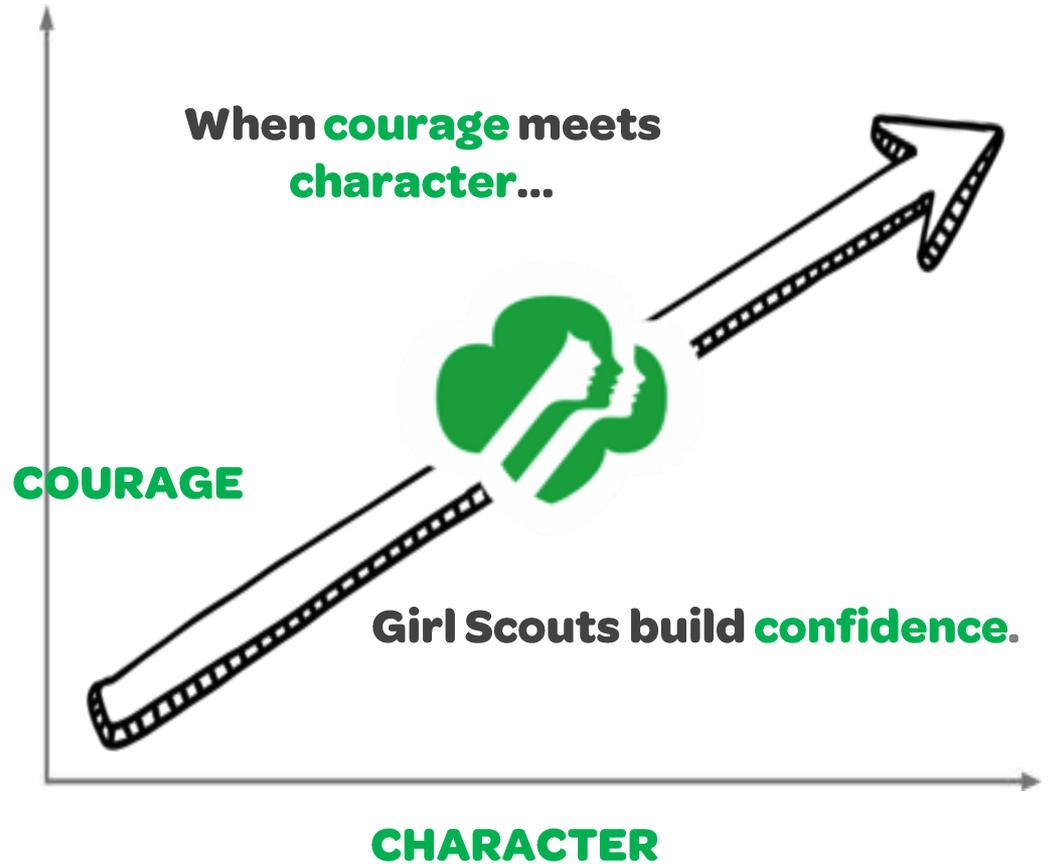


80%

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 numerous hands of various skin tones stacked together in a circle, creating a sense of unity and teamwork. The hands are positioned with fingers pointing towards the center. Several accessories are visible, including a gold watch, a red beaded bracelet, a silver ring, a gold ring, a green beaded bracelet, a silver watch, a red beaded bracelet, and an orange wristband with the text 'GIRL SCOUT' partially visible. The background is dark and out of focus.

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