



Special 57th
National Council Session

Membership Dues Proposal

Proposals to be Presented to the National Council

National Board recommends annual membership dues be \$85 for girls and \$45 for adults.

Current Wording	Proposed Amendment	If Adopted, Will Read
Girl members pay annual dues of \$25.	Girl members pay annual dues of \$____.	Girl members pay annual dues of \$[<u>amount to be determined by National Council</u>].
Adult members pay annual dues of \$25.	Adult members pay annual dues of \$____.	Adult members pay annual dues of \$[<u>amount to be determined by National Council</u>].

GSUSA to Provide Councils With Revenue Support for Five Years Based on a Percentage of Annual Girl Membership Dues

If the National Council sets
membership dues at:

\$85 or above



Councils will receive a percentage
of girl membership dues:

32%

\$75 to \$84



30%

\$65 to \$74



25%

With dues at or above \$65, GSUSA will create a membership dues scholarship fund of up to \$5 million.

Councils may apply for funds if their incremental cost of financial assistance is more than the revenue support provided.

Phased Implementation

With girl membership dues of \$85 or more,* GSUSA will implement a discount on girl membership dues in the first two years.

Membership Year	Discount	Dues
2026	20%	\$68
2027	10%	\$77
2028	N/A	\$85

*Below \$85, the full amount will be implemented in 2026.

We must invest in girls. Our choice is now.

Girl Scouting must invest today to better serve our current members and to reach girls who are currently missing out on the Girl Scout experience. These are a few examples of initiatives that would be possible with an increase in national dues:

Membership Dues

GSUSA services to all girls, volunteers, and councils

\$25

Serving Our Girls



Staying at our current \$25 membership dues will require:

- Decreasing marketing investments
- Delaying system enhancements
- Other cuts in services
- Cutting programs

\$45

Serving Our Girls



Stabilization investments begin



- DBRU training and resources
- GS Experience Box—1st yr Daisies
- Improve the Digital Cookie experience

\$65

Serving Our Girls



Same as \$45 dues level



- Membership financial assistance
- Financial assistance for councils
- GS Experience Box—1st yr Brownies
- School partnerships
- Test community engagement marketing campaign
- Fundraising tool improvements
- Improved older girl experiences and award programs
- Integrations with 3rd party technology

\$85

Serving Our Girls



Same as \$65 dues level



- Phased dues implementation
- Enhanced engagement and retention campaigns
- New handbooks and consolidated badge books
- National family engagement and programming
- Expanded Gold Award scholarships
- Innovation lab
- Modern and culturally relevant programming
- Enhanced Digital Cookie technology (inventory/financial/rewards management)
- English and Spanish national ad and social media campaigns
- Influencer social media campaign
- Council and national fundraising support
- Girl Scout Experience Box—1st year Juniors
- Enhanced volunteer toolkits and Girl Scout Shop access
- New alum engagement experience
- Membership autorenewal functionality

\$100

Serving Our Girls



Same as \$85 dues level



- Financial support for additional scholarships (such as camp and travel)
- Girlscouts.org in Spanish
- Marketing support tailored to all girls needs (e.g., Black, Asian American, Hispanic, girls with disabilities, Native American)
- Girl Scout Experience Box—Additional years
- Personalized digital & mobile volunteer experience
- Real-time research on what girls need

Amplify the value and impact of Girl Scouting—and why girls should join and donors should invest

Engage all communities so that every girl who wants to join Girl Scouts can

Ensure the girl experience is fun, welcoming, and relevant

Simplify and make the volunteer experience more rewarding



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Thank You