

Planning for Our Future

Strategic Plan 2025-2030

Girl Scout Mission

Girl Scouting builds girls of courage, confidence, and character, who make the world a better place.

Our foundational values are to help girls:

- Develop their full individual potential.
- Relate to others with increasing understanding, skill, and respect.
- Develop values to guide their actions.
- Provide the foundation for sound decision making.
- Contribute to the improvement of society through their abilities, leadership, and cooperation with others.
- Empower themselves.
- Promote compassion, courage, confidence, character, leadership, entrepreneurship, and active citizenship.
- Seek challenges and learn from setbacks.
- Become tomorrow's leaders.

Girl Scouts of Oregon and Southwest Washington will be:

- An organization that provides opportunities for all girls.
- An organization that is financially stable and well managed.
- An organization that is relevant and provides a world class leadership program for girls.

Five Strategic Actions

1 Deliver Engaging and Relevant Programs from Kindergarten through 12th Grade

Volunteer Empowerment: Provide volunteers with the skills and resources needed to lead with ease, enjoyment, and effectiveness.

Consistent Girl Scout Leadership Experience: Offer GSUSA programming, supplemented by unique GSOSW experiences and partnerships, centered around STEAM, life skills, the outdoors, and entrepreneurship for all ages.

Accessibility Improvements: Enhance the accessibility of program offerings through better/bilingual communication tools, physical accommodations, cultural sensitivity, financial resources, and technology.

Progressive Activities: Offer intentional opportunities focused on 6th-12th graders, encompassing travel, higher awards, international connections, high adventure, life skills, and guidance on post-high school education.



2

Grow and Retain Membership

Excellence in Volunteering: Commit to providing an unparalleled volunteer experience to boost volunteer success.

Staff Optimization: Strategically enhance GSOSW staffing structures to better meet member needs, ensuring a responsive and efficient organization.

Accessibility and Inclusivity: Prioritize making Girl Scouts more accessible to girls and families across diverse communities, aiming for membership demographics to reflect those of the communities we serve.

Culturally Sensitive Engagement: Conduct thoughtful, focused outreach to engage underrepresented communities, reinforcing our commitment to inclusivity.

Daisy and Brownie Recruitment: Intensify recruitment efforts at the Daisy and Brownie levels through a strategic and targeted approach.



3

Ensure Financial Stability and Sustainability

Data-Driven Transformation: Employ a data-driven approach for all organizational decisions to promote transformation and efficiency.

Impact Evaluation: Systematically evaluate all programs, activities, and assets for return on investment and/or mission, phasing out those that do not meet our criteria.



Operational Financial Management: Maintain rigorous annual budgetary discipline while integrating 3-5 year operational planning process.

Fundraising Strategy: Formulate and execute a comprehensive, long-term fundraising plan aligned with our desired future state.

Property Strategy: Develop a forward-looking property strategy that assesses usage of work and girl spaces, optimizes property ownership, and capitalizes on underutilized assets.

Stay Connected and Get Involved

Join us for [upcoming Town Hall meetings](#) throughout our council in October and November 2024! Hear from Girl Scouts of Oregon and Southwest Washington CEO Shannon Evers on our Strategic Plan and specific steps we're taking this year to put it into action.

[Learn More and RSVP](#)

Be sure to [opt in to email from GSOSW](#) and follow us, [@girlscoutsw](#), on Facebook and Instagram for the latest updates and opportunities to get involved.

4

Cultivate Leadership Excellence Among Board Members, GSOSW C-Suite and Leadership Team, and Volunteers

Leadership Development: Strengthen the leadership skills of key staff and volunteers, ensuring a diverse and capable leadership team.

Diversity in Volunteering: Broaden the representation of girl-facing volunteers to include a wider array of community members (e.g. child free alum, corporate volunteers, etc.).

Equity Integration: Embed equity-based decision-making across the organization, with measurable outcomes, including increased diversity at all levels of leadership.

Training Accessibility: Expand and enhance leadership development opportunities for adult volunteers, making training more accessible and relevant.

- Streamline the initial experience for new troop leaders, making it more intuitive and less time-consuming.
- Partner and collaborate with local organizations for specialized certifications,
- Leverage technology for efficiency, and
- Provide essential conflict resolution resources.



Succession Planning: Implement robust succession planning for all leadership positions to ensure organizational continuity.

Advancing DEI-RJ Principles: Champion and embed Diversity, Equity, Inclusion, and Racial Justice (DEI-RJ) values throughout the council's operations to drive meaningful change.

5

Foster Innovation and Growth where every girl grows to be a girl of courage, confidence, and character

Volunteer Vision: Define the volunteer of the future, ensuring readiness for evolving challenges and opportunities.

Expertise Recognition: Position GSOSW as the recognized and trusted expert on issues and interests relating to girls and female leadership in Oregon and SW Washington.

Innovative Delivery Models: Test, refine, and implement innovative delivery models to enhance membership access, growth, and sustainability.



Storytelling and PR: Elevate our impact narrative by revising our story to align with regional needs, showcasing our dedication to serving girls, our community, and future generations. This involves developing a strategic PR strategy to amplify our impact, ensuring our volunteers embrace our narrative, and collaborating to speak in one unified voice.

Technology Investment: Invest in technology solutions that offer tangible benefits for membership engagement and operational efficiency.