

## Girl Scouts of Eastern Iowa and Western Illinois

### Stewardship Report

FY 2017

The Girl Scouts of Eastern Iowa and Western Illinois Stewardship Report provides an update to key membership on the efforts of the council from the previous fiscal year. To guide our council's course of action, the Strategy Plan is built on the strategic priorities identified for 2017-2019. Fiscal year 2017 was our council's first year with this strategy plan.

The strategic priorities are Girl Scout Experience, Leverage Financial Resources and Organization Impression. Our council ensures action plans are in place to carry out these strategies and close the gaps from our current state to our desired result. Each strategic priority has several key areas to maximize impact.

Here is the strategic impact made in FY 2017:

#### **Strategic Priority - Girl Scout Experience**

The desired state of the Girl Scout Experience strategy is to provide consistent and impactful experience relevant to girls and aligned with community needs. This aligns with the National Strategy to *Reach More Girls and have a Higher Impact*.

#### **Key Areas of Impact:**

**Experience for Girls** - Define, design and assess the current and future experience for girls to grow girl participation. Girl Scouts needs to stay relevant for girls today and cutting edge to attract girls in the future.

- Shared preliminary results from Girl Scout Voices Count and The Girl Scout Impact Study with staff and key volunteers.
- New STEM and Outdoor resources were released by GSUSA in July and promoted with volunteers starting in August 2017.
- 50 STEM programs were sponsored by the council, some with community partners, to ensure 746 girls learned more about science, technology, engineering and math.
- A renewal camp party gave 630 attendees the opportunity to explore the out-of-doors in September 2017.

**Outreach Expansion** - Solidify our current Outreach Initiatives, identify potential areas for growth, and determine further Outreach expansion. The percentage of low-income families with girls that need Girl Scouts is on the rise.

- Determined the financial impact of outreach programs, revenue needed to support, and a process to approach schools and potential donors to expand outreach.
- Identified 18 schools with greatest need of support through outreach programs. Established partnerships with the schools to start programs in October 2017.
- Gathered Hispanic market share information and compiled research for Hispanic community needs. This is growing demographic in our region and an opportunity to serve all girls.

- Through outreach initiatives, 3,945 girls were served through partnerships with 181 schools and 94 community organizations.

**Leader Experience** - Explore the onboarding process of new and existing leaders, gaps within that process, and identify modifications needed to enhance the leader experience. So important that Girl Scout leaders have the support needed to provide a great experience to girls.

- Mapped leader experience in recruiting and onboarding and participated with Girl Scout Research Institute in customer mapping research project.
- Promoted use of Volunteer Toolkit online resource for leaders with a 50% adoption rate by troops in K-Grade 5. GSEIWI was 6<sup>th</sup> in the nation for adoption of the VTK by Daisy Leaders with 71% adoption!
- Welcomed all bridging troops to their new level in August through the e-newsletter GS Update, provide highlights about activities for girls, and introduced volunteers to the Girl Experience support team for their new level of Girl Scouting.
- A SUD Leadership Conference at Camp Liberty hosted 28 service unit directors, representing 24 service units in August 2017.

#### **Membership as of September 30, 2017**

- With 15,708 girl members, GSEIWI is ranked 43rd in membership size and 34th in girl membership growth out of 112 councils with an increase of .83% as of September 30, 2017.
- With 12,955 girl members in Grade K-5, GSEIWI ranks 31st out of 112 councils with a membership increase of 2.05% for girls in grades K-5.
- With 19,781 Girl Scout members (girls and adults), GSEIWI ranks 38th in the nation for membership growth for all members with an increase of .88%.
- GSEIWI ranks 64th out of 112 councils with a girl retention of 59.12%. The national average average for girl retention is 61.05%.
- GSEIWI ranks 21st out of 112 councils for adult retention at 74.75%. The national average for adult retention is 71.12%.
- GSEIWI ranks 9th in the nation for market share for K-12<sup>th</sup> grade at 12.22%. The national average for market share is 6.67%.
- Market share for K-5 is 22.22% and ranks 5th in the nation. The national average for K-5 market share is 10.81%.

## **Strategic Priority - Leverage Financial Resources**

The desired state of the Leverage Financial Resources strategy is to expand financial resources to leverage the impact of the organization. This aligns with the National Strategy to *Increased Investments and Effective Operations*.

### **Key Areas of Impact:**

**Property Alignment** - Assess cost of council facilities to support quality girl experience, expand usage, and increase sustainability.

- Developed pricing plans for Camp Liberty for Girl Scout groups and outside user groups.
- Approved sale of Camp Tahigwa by GSEIWI Board of Directors to the Iowa Natural Heritage Foundation closed in June 2017.
- Closed on the sale of 24 acres at Camp L-Kee-Ta in July 2017.
- \$114,00 was provided in financial assistance with \$25,000 being for campers
- 1,023 girls attended summer camp at Camp Liberty. 337 were in an equestrian program.
- Over 5,100 girls experienced the outdoors at Camp Liberty, Camp L-Kee-Ta or Camp Little Cloud.

**Leverage Resources** - Identify technology needs, to enhance ways of work and staffing, to increase efficiency and opportunities for further enhancements.

- Adjusted some staff roles and merged Age-Level and Program teams into the Girl Experience Team to increase efficiency.
- Implemented staffing changes identified in June 2017 to align with FY 2018 Operating Budget.
- Launched texting to reach those in process of joining Girl Scouts and to increase staff efficiency in follow-up with new members.

**Community Giving** - Leverage opportunities to fund Girl Scouting through alignment with donors and increase donation amounts from existing donors.

- Launched planned giving initiative, the Juliette Gordon Low Society, launched at Annual Meeting in April 2017.
- Implemented new strategies to approach donor groups. Expanded ways donors can pledge or sponsor program initiatives including outreach.

### **Product Sales Highlights for FY 2017**

- 1,361,784 packages of cookies were sold in our council
- 60 events were hosted to teach financial literacy skills to girls
- 9,052 girls participated in the Cookie Sale Program
- 75% of every package sold stays within the area

## **Strategic Priority - Organization Impression**

To create an engaging impression of Girl Scouts that resonates with families, new leaders, and emerging volunteers is the desired state of the Organization Impression strategy. This aligns with the National Strategy to *Reach More Girls and have a Stronger Brand*.

### **Key Areas of Impact:**

**Families** - Review, implement and measure communication plan for families to increase understanding the value of Girl Scouts and continued involvement.

- Launched a welcome to Girl Scouts mailer and sent a cookie information postcard with messaging specific to families with Girl Scouts.
- Incorporated G.I.R.L. messaging into family communication including targeted communication with new and Daisy Girl Scout families and membership recruitment materials.

**Future Troop Leaders** - Evaluate current research and define what a 'troop leader' looks like to a millennial and align with volunteer expectations.

- Completed leader socials in five locations to provide networking and training to leaders and extra support for new leaders.
- Compiled input from leader socials and mid-year check-in calls and reviewed communications for new leaders to enhance support for upcoming school year.
- Reviewed initial findings from Girl Scout Voices Count on millennial families to leverage insights to support future volunteers.
- From new leader feedback, developed First Year Daisy Plan to guide incoming Daisy leaders.

**Emerging Volunteers** - Create an infrastructure to cultivate, support, and track emerging volunteers.

- Established the position of VP of Community Volunteer Engagement to lead efforts with emerging volunteers.
- To incorporate volunteers with in day to day council functions, established onboarding process and approach for tracking non-traditional volunteers in key volunteer roles.
- Developing plan for corporate volunteer initiative.
- Increased placement of volunteers in shop and office support. In FY 2017, approximately 550 non-traditional volunteers gave their time to Girl Scouts through one-time events or short-term projects.

**Community** - Evaluate the community impression of Girl Scouts and develop plan to positively expand the impression.

- Established initial framework for tracking and sharing Girl Scout stories from troops and service units.
- Presented to key volunteers G.I.R.L. messaging and importance of community stories in their local area.
- Utilized G.I.R.L. in cookie promotions, Girl Scout week media efforts and with new families of Daisy Girl Scouts.
- Recognized by the Quad-City Times as the best Charitable/Non-Profit in the area.

**High Awards Highlights for FY 2017:**

- 170 Bronze Award Girl Scouts
- 124 Silver Award Girl Scouts
- 4 Gold Award Girl Scouts
- These high awards represent over 9,920 hours of impact in the community by area Girl Scouts.

GSEIWI is committed to building future leaders of courage confidence and character. GSEIWI will continue to inspire leadership in girls and adults who improve the world around them.