



Operating Plan
for
Oct. 1, 2011 – Sept. 30, 2012

August 13, 2011



Priorities for the Year

100th Anniversary

Maximizing GSHPA's celebration of the 100th anniversary of Girl Scouts, including girl participation, fundraising and public relations goals.

Partnerships

Developing meaningful, purposeful, profitable internal and external partnerships.

Outdoor Experience

Fully incorporating camp and outdoor programming into the life of GSHPA as one of the most distinct experiences that we offer girls.

Sustainable Growth

Improving and adjusting systems to support sustainable growth in all areas including membership, finance and community engagement.



Goals & Outcomes

Girls' Leadership Outcomes

– Girls gain practical life skills

- 65% of Girl Scouts will be better at making healthy choices.

– Girls develop healthy relationships

- 70% of Girl Scouts will be able to use positive communication and relationship-building skills.

– Girls are resourceful problem solvers

- 75% of Girl Scouts will be able to develop and implement an age-appropriate plan to reach a goal or solution to a problem.

Girls' Leadership Outcomes



Membership

– Recruitment

- Increase the number of girl members to 27,293.
- Increase the number of adult members to 11,575

– Retention

- Increase the % of retained girls to 62%.
- Increase the % of retained adult members to 69%.

Financial

- \$1,650,000 in contributions
- Product Sales revenue increase of 3%
- Continued progress reducing dependence upon Line of Credit



Business Plan Implementation

Business Plan Implementation – Year 3

- Property Realignment: Sale of York building and 1-2 camps
- Retail: All satellite offices reached 2 times per year by the traveling Council Store.
- Outdoor Program: Completing and beginning to implement a camp development plan

Business Plan Implementation – Year 3

Customer Service

- Simplified and more flexible required volunteer training that provides options depending on the volunteer's role without compromising key points.
- ACH process with Product Sales so folks no longer need to worry about whether or not their checks have gotten lost in the mail.
- More personal contact with and support from membership associates now that everyone is in the New Way of Work.
- More regional First Aid/CPR and Outdoor skills trainings for volunteers to prepare for and encourage more participation in the 2012 Camporee.
- Transitioning to a membership data base where individuals can join Girl Scouts online.

Business Plan Implementation – Year 3

Customer Service, cont'd

- Simplify policies and procedures into new “Volunteer Essentials” and “Safety Check Points”
- Safety Checkpoints available on the gshpa.org site listed by activity (i.e. biking) and types of activity (i.e. water activities) so you can find the requirements for your specific activity without having to page through a 100 page document
- Streamlining/clarifying troop bank account procedures
- Implementing new membership data base which, eventually, will allow individuals to join online
- Continuing volunteer training weekends
- Council Store coming to each region twice per year

Business Plan Implementation – Year 3

Signature Programming

- **Cookie Rally/Cookie College** coming to all five regions this year on January 7, 2012
- ***Forever Green Initiative:***
 - *Ecological Footprint Challenge coming in September*
 - *Forever Green Participation patch*
 - *Register and get free “It’s Your Planet: Love It” set for your troop!*
 - Investigating possible statewide tree-planting in May
 - *Forever Green* to be part of 100th anniversary camporee
 - Service Unit projects fueled by SU mini-grants

Forever Green Kick-Off, May 2011



Business Plan Implementation – Year 3

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100th Anniversary

Strategies

1. Engage and reconnect with Girl Scout alumnae.
2. Offer girl activities and collect stories that raise our visibility and build appreciation for the mission, relevancy and impact of Girl Scouts on today's girls.
3. Incorporate a common theme.

Campaign Theme

Inspiring Generations

Key Messages

- Girls have been directly and indirectly benefiting from Girl Scouts for 100 years.
- Everyone knows somebody who:
 - is or has been a Girl Scout
 - is or was positively impacted by a loved one's involvement in Girl Scouts.
- Girl Scouts inspires girls to reach their potential yesterday, today and tomorrow.
- Today's girls are tomorrow's leaders.

Activities:

100 Grand Girl Scouts

Engage 100,000 Girl Scout alumnae residing throughout our footprint and connect them with appropriate longer-term involvement with Girl Scouts in the Heart of PA.

- Generate buzz throughout footprint about call for alumnae.
- Use Survey Monkey to collect alumnae info.
- Create “Green Directory” on website
- Use list to identify prospective donors and/or volunteers.

Activities:

Showcase the current Girl Scout experience

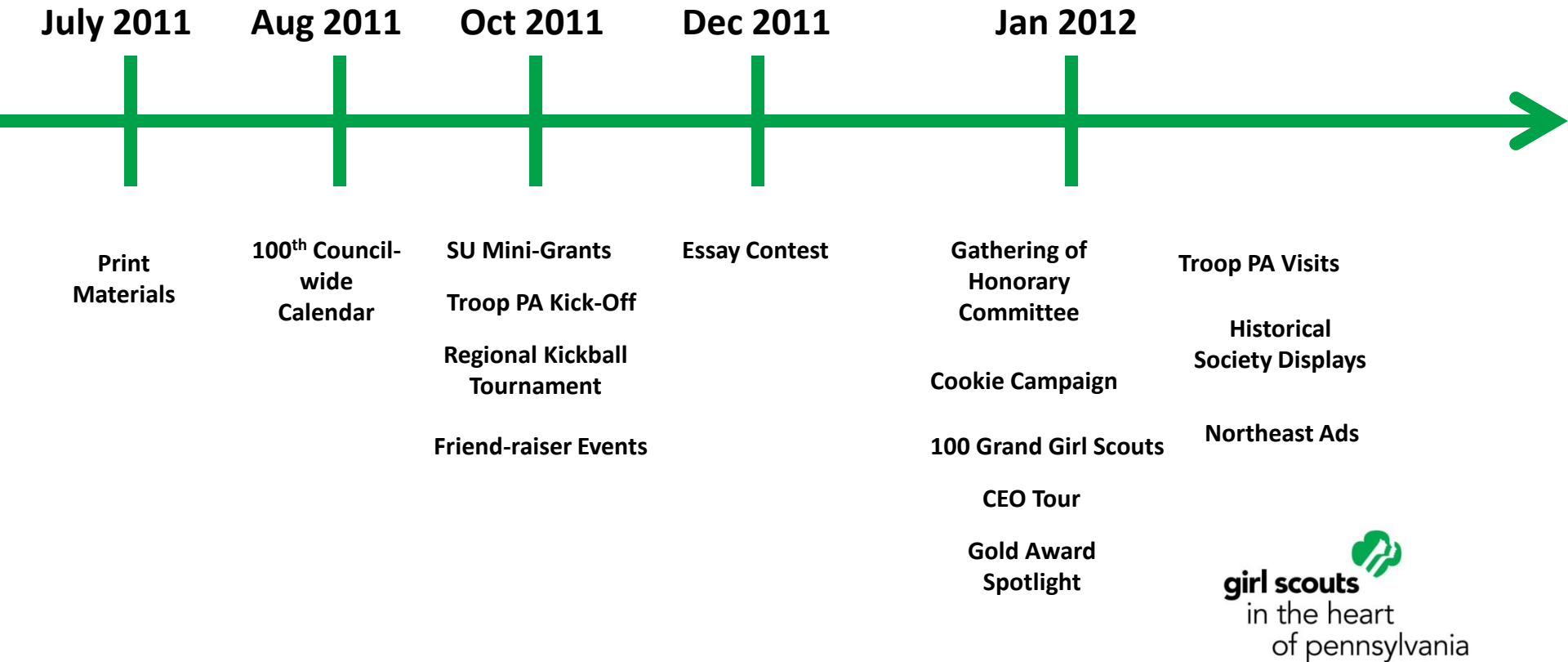
- Essay Contest
- Video Contest
- Gold Award Spotlight
- Sing-A-Long
- Inspire 100 More Challenge
- 100th Anniversary Camporee/Extravaganza
- Service Unit Mini-Grant Events/Activities
- 100th Anniversary Cookie
- Exhibits at Historical Societies
- Volunteer Showcase
- Fundraising Events

Activities:

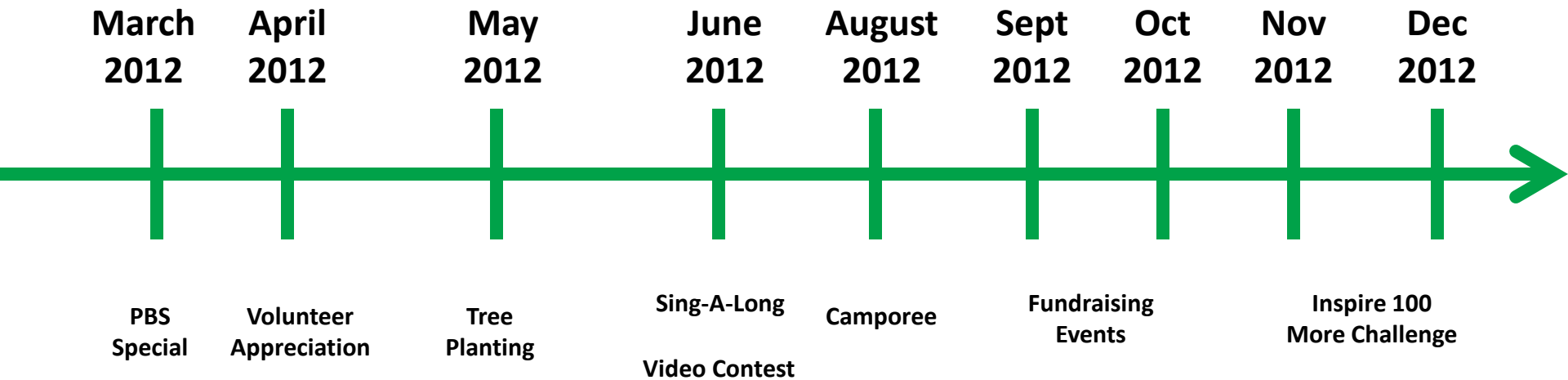
Partner with other PA Girl Scout councils

- Troop Pennsylvania
- Honorary 100th Anniversary Committee
- Statewide Tree Planting

Timeline



Timeline



100th Anniversary

Inspiring Generations

Important Dates:

- Camporee/Extravaganza, **Aug. 10-12, 2012**
- Celebration/Fundraising events:
 - Scranton, **Sept. 8, 2012**
 - Hershey, **Sept. 13, 2012**
 - State College, ?
 - Lancaster or York, ?
- National Sing-Along, **June 9, 2012**
- Statewide events
 - Troop PA, **Oct. 18, 2011**
 - Tree Planting, **May, 2012 (tentative)**



Strategic Learning

Key Priorities

PATHWAYS*

- Develop
- Implement
- Integrate

* Pathways = Troops, Camp, Series, Events, Virtual & Travel.

VOLUNTEERS

- Recruit new generations
- Develop leadership skills
- Cultivate talent pool

INTERNAL & EXTERNAL PERCEPTIONS

- Communicate the value of the Girl Scout Leadership Experience
- Girl Scouts as “cool” and flexible for today’s girls who have many options

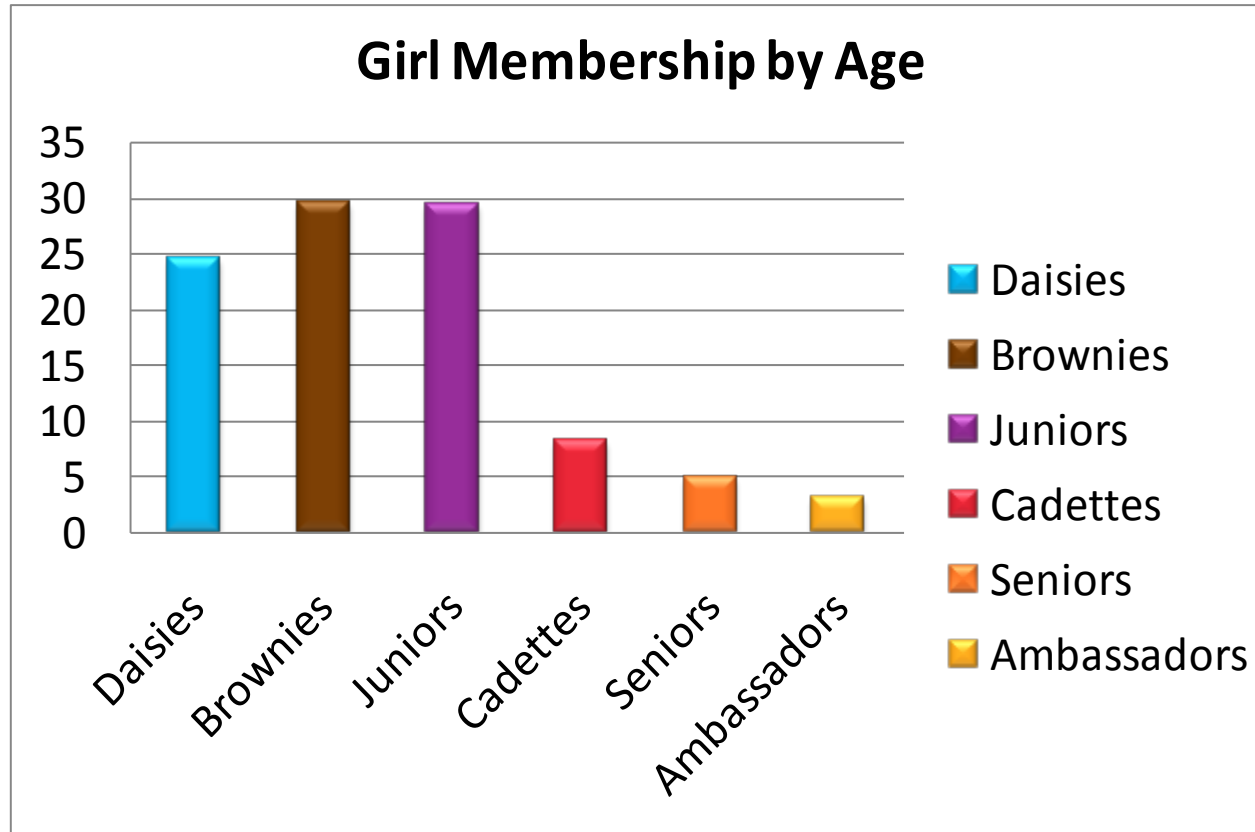
DIVERSITY

- Make cultural awareness, diversity and inclusion a “way of work” in our culture.
- Use demographic data to make strategic breakthroughs.

TECHNOLOGY

- Continuous improvement
- Maximum utilization
- Proficiency

Focus of Change – Junior Level



Happy Trails!

