

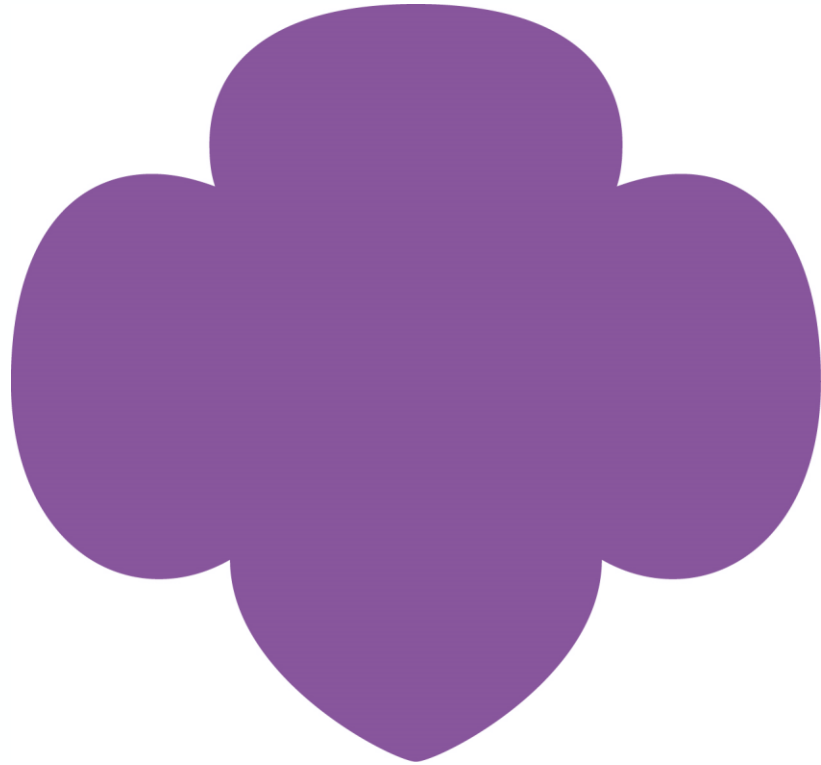
Welcome, Girl Scouts!



Spring

Volunteer

Conference



Making the most of your Spring Volunteer Conference Experience



Schedule of the Day

Time	Main Stage Presentations
8:00 am - 9:00 am	Rolling Check In & Arrival / Optional Networking
9:00 am - 9:15 am	Spring Volunteer Conference Kick Off
9:15 am - 9:45 am	365 Days Around the Girl Scout Sun – Reflecting on the First Year
9:45 am - 10:15 am	The Future is Girl Scout Green: A Look into the 2025 Membership Year
Time	Breakout Room Presentations
10:45am-12:15pm	Session 1- 90 Mins
12:15pm-1:30pm	Lunch
1:45pm-3:00pm	Session 2- 75 mins
3:00pm-3:15pm	Break
3:15pm-4:30pm	Session 3- 75 mins
4:30pm-5:00pm	Shop on the Go and Depart



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365 Days Around the Girl Scout Sun

Volunteer Advisory
Committee

Youth Leadership
Council

Program Advisory
Committee

Diversify Board

Back Office
Enhancements

Right Sized Staff

And today marks the launch of GSGC's
Pop Up Shops & Gateway Council
Customized Merchandise!

The Official Launch of Gateway Specific Merchandise!



Sunshine
Bundle!

All 3 for \$50!

The Official Launch of Gateway Specific Merchandise!

Free gift for every \$25.00 spent (while supplies last)



10% off orders of \$50 or more



24% off orders of \$100 or more!



And there is so much more on the horizon...

Communication &
Connection

Property Planning

Innovative Delivery
Models

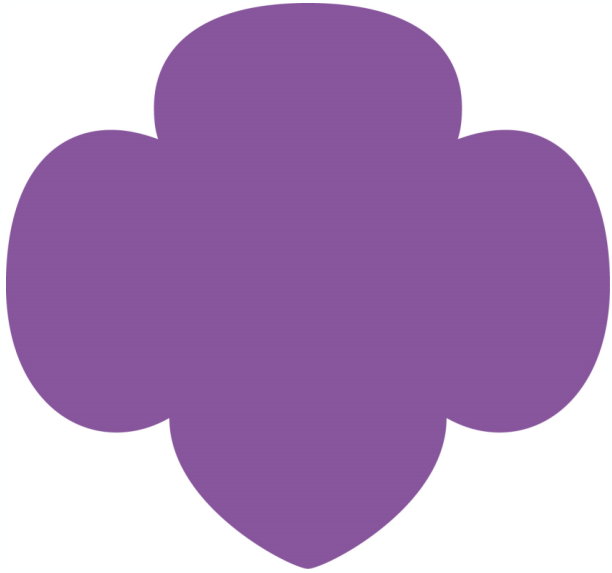
3-5 Year Road Map

#TheFutureIsGirlScoutGreen

Strategic Planning

In fiscal year 2025 the board of directors will be creating the 26-29 strategic priorities.

As we work thorough this process we will begin with a series of clarifying questions.



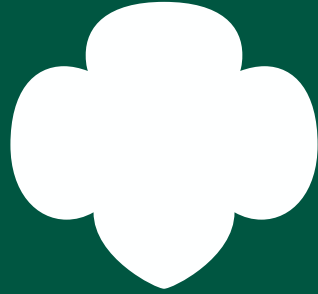
Value Proposition

The impact we will
have on your life today.

Unique Advantage

What sets us apart from
others?





#TheFutureIsGirlScoutGreen

“ Long live
all the mountains
we moved. ”

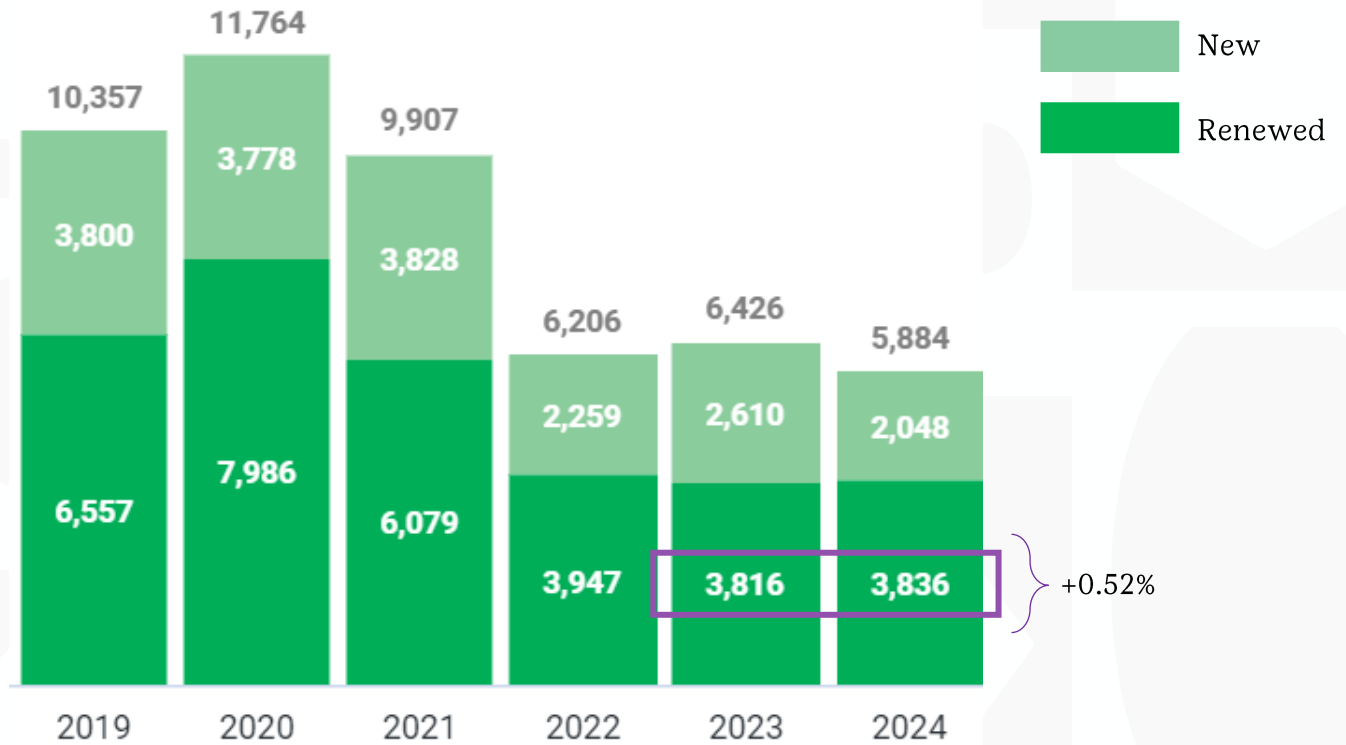
Taylor Swift
Girl Scout Alum

GSGC Big Goals for the Future

10K by 26

Girl Scouts of Gateway Council aims to serve 10,000 girl members by the end of fiscal year 2026.

Total Girl Members



Membership Year

This Big Goal is Well Within Our Reach!



11,156

Total Members ⓘ

1,995,931

Total Population ⓘ

0.6%

Overall Market Share ⓘ

5.6%

5-Year Projected Gr... ⓘ

Girl Scouts of Gateway Council aims to serve 10,000 girl members by the end of fiscal year 2026.

How We'll Get There...

10K by 26

Recruitment of New Members

1. Support and training of Recruitment Leads
2. Robust Extended Year plan of work
3. Digital Ads

Retention of Existing Members

1. Community localized events
2. Membership support wellness calls
3. Event Lead training and support

Membership Growth Pilots

1. Starter Troop Pilot
2. Military Family Engagement
3. Girl Scout Experience Subscription Box

Girl Scout Experience Box



Internal Information | Embargoed Through April 2024 | Full Launch on May 9 Council Connection Call

What is the Girl Scout Experience Box?

- A complimentary monthly supply box for new Daisy Troop Leaders
- Each box is shipped directly to the Troop Leader
- The contents of each box align with the Daisy First Year Troop Plan (Kindergarten and 1st Grade Girl Scouts)

Internal Information / Embargoed Through April 2024 / Full Launch on May 9 Council Connection Call

Each Box Includes...

Internal Information | Embargoed Through April 2024



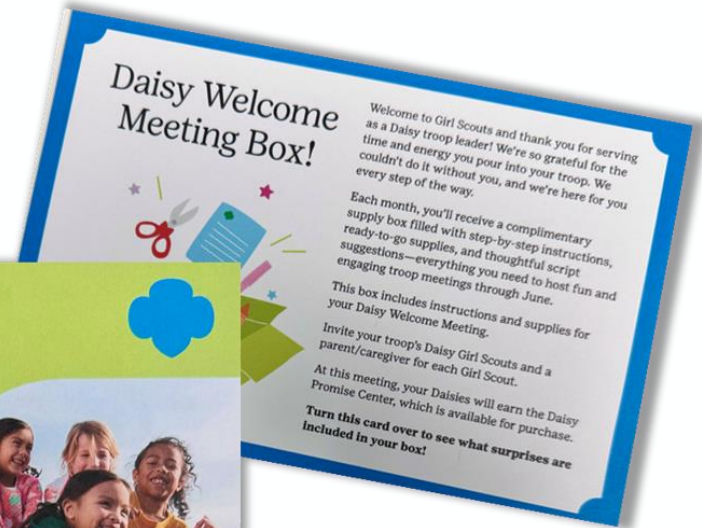
Meeting Guides for up to 16 meetings / 8 box shipments



Each Box Includes...



Contents Card with box contents and information



Each Box Includes...



Family Handouts (Petal pages, uniform guide, Promise & Law one pager, etc.)



...plus, all supplies needed to complete the activities!



Girl Scout Experience Box Timeline & Launch

- Internal planning team working side by side with partners at GSUSA to launch locally
- New Daisy Troop Leaders will be able to take advantage of this free program beginning summer 2024.
- Official launch for GSGC late May 2024
- More information to come on May 9th Council Connection Call
- Membership staff available to showcase sample boxes at Summer and Fall Community / Village Meetings

Internal Information / Embargoed Through April 2024 / Full Launch on May 9 Council Connection Call

GSGC Big Goals for the Future

10K by 26

Spring Volunteer Conference is the right next step to

align on our big goals, plan for the future, and partner together to share our unique advantage

with the nearly 2 million people living in GSGC's jurisdiction.



Spring

Volunteer

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