

## GSCM Mission Delivery Goals FY 2015

Listed below are some of the Key Priorities for the 2014/2015 Membership Year. When applying for the President's Award, please address these goals as they pertain to your Service Unit.

**Key Priority: Membership: Reach and retain underserved populations through focused recruitment efforts and pathway offerings.**

**Objective:** Increase the council overall market share to 11% with targeted membership growth strategies with special emphasis on recruitment of girls grades K-5 and retention of girl's grades 2-5.

- Ensure each Service Unit has a plan of work to support the council's goals and objectives. Have a girl recruitment plan to grow Girl Scouting in their area and hold recruitment events throughout the year.
- Utilize program models to place girls new to Girl Scouting and ensure girls who are on the placement list are in a troop pathway.

**Key Priority: Volunteerism: Strengthen the volunteer management system to recruit and retain volunteers for all pathways.**

**Objective:** Offer a service delivery structure that supports volunteers in all pathways.

- Grow membership through the use of non-traditional volunteers (young professionals, minorities, and corporate volunteers) to fill the volunteer positions in all pathways. Participate in College recruitment opportunities throughout the council jurisdiction and develop partnerships with local corporations that encourage employee volunteerism.

**Key Priority: Funding: Develop a culture of philanthropy that promotes individual giving and mutually beneficial partnerships to generate increase resources.**

**Objective:** Develop, implement and evaluate multi-pronged fundraising and communication plans that resulting in a 3% increase in both donor participation and revenue from all constituencies.

- Revenue from GSCM family SHARE campaign will increase by 10% achieving 40% of GSCM families giving.

**Objective:** Evaluate the annual Cookie Program, maximizing public relations opportunities to promote as a financial literacy program and achieve a 2% increase in net profit.

- Collaborate with Membership team to have a minimum of 10,000 girls registered in the fall ready and participating in the cookie program with a trained cookie volunteer structure in place.