

Council Strategy 2020 - 2023

Strategic Objectives

Reach more GIRLS *Customer*

Raise our Daisy market share. Improve overall conversion and recruiting, serving more girls in underrepresented and underserved communities.

Higher IMPACT *Program/Delivery Model*

- Deliver outcome-driven, high quality experience aligned with the 4 pillars

Increased INVESTMENTS *Funding Model*

- Segmented, values driven funding model

Effective OPERATIONS *Network Alignment*

- Sustainable volunteer structure and an organizational model that supports the volunteers of the future

Stronger BRAND *Unifying the Movement*

- Effectively communicate the value, outcomes, and opportunities of the GS program

Strategic Investments



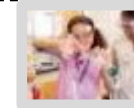
Optimize Lead Management
Customer Engagement
Initiative Model



Daisy
Initiative



Volunteer
Support, skills
and resources



GSUSA Program
Initiatives



Out reach



Individual Giving



Corporate Giving



Leverage and Maximize
Existing Assets



Volunteer
Structure



Organizational
Structure



Flexible &
Distinctive
Troop Models



Capacity Building
(Staff and Volunteers)



Communication Plan



Outcomes
Data and
Analytics



Culture of Brand
Ambassadors