

# Council Strategy 2021

## 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



GSUSA Program Initiatives:  
STEM  
Outdoors  
Higher Awards  
Virtual Support



Individual Giving



Corporate Giving



Sustainable Cookie Program



Maximize Corporate Assets



Maintain Fluidity



Communication Plan



Outcomes Data and Analytics

Cultivate Culture