

June Volunteer Meeting Summary

- As of Monday June 9th, our membership numbers are as follows:
 - 5,547 total girls
 - 2,251 total adults
 - 1,611 total lifetime members
 - 72.7% overall retention rate
 - 68.3% retention rate for girls
 - 79.4% retention rate for adults and lifetime members

Council news:

- The first phase of strategic planning, analysis is done. The areas focused on were:
 - Market Awareness
 - DEIRJ
 - We looked at our current strategy to see where we're missing and what we're hitting
 - Finance and Revenue
 - Programming
 - Customer Care
 - Retail
- We're in the process of working on the insights to decisions part
- We recently had a retreat with senior staff members and board members to discuss insights and planning for the future
- We're combining what we're going to do with GSUSA's analysis, so we're aligned
- Key focus areas are:
 - Why should anyone join Girl Scouting?
 - What is our value proposition?
 - Analysis shows a majority of people don't recognize our value
 - We're looking into ways to talk about our value both with internal and external audiences
 - How do we increase ways to participate?
 - Volunteering is time consuming
 - How do we help volunteers and parents have time to participate?
 - Things like the Daisy boxes and New Leader Handbooks have been shown to help a lot
 - How can we be more financially stable?
 - We want to be less reliant on Cookies

- We want to make sure things like our camp properties are the best they can be
 - Provide more support
 - Increase diversity
- GSUSA also has a plan, but they will be letting members know in stages
 - National delegates will know soon
- There are 23 potential National Council proposals. 3 big ones are:
 - Change “serve God and my country” to “Serve my local and global community”
 - Changing membership requirements from any girl who has accepted the Girl Scout Law and has paid dues is a member to any youth who has accepted the Girl Scout law and has paid dues is a member
 - Discussion on whether or not GSUSA needs to establish a method of allocating or applying for councils to apply for financial relief if there is an extreme need
- When delegates are briefed we will look into having someone come to meet with members to discuss topics

Membership & Volunteer Support news:

- We are always looking for people to help with recruitment events
 - Check out our Sign-Up Genius page to find an event near you
- If you are interested in hosting or running an event and need help with materials like flyers, let us know
- Financial reports are due June 30th for all troops and Service Units
 - Those can be submitted through the Volunteer Toolkit
 - If you need help let us know
- We do offer a patch program that can fit into troop plans easily
 - The High Altitude Patch Program has easy steps to earn it
 - Like bridging or doing service projects
 - Check out our website to learn more
- Don't forget to update your Participation Catalogue
 - This can be a change in time, location, or number of girls

Girl Experience news:

- On Demand Programs are offered year round
 - Can be badge focused or activity focused

- The STEM Van is available again this fall with 3 new programs
 - The van will be available in Vermont in October and in November in New Hampshire
 - Limited spots available for both so sign up soon
- We are also offering a 3-D Printing Program
 - 3 levels that individuals can participate at their own pace
- Select weeks at camp are still available for you to sign up
 - Registrations will close 2 weeks before the camp session
- Troop and family camping still have openings
- Adult trainings are on the calendar for the fall.
- We also have regular programs happening throughout the summer
- You can find information and sign up either online or call Customer Care
- Farnsworth Weekend is happening September 5-7, the weekend after Labor Day
 - Registration will open in early July

Fund Development news:

- As of June 20th, NH Gives raised \$5,740
 - Thank you all who donated