

May Volunteer Meeting Summary

- As of Monday, May 11, our membership numbers are as follows:
 - Girl Members – 4,926 total
 - Adult Members – 1,914 total
 - Lifetime Members – 1,669 total
 - 70.2% retention rate
 - 64.9% girl retention rate
 - 78.1% adult and lifetime retention rate

Council news:

- One of the proposals for National Council Sessions discusses changing membership dues and procedures for registrations.
 - This would amend the credentials section in the Blue Book.
 - The National Board of Directors must obtain Approval from the National Council whenever a plan will result in dues increasing more than 25%.
 - Instead of 25% it would 15% every one triennium
 - Pros:
 - When originally written, dues were \$25, but now they are \$65 which with a 25% increase is substantial. 15% still provide the same opportunity to react to financial conditions and make up for inflation.
 - Membership dues increase can be reasonable and gradual. Large changes can be debated.
 - Concerns about affordability, Councils would need time to plan for increased financial aid and program rewards
- National Delegates are available to come to meetings to discuss topics

Membership & Volunteer Support news:

- We are currently in renewal season
 - 1,573 girls renewed
 - 298 adults renewed
 - 1,679 lifetime members renewed
- In May, membership is only \$60, which is a \$20 savings
- Any new girls that purchase an extended year membership that is \$80, which is a \$30 discount

- If you haven't filled out the Volunteer Appreciation Jotform, please do so soon so we can get you into the system
- Get Ready with Girl Scouts is back this fall for girls entering Kindergarten
 - With the extended year membership, they will get various activity books, special gifts, and other program offers, as well as be able to participate in programs over the summer
- Girls starting Kindergarten in the fall that are in the Head Start Program are eligible for complimentary membership from GSUSA if they join between April 1st-July 31st/
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Girl Experience news:

- Youth Mental Health First Aid is being offered to volunteers in our council for just \$25 and does qualify for the Volunteer Appreciation Month promo.
 - 1-2 hours of virtual pre-work and then a 5-6 hour live session either virtually or in-person.
- Multiple volunteer training courses are coming up and do apply to the Volunteer Appreciation Month promo.
 - Looking to add more courses to the Vermont area.
- Volunteer Appreciation Gift is valid through September 30th
- Camp registration is still open
- Camp open houses are coming up for those who are unsure or might be new
- Still looking to fill staff positions
- We have a few troop and family camping weekends this summer as well
- We do have some programs running this summer
- FutureFest and Young Women of Distinction are on May 30th

Marketing news:

- New GSUSA marketing campaign went live 2 weeks ago.
 - Currently being run on YouTube TV
 - Theme: Find the Power Within
 - It's really informed by deep insights that Girl Scouts of the USA, developed and researched over the past 5 years through focus groups and survey