

Strategy Initiatives 2018-2020

To continue being the preeminent leadership development organization for girls, Girl Scouts of North East Ohio has developed five through a comprehensive, community based process. With the help of volunteers, community partners, and staff these initiatives will be achieved in the next three years.

Our Mission

Girl Scouting builds girls of courage, confidence, and character, who make the world a better place.

Who We Are

Girl Scouts of North East Ohio serves nearly 30,000 girls in grades K-12 and 10,000 adult members in Ashtabula, Carroll, Columbiana, Cuyahoga, Erie, Geauga, Huron, Lake, Lorain, Mahoning, Media, Portage, Sandusky, Seneca, Stark, Summit, Trumbull, and Tuscarawas Counties.

We're the preeminent leadership development organization for girls. And with programs throughout Northeast Ohio, Girl Scouts offers every girl a chance to practice a lifetime of leadership, adventure, and success.

Contact Us

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Reach more GIRLS

To be the organization of choice for girls and their families we will increase the awareness and impact of our program, cultivate and recruit more diverse volunteers from different sectors, and build a family engagement strategy with a focus on the Daisy Age Level.

- Build a functional, robust supported **Juliette Program**
- Enhance digital marketing platforms to create more **qualified leads**
- Develop a viable, **on-going series** programming model
- Focus on recruiting short-term, or episodic **volunteers**
- A new **Daisy recruitment plan**



Higher IMPACT

Increase our dynamic, age-appropriate program offerings by cultivating new and existing community partners, and ensuring every troop experience is delivered with the integrity of the Girl Scouts National Program portfolio.

- Build strong **community partner** relationships
- Use **mentoring awards** and **higher awards** to recruit and retain
- Support **volunteers** to consistently deliver our programs at a troop level



Increased INVESTMENTS

Promote a mindset that ensures the organization's ability to remain stable, sustainable, and have high impact by decreasing reliance on product sales, while maximizing diverse funding opportunities with a focus on individual giving.

- **Diversify funding** streams
- **Cultivation** of all groups consistently and systematically
- Conduct **property assessment** for cost savings, cost recovery, and new revenue



Effective OPERATIONS

Provide an exceptional customer centric organization that communicates effectively to all stakeholders and fosters a high quality work force and aligns talent with an efficient and evolving operational model.

- **Optimize systems** to effectively communicate
- Support a **high quality workforce**
- Ensure an **efficient** and **evolving** operating model



Stronger BRAND

Utilize branded resources and research to tell our story and empower our stakeholders to share the uniqueness and value of Girl Scouts.

- Tell a **consistent** story
- Make a **case for Girl Scouting**
- Appeal to **diverse** populations