



# Strategic Plan

April 2023 - March 2025







## Priority One

# **Strengthen Access to Girl Scouts of Greater Los Angeles**

Cultivate growth in communities unfamiliar to Girl Scouts;  
by creating relevancy and a sense of belonging.

- 1.** Invest in marketing/outreach in underrepresented communities.
- 2.** Strengthen support of established troop leaders, ensuring consistent experiences and strong retention.
- 3.** Increase opportunities for girls by focusing on recruiting new Daisy and Brownie troop leaders.







## Priority Two

# **Transform the Volunteer Experience**

Redefine opportunities for volunteer engagement; provide support that is aligned with adults' interest and the ability to provide a supportive experience for girls.

- 1.** Enlist feedback to improve the volunteer experience and strengthen the volunteers' relationship with GSGLA.
- 2.** Remove obstacles and improve processes to make volunteer and troop participation easy.
- 3.** Diversify opportunities to recruit better and support short-term volunteers; leverage content experts to provide relevant experiences.



## Priority Three

# **Deliver Relevant, Consistent, & Equitable Program Experiences**

Evaluate programmatic impact to understand and prioritize meaningful girl experiences.

- 1.** Support and augment the Girl Scout Leadership Experience for Daisy, Brownie, and Junior leaders and troops.
- 2.** Foster engagement of the Girl Scout family.
- 3.** Expand the outdoor program and experiences to meet girls' and parents' needs.







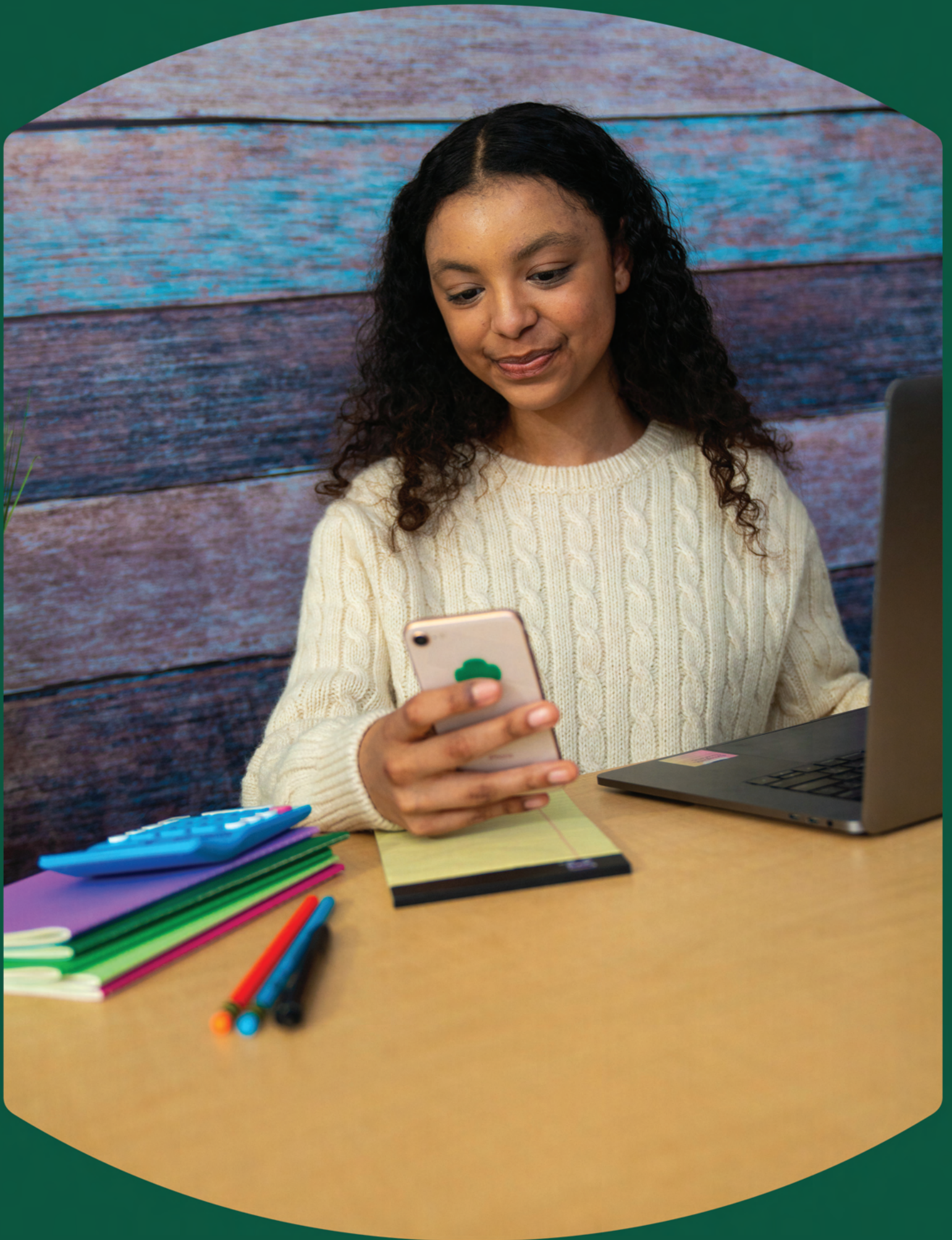
## Priority Four

# **Build Fundraising Infrastructure & Capacity to Drive Investment in the Future of Girls**

Grow and diversify our philanthropic revenue.

- 1.** Re-engage lapsed donors and grow a pipeline of new annual fund donors, major philanthropists, foundations, and corporate partners.
- 2.** Implement opportunities and create collateral to cultivate and steward prospects and donors.
- 3.** Create a stable and efficient Fund Development department that collaborates closely with mission delivery, finance, and marcomm.







## Priority Five

# **Improve Processes & Organizational Efficiencies to Support Our Strategic Vision**

Strengthen and build internal processes and procedures to promote business efficiency and financial sustainability.

- 1. Grow our revenue streams.**
- 2. Implement the Properties Strategy Task Force recommendations.**
- 3. Build infrastructure for effective and successful employee engagement.**







## Priority Six

# **Advance Diversity, Equity, Inclusion, Access, & Belonging**

Engage stakeholders to create and advance diversity, equity, inclusion, access, and belonging in GSGLA communities.

- 1.** Develop and launch DEIA road map.
- 2.** Establish and support program progression model to increase participation and retention of BIPOC Girl Scouts.
- 3.** Define, launch, and nurture a foundational understanding of DEIA themes and establish a trained, culturally competent leadership and supervisory workforce.