



# For Every Girl

The For Every Girl Strategic Plan has set forth key priorities to ensure we fulfill our purpose and meet our mission.

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

**Purpose**  
To boldly lead as an anti-racist organization that uplifts and empowers every girl to know their worth and lead in their world.

Girl Scouts is committed to equality, girl leadership, and mutually beneficial relationships. This strategic plan is designed to reflect these principles.



## Core Principles:

- Keep diversity, equity, inclusion, access, and racial justice at the center of everything we do
- Build mutually beneficial partnerships between girls, families, volunteers, neighborhoods, partners, and funders that strengthen the connections of our communities
- Create innovative and adaptable programs that address the most urgent needs of girls now, while also preparing them for future opportunities
- Empower girls so that they can be a leader and change the world with experiences designed to support them in taking the lead—and taking action on issues they most care about

If you would like to invest in this plan and ensure Girl Scouts is accessible for all girls, please contact [girlscouts@girlscoutsrv.org](mailto:girlscouts@girlscoutsrv.org) to learn more or donate today at [girlscoutsrv.org/Donate](http://girlscoutsrv.org/Donate)



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Girl Scouts River Valleys  
Strategic Plan FY22-FY24

# For Every Girl







# For Every Girl Priorities



## For Every Girl

At Girl Scouts River Valleys, girls are at the center of everything we do. We know girls need Girl Scouts as they seek connection, build relationships, and use this life-changing time to shape their bold futures. Investing in a girl-led future provides our communities with their vast, diverse perspectives and leadership.

During a tumultuous 2020, River Valleys was there for girls, as we had been for more than 100 years. We ensured girls were supported when and where they needed us, innovating new ways to reach and engage with girls and families.

2021 was a time of reflection, adaptation, and a time to reimagine the future. The **For Every Girl Strategic Plan** is a roadmap to post-pandemic recovery for fiscal years 2022-2024. But more than that, it ensures that we build on our unmatched service to girls and stand firmly in our purpose:

*To boldly lead as an anti-racist organization that uplifts and empowers every girl to know their worth and lead in their world.*

The plan identifies five critical priorities that will strengthen our capacity to provide girls with the innovative and relevant programs that prepare them to be leaders in a future full of change, challenges, and opportunities.

The For Every Girl Strategic Plan requires resources as well as volunteers and partners that are committed to our mission and vision as we continue to evolve, lead, inspire, and innovate as we strive to build girls of courage, confidence, and character, who make the world a better place.

We hope you'll join us in being a champion for every girl.

Gayle Hayhurst  
Board Chair  
Girl Scouts River Valleys Board

Tish Bolger  
Chief Executive Officer  
Girl Scouts River Valleys

## For Every Girl Priorities

### Grow Membership

Grow membership to recover to pre-pandemic levels. To achieve this priority, we will:

- **Listen authentically** to what communities say they need through community listening sessions and develop responsive strategies
- **Expand trainings & opportunities for new troop leaders** to build their confidence and capacity to serve girls
- **Create adaptive recruitment strategies** to ensure that Girl Scouts is always easy and accessible to join

### Expand & Adapt Program Delivery

Build on our success expanding and adapting programming options and continue to create accessible engagement and participation options. To achieve this priority, we will:

- **Create progressive volunteer training** to ensure relevant, adaptable program delivery
- **Complete Volunteer Capacity Project** to give local Service Units the tools they need to improve service and efficacy for girls and volunteers
- **Conduct family needs assessment** to create programs that engage the whole family in a child's Girl Scout experience

### Increase Inclusion & Belonging

Diversity, equity, inclusion, access and racial justice (DEIA/RJ) is at the heart of everything that Girl Scouts does, and we want our girls, volunteers, families, and staff to feel that they belong in Girl Scouts. To achieve this priority, we will:

- **Expand DEI training for staff and board members, and support recruitment/retention of BIPOC staff and volunteers**
- **Create DEI training** for volunteers with the support of a dedicated DEI staff member
- **Expand anti-racist programming** for girls and families

### Diversify Revenue

Diversify our revenue sources and keep our program sustainable for years to come. To achieve this priority, we will:

- **Grow** annual giving and funded partnerships
- **Increase business operations, Camp program capacity, and passive income revenue**
- **Grow** fundraising event revenue

### Raise Awareness

Expand our audience so that many different communities are aware of how they can benefit from and access Girl Scout programs. To achieve this priority, we will:

- **Invest in public relations, research, and data driven communication strategies** that build awareness and create connections with girls, families, and the general public
- **Tailor and segment Girl Scouts messaging** to reach more audiences

The **For Every Girl Strategic Plan** priorities ensure that Girl Scouts meets the needs of communities with programs that excite and empower girls for a promising future of learning, leadership, and advocacy.

### What success looks like:

Girl Scouts River Valleys' FY22-FY24 strategic plan creates a vision for the future with challenging, yet achievable goals. The For Every Girl plan will help us:



Increase girl membership by **25%** over the next three years



Double the number of individual donors and partner funders



Ensure that our girl outcomes achievement **meets or exceeds national Girl Scout outcomes**



Increase non-Cookie Program revenue by **10%** diversifying our overall revenue



Increase engagement with girls of color so that they are **30%** of our membership