GSCTX Strategic Plan 2020-2024

Updated and approved by Board of Directors on September 10, 2021.

Mission

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

Vision

Every girl finds her voice and creates a better world.

Priorities

Govern and Manage with Excellence	Deliver Impactful, Outcome-Driven Programs	Grow the Community of Girl Scouts in Central Texas, Increasing Access for All	Increase Our Fundraising Capacity to Support Serving More Girls	Communicate and Demonstrate Value
Operations	**Program**	**Membership**	**Financial**	**Marketing**

Strategies

Operations	Program	Membership	Financial	Marketing
• Build and maintain an organizational culture of engagement, accountability, and collaboration that champions diversity and fosters belonging. • Be well governed by a diverse and engaged board that achieves 100% giving. • Ensure continued excellence in council operations by making data-informed business decisions.	• Offer engaging volunteer- and staff-facilitated programs that support achievement of Girl Scout Leadership Experience (GSLE) outcomes, while meeting the needs of our communities. • Refine evaluation of program outcomes and effectiveness.	• Serve 17,200 girls annually by 2024. • Remove barriers to participation regardless of race, ethnicity, sexual orientation, neurodiversity, and socio-economic status. • Prioritize K-3 recruitment. • Attract, retain, and sustain volunteers and partners that support the demand for Girl Scouts and are inclusive and welcoming of all girls. • Serve girls with delivery models that are based on communities' needs and priorities.	• Increase annual contributed support to $1.8M by 2024. • Create diverse funding opportunities and increase revenue, with a focus on growing individual donor pipeline. • Ensure GSCTX has adequate resources to advance its mission and support growth.	• Focus resources on target market segments to increase the number of people who know who we are and what we do. • Influence and support K-3 recruitment strategies. • Influence and support volunteer and partner recruitment and onboarding strategies.