

Customer Engagement Initiative

Frequently Asked Questions

1. **What is the Customer Engagement Initiative?**

Girl Scouts of Montana and Wyoming is joining with Girl Scouts of the USA and councils across the nation in the Customer Engagement Initiative – a new way of engaging and communicating with our amazing volunteers, caregivers and girls. This exciting initiative consists of three online tools: a refreshed website, an all-new membership registration system and Girl Scout Member Community (Volunteer Systems), and a ground-breaking Volunteer Toolkit.

2. **Why is GSMW implementing the Customer Engagement Initiative?**

During our National Strategic Learning process, the need to expand our capacity to support girls and families both new and existing – was evident. Girl Scouts of the USA has invested in new tools and technology for councils, designed to improve the adult and girl experience and keep members at the center of our process. The new tools result in:

- A faster and easier joining (and renewal!) experience for girls and adult volunteers. The process of becoming a volunteer – from signing up to being appointed to a troop – can take as little as 24 hours instead of four to six weeks!
- A simplified volunteer experience, with planning and administrative tasks taking less than half the time as before so volunteers can focus on the fun of working with girls!
- More communication from Girl Scouts to ensure families and volunteers are having a great experience and have the support they need.

3. **Are we changing the GSMW website?**

Yes. Our new website, which launched December 2015, brings a fresh new look, consistent with the Girl Scout brand and aligned with other councils across the county. In addition to the resources you count on, the site now features an enhanced searchable event list and month-by-month calendar, a searchable form library, and consistent program content supplied by GSUSA. The site also features responsive design, which means you'll get a great experience whether you access it from your computer, tablet, or smartphone.

4. **What are the benefits of the new membership registration system?**

From joining and getting oriented, to managing a troop and girl membership – our online experience will be easier, faster, more manageable and more enjoyable. Parents and caregivers will be regularly informed of their girl's status in the joining process, and staff will regularly communicate with volunteers and parents/caregivers throughout the year. Once a member has joined, she/he will be able to manage her/his membership through the Girl Scout Member Community.

5. **What is the Girl Scout Member Community?**

The Girl Scout Member Community provides easy-to-access services, and will be the place where you manage your personal profile and membership status.

6. **I'm a current member. How do I access the Girl Scout Member Community?**

By the end of March 2016, current members will receive an email invitation to claim their account in the Girl Scout Member Community. If you manage accounts for other members of your family, you'll have access to their accounts by claiming your own. We'll send a reminder a few days in advance so you can be on the lookout for the email invitation.

7. **Do I also register for events, training and camp through the Girl Scout Member Community?**

No, for the time being you will continue to maintain your Personify account for event, training and camp program registration. To simplify your login experience, you may use the same username and password for both Personify and the Girl Scout Member Community.

8. **I'm a troop volunteer. How does the Customer Engagement Initiative affect me?**

Girl Scout volunteers will receive an email the week of March 28, 2016 with details regarding troop management and exciting information about the *Volunteer Toolkit*, a digital resource designed to make it dramatically easier for you to manage your troop, prepare for and lead meetings, and connect with other volunteers.

9. **What is the Volunteer Toolkit?**

The Volunteer Toolkit will make it easier for volunteers to manage their troops, prepare for and lead meetings, and connect with other volunteers. Leaders will have access to important resources to deliver the Girl Scout Leadership Experience. More information about this exciting new resource will be available soon!

10. **Will there be training on the new system?**

Yes. Training will be provided to Service Unit teams and troop leaders. More information will be distributed in 2016.

11. **When will the new system and tools be available?**

Our new website will be available by end of December at www.gsmw.org. Our new registration system and toolkit is expected to be operational by April, 2016.

12. **Have a question that hasn't been answered here?**

We're happy to help! Visit <http://bit.do/gsmw-cei>, email us at cei@gsmw.org or call 1-800-736-5243 for more information. Thank you!

You will want to know. Be sure to update your email address in the GSMW record so you can receive the NEW and EXCITING updates about our progress.