

# STRATEGIC PRIORITIES

October 2019

## WINNING PROPOSITION

Empowering Girl Scouts in Montana and Wyoming to reach their full leadership potential through equitable access to quality opportunities.

## FOCUS

- WHO:** Troops - grades K-3
- WHAT:** STEM, Outdoor Program, Financial Literacy, Life Skills
- HOW:** Mission Delivery Plan
- WHERE:** Membership regions throughout Montana and Wyoming

## STRATEGIC OBJECTIVES

1. Engage Troops in quality Girl Scout Leadership Experiences through GSMW's Mission Delivery Plan with increased parental/guardian engagement.
2. Invest in the human component to build and sustain a thriving community of staff, volunteers, and adults to deliver the Girl Scout Mission.
3. Dynamically engage volunteers, parents, and staff in utilization of the Volunteer System and toolkit, and upcoming enhancements through continued communication and training.
4. Align and promote GSMW programs and activities to the G.I.R.L. brand strategy. Distribute timely, clear, and consistent messages and graphics that carry the updated branding of Girl Scouts.
5. Leverage and maximize existing assets to support delivery of the Girl Scout Mission by diversifying revenue sources and practicing stewardship of resources entrusted to GSMW including finances, property, and assets.