

STRATEGIC PRIORITIES

Membership Year 2026

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-5
WHAT: STEM, Outdoor Program, Financial Literacy, Life Skills
HOW: Mission Delivery Plan
WHERE: Montana and Wyoming

STRATEGIC OBJECTIVES

1. Enhance public visibility by actively participating in community events and activities, sharing the Girl Scout mission through a community engagement model.
2. Dynamically engage and support volunteers, including the utilization of the Girl Scout Experience Box for Daisy and Brownie troops.
3. Consistent adoption of the new brand positioning throughout all communications and marketing. Distribute timely, clear, and consistent messages and graphics that carry the branding of Girl Scouts.
4. Support GSUSA core strategic initiatives including increased diversity in Girl Scouting, expanded ways to experience Girl Scouting, compelling and widely understood value proposition, and financial stability.
5. Deepen collaboration in building a movement wide fund development professional community to enhance financial stability, enabling a strong movement.