



STRATEGIC PRIORITIES

Membership Year 2023

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: Montana and Wyoming

STRATEGIC OBJECTIVES

1. Engage Girl Scouts in quality Girl Scout Leadership Experiences through GSMW's Mission Delivery Plan with diverse delivery methods.
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 Toolkit and gsLearn.
4. Align and promote GSMW website, recruitment, and programs to the GSUSA brand strategy. Distribute timely, clear, and consistent messages and graphics that carry the 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.