



## Girl Scouts–North Carolina Coastal Pines 2021-2023 Strategic Plan

### Mission

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

### Strategic Vision

By 2026, Girl Scouts–North Carolina Coastal Pines will be 26,000 girls strong.

### Guiding Principles

Discover  
Connect  
Take Action

As we look to the future, Girl Scouts–North Carolina Coastal Pines has refined our council’s strategic pillars to focus on 6 key areas, each working in concert to align our efforts and achieve our overarching goal to reach and retain more girls.

Inspired by the girls we serve, the plan is a combination of bold initiatives and creative ideas that remain rooted in our commitment to provide opportunities and experiences that engage and inspire girls while remaining focused on our brand values of:

- **Self-expression.** Encouraging every Girl Scout to speak their mind and pursue creative solutions.
- **Inclusion.** Ensuring everyone is treated with dignity and respect.
- **Community.** Providing girls a space where they can grow stronger individually and together.
- **Integrity.** Leading by example and striving for continual growth and improvement.
- **Discovery.** Creating experiences that enable girls to step confidently into the unknown and to realize their ambitions.

Girl Scouts–North Carolina Coastal Pines invites all of our members, volunteers, partners, donors, and families to join us in a spirit of collaboration, belonging, and excellence as we work to implement our 2021-2023 Strategic Plan. In doing so, Girl Scouts across central and eastern North Carolina can dream big, discover new passions, advocate for themselves and others, and move forward with confidence and determination to succeed.

*On the following page we have highlighted each of the council’s strategic focus areas and the major initiatives in each area that will guide our work through 2023.*



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## Reach and Retain More Girls

Expansion of New Troop Start-Up Initiative

Service Unit Partnership in Recruitment

Home-School Community Engagement

Military Base School Partnerships and Access

Be a Friend First (BFF) Hybrid Delivery in Schools

Juliette Girl and Caregiver Engagement

Procurement of Troop Meeting and Event Locations

Outdoor and Camp Experience Enhanced through Property Plan

12-16 Week After-School Entrepreneur Program (Pilot)

**Support the Volunteer Experience**

- Enhance Service Unit Support
  - Focus on Targeted Troop Leader Support
    - 1st & 2nd Year
    - Bridging Grade Levels
    - Multi-Level
  - Provide GSLE<sup>1</sup> Program Delivery Training and Support
  - Provide Outdoor Program Experience Support

**Relevant Brand**

- Elevate Girl Scouts Highest Awards
- Advance Girl Scouts Position as the Expert on Girls
- Strengthen Community Reach via Girl Scout Influencers
- Build Interest in Girl Scouts through Storytelling Campaigns

**Strengthen and Diversify Revenue**

- Conduct Mini-Capital Campaign for Camp Property Buildings and Improvements
- Fundraise for Specific Program Needs
- Fundraise to Support DEIB/RJ<sup>2</sup> and Mental Health Programs

**Effective Operations**

- Evaluate Post-Pandemic Office Space Use and Needs
- Develop Calendar and Roadmap of Council-Wide Events and Activities
- Evaluate Stakeholder Communication

**DEIB/RJ**

- Ensure Council Policies and Practices Reflect Commitment to DEIB/RJ
- Enhance DEIB/RJ Awareness for Staff and Volunteers
- Incorporate DEIB/RJ Education and Principles into Girl Programs and Events

<sup>1</sup>Girl Scout Leadership Experience

<sup>2</sup>Diversity, Equity, Inclusion, Belonging/Racial Justice