# GSCTX Strategic Plan 2020-2024

Updated and approved by Board of Directors on September 10, 2021.

## Mission

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

## Vision

Every girl finds her voice and creates a better world.

## Priorities

### Govern and Manage with Excellence
- Build and maintain an organizational culture of engagement, accountability, and collaboration that champions diversity and fosters belonging.
- Be well governed by a diverse and engaged board that achieves 100% giving.
- Ensure continued excellence in council operations by making data-informed business decisions.

### Deliver Impactful, Outcome-Driven Programs
- Offer engaging volunteer- and staff-facilitated programs that support achievement of Girl Scout Leadership Experience (GSLE) outcomes, while meeting the needs of our communities.
- Refine evaluation of program outcomes and effectiveness.

### Grow the Community of Girl Scouts in Central Texas, Increasing Access for All
- Serve 17,200 girls annually by 2024.
- Remove barriers to participation regardless of race, ethnicity, sexual orientation, neurodiversity, and socio-economic status.
- Prioritize K-3 recruitment.
- Attract, retain, and sustain volunteers and partners that support the demand for Girl Scouts and are inclusive and welcoming of all girls.
- Serve girls with delivery models that are based on communities’ needs and priorities.

### Increase Our Fundraising Capacity to Support Serving More Girls
- Increase annual contributed support to $1.8M by 2024.
- Create diverse funding opportunities and increase revenue, with a focus on growing individual donor pipeline.
- Ensure GSCTX has adequate resources to advance its mission and support growth.

### Communicate and Demonstrate Value
- Focus resources on target market segments to increase the number of people who know who we are and what we do.
- Influence and support K-3 recruitment strategies.
- Influence and support volunteer and partner recruitment and onboarding strategies.

## Operations

- Build and maintain an organizational culture of engagement, accountability, and collaboration that champions diversity and fosters belonging.
- Be well governed by a diverse and engaged board that achieves 100% giving.
- Ensure continued excellence in council operations by making data-informed business decisions.

## Program

- Offer engaging volunteer- and staff-facilitated programs that support achievement of Girl Scout Leadership Experience (GSLE) outcomes, while meeting the needs of our communities.
- Refine evaluation of program outcomes and effectiveness.

## Membership

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- Serve girls with delivery models that are based on communities’ needs and priorities.

## Financial

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## Marketing

- Focus resources on target market segments to increase the number of people who know who we are and what we do.
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- Influence and support volunteer and partner recruitment and onboarding strategies.