

# Girl Scouts - North Carolina Coastal Pines 2024-2026 Strategic Plan

## Reach and Retain More Girls

New Troop Entry Ramp Initiative

Service Unit Partnership in Recruitment

Girl Scout Academy

Daisy Box Program

Military Base Partnerships & Access

Evaluate How Diverse Groups Experience Girl Scouts

Culture of Philanthropy

Remove barriers and expand access

Troop Meeting Location Growth/ NTSU Delivery Model

Outdoor Experience Enhanced by Property Plan

Community Engagement Partnerships

### Support the Volunteer Experience

- Enhance Service Unit Support
- Target Troop Leader Support 1st Year  
Bridging Grade Levels  
Multi-Level
- Provide GSLE Program Delivery Training & Support
- Provide Outdoor Program Experience Support
- Enhance DEIBRJ Awareness, Education and Principles
- Prompt Customer Response

### Relevant Brand

- Elevate Girl Scouts Highest Awards
- Advance Girl Scouts Position as the Expert on Girls
- Strengthen Community Reach and Partnerships
- Build Interest in Girl Scouts through Storytelling Campaigns
- Tailor and Segment Girl Scouts Messaging to Reach More Audiences

### Strengthen and Diversify Revenue

- Conduct Major Gift Initiative using Property Plan
- Narrow Fundraising Efforts for Specific Program Initiatives
- Create a Case for Support for Capital Projects and Programmatic Fundraising Initiatives

### Effective Operations

- Evaluate Service Center/Program Space Use & Needs
- Ensure Council Policies & Practices Reflect Commitment to DEIBRJ
- Raise Cross-Cultural Competency, Awareness & Understanding
- Enhance Organizational Culture to Attract, Support, Develop, and Retain a Diverse Staff
- Enhance Stakeholder Communication
- Technology



## Diversity, Equity, Inclusion, Belonging, Racial Justice

Girl Scouts – North Carolina Coastal Pines builds girls of courage, confidence, and character who make the world a better place.

We are committed to diversity, equity, inclusivity, and belonging by creating a safe and welcoming environment for all through a shared responsibility of each and every member. We are dedicated to increasing our cultural competence and creating opportunities for authentic human-to-human connection by respecting, embracing, and celebrating what makes us all different.