

Girl Scouts of South Carolina - Mountains to Midlands, Inc. Strategy Map 2010-2012



Girl Scouts®

Mission: Building girls of courage, confidence, and character, who make the world a better place

Council Vision: Giving every girl access to life-changing experiences!

Core Value

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Our priority:
Girls who make a difference.

Our partners:
Volunteers who make a difference.

Our people:
Staff who make a difference.

Our patrons:
Donors who make a difference.

Priority Goals:

1. Volunteers—provide high quality mentors who prepare girls for leadership and service
2. Financial Health—expand, strengthen, and diversify our financial resources
3. Program—provide and deliver active, fun and engaging Girl Scout Leadership experiences in a variety of formats

CEO

COO

CAO

CFO

CUSTOMER

Increase the number of satisfied, active adult volunteers (new and retained)

Build community support

Expand ways in which donors can be thanked, recognized, and engaged in/with programming

Practice and demonstrate leadership outcomes achievement and impactful service - "What did you do today?"

Develop a wide variety of fun and exciting council sponsored events for girls that provide unique access and reinforce the great sisterhood of Girl Scouting

INTERNAL BUSINESS PROCESSES

Develop a stronger customer service orientation throughout the council

Build a high quality volunteer management system that accommodates our diverse volunteer base

Ensure the governance structure of the council is responsive and adaptive to community needs as the council matures and grows

Develop and refine network applications, services and products

Establish Patrons Circles across the council

Expand the methods by which donors can contribute to the council

Develop programs and processes to enhance volunteer retention

Build a thriving alumnae network

Where beneficial, engage with other organizations to provide higher quality experiences for girls

LEARNING & GROWTH

Inspire those who work with girls to more fully facilitate girl-led, learning by doing and cooperative leadership journey activities

Implement the National Brand Strategy locally

Develop a comprehensive strategic communication plan

Assist girls in developing their self-confidence through entrepreneurial and financial literacy skills while simultaneously providing them with the funds to experience additional adventures

Build and retain an adaptable, diverse, and customer-responsive staff team

FINANCIAL

Expand the number of volunteers involved in the fundraising process and the ways in which they can be involved

Develop multi-year resource plan to support capacity-building strategies

Grow and diversify the council's revenue base

Build awareness and multi-year support using the 100th Anniversary as leverage

Council Properties: Destinations that inspire