

Executive Summary – GSNENY Strategic Plan (FY26–FY28)

Vision: A world in which girls are confident, understand their worth, and have the skills to thrive.

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

Our Focus

Over the next three years, Girl Scouts of Northeastern New York will:

1. Increase Diversity in Girl Scouting
2. Expand Ways to Experience Girl Scouting
3. Strengthen and Clarify Our Value Proposition
4. Ensure Financial Stability for a Strong Council

Strategic Objectives

1. Increase Diversity in Girl Scouting

- Recruit and support more Black and Hispanic girls and families.
- Adapt programs and events to reflect diverse cultures and interests.
- Build inclusive, family-centered experiences.

Outcomes: More diverse membership, stronger family engagement, and long-term growth.

2. Expand Ways to Experience Girl Scouting

- Simplify volunteer pathways with flexible, micro-trainings and easier to access resources.
- Launch new program models through partners, “Badge Bosses,” and pilot models.
- Relocate to a welcoming, girl-centered headquarters.

Outcomes: Higher volunteer satisfaction, expanded participation options, and stronger membership growth/retention.

3. Strengthen and Clarify Our Value Proposition

- Align with GSUSA’s refreshed brand and messaging.
- Showcase GSNENY girls through media and storytelling.
- Use targeted marketing and lead-tracking to grow membership and donors.

Outcomes: The public sees Girl Scouts as *essential* for preparing girls to be life-ready — for today and tomorrow.

4. Ensure Financial Stability for a Strong Council

- Engage mid-level donors in our capital campaign, “Place to Promise”.
- Expand alumni outreach and cultivation.
- Right-size our property portfolio for long-term sustainability.

Outcomes: A strong financial foundation to support programs, properties, and future growth.

Measuring Success (KPIs)

Across all priorities, GSNENY will track:

- Membership growth in Black and Hispanic communities
 - Girl and volunteer growth and retention rates
 - Reach, response, and conversion of marketing campaigns
 - Alumni and donor engagement
 - Fundraising totals and board participation
 - Staff retention and satisfaction
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Cross-Cutting Enablers

- Robust data dashboards and analytics
 - Staff and volunteer training and support systems
 - Inclusive communications and brand alignment
 - A new headquarters space that reflects our mission
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Our Commitment

This plan is both ambitious and achievable. By investing in diversity, innovation, clarity, and financial health, GSNENY will ensure that every girl in Northeastern New York has the opportunity to thrive through Girl Scouting.