



2020 Forum Preparation

Dear Delegate:

Thank you so much for serving as a representative for your service unit. Our Board of Directors values the input of our members and relies on you to communicate on behalf of your service unit.

Each year at Forums, the Board solicits feedback from our members on different topics. This year, the Board is seeking input to gather feedback regarding recruitment. The recruitment of new girl and adult members is core to the Council's sustainability. Over the past two years, recruitment of younger girls and their families has been challenging.

At this year's Forums, the Board is interested in knowing the following:

How do we best attract and retain first year girls and adults?

What specific actions can the Council take to engage communities unfamiliar with the benefits of the Girl Scout program?

We have developed a discussion guide to help you as a delegate solicit feedback from your service unit. If you have more than one delegate, all delegates should have a role in the presentation. Ideally, the discussion would occur at your January service unit meeting, so please talk to your service unit manager and ask for 15-20 minutes on the January agenda. The feedback you collect can inform your participation in the Forum – truly representing your service unit.

Once you have gathered your feedback, you will have an opportunity to share at one of the Forums listed below. Please register to attend one of these sessions at:

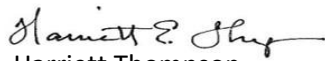
<https://www.surveymonkey.com/r/GSCNC-Forums>

2020 Forum Dates

DATE	TIME	LOCATION <i>(Council offices or community centers across the region)</i>
Saturday, February 8	10:00 AM	Potomac Woods, Leesburg, VA
Monday, February 10	6:30 PM	Camp Crowell, Oakton, VA
Wednesday, February 12	6:30 PM	Kingstowne Office, Alexandria, VA
Tuesday, February 18	6:30 PM	Manassas Office, VA
Wednesday, February 19	6:30 PM	Germantown Office, MD
Monday, February 24	6:30 PM	Brandywine, MD
Saturday, February 29	10:00 AM	DC Office Teen forum at the same time
Saturday, February 29	10:00 AM	Martinsburg
Wednesday, March 4	7:00 PM	Virtual (Webinar/Conference Call)

If you have any questions about registering for the Forums, please contact Customer Care, customercare@gscnc.org. If you have questions regarding the Forum questions or process, please contact Katie Steele at ksteele@gscnc. Thank you for all you do to make Girl Scouting possible.

Regards,



Harriett Thompson

Second Vice President, Board of Directors

Delegate Discussion Guide

Request 15-20 minutes on the January or February service unit meeting agenda. **Before arriving at the meeting,** make copies of handout (*see Activity Directions to determine quantity*).

Suggested Talking Points:

- **Introduction:** Introduce yourself as a service unit delegate, include other Girl Scout positions or program level, too.
- **Role of Delegate:** As a Delegate, I am responsible for communicating on behalf of this service unit to our Council's Board of Directors.
- **Forums:** Each year at regional meetings or Forums hosted by the Board to solicit feedback from delegates on different topics. I am planning to attend the Forum on *(date)*.
- **Background:** This year, the Board is seeking input to gather feedback regarding recruitment. The recruitment of new girl and adult members is core to the Council's sustainability. Over the past two year, recruitment of younger girls and their families has been challenging.

Forum Questions: How do we best attract and retain first year girls and adults? What specific actions can the Council take to engage communities unfamiliar with the benefits of the Girl Scout program?

- **Preparation:** Before I attend the Forum, I wanted to get your input on the specific question delegates will be considering.
- **Activity Directions:** I would like you to split into small groups (*2–4 people each depending on the number of meeting attendees*). I have a handout with the questions I would like you to discuss as well as space to record highlights of your discussion. We will do some sharing as a large group, but I need you to capture your discussion in writing so that your ideas are not lost. Questions?
- **Wrap Up:** After about eight to ten minutes of discussion, gather the large group. Ask for two or three highlights in response to the question. Thank everyone for participating and collect handouts.



**Girl Scouts Nation's Capital
2020 Forum Preparation**

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How do we best attract and retain first year girls and adults?
What specific actions can the Council take to engage communities unfamiliar with the benefits of the Girl Scout program?