

WINTER FORUM PRESENTATION

**Barb Hunter Mahan
Second Vice President
GSCNC**

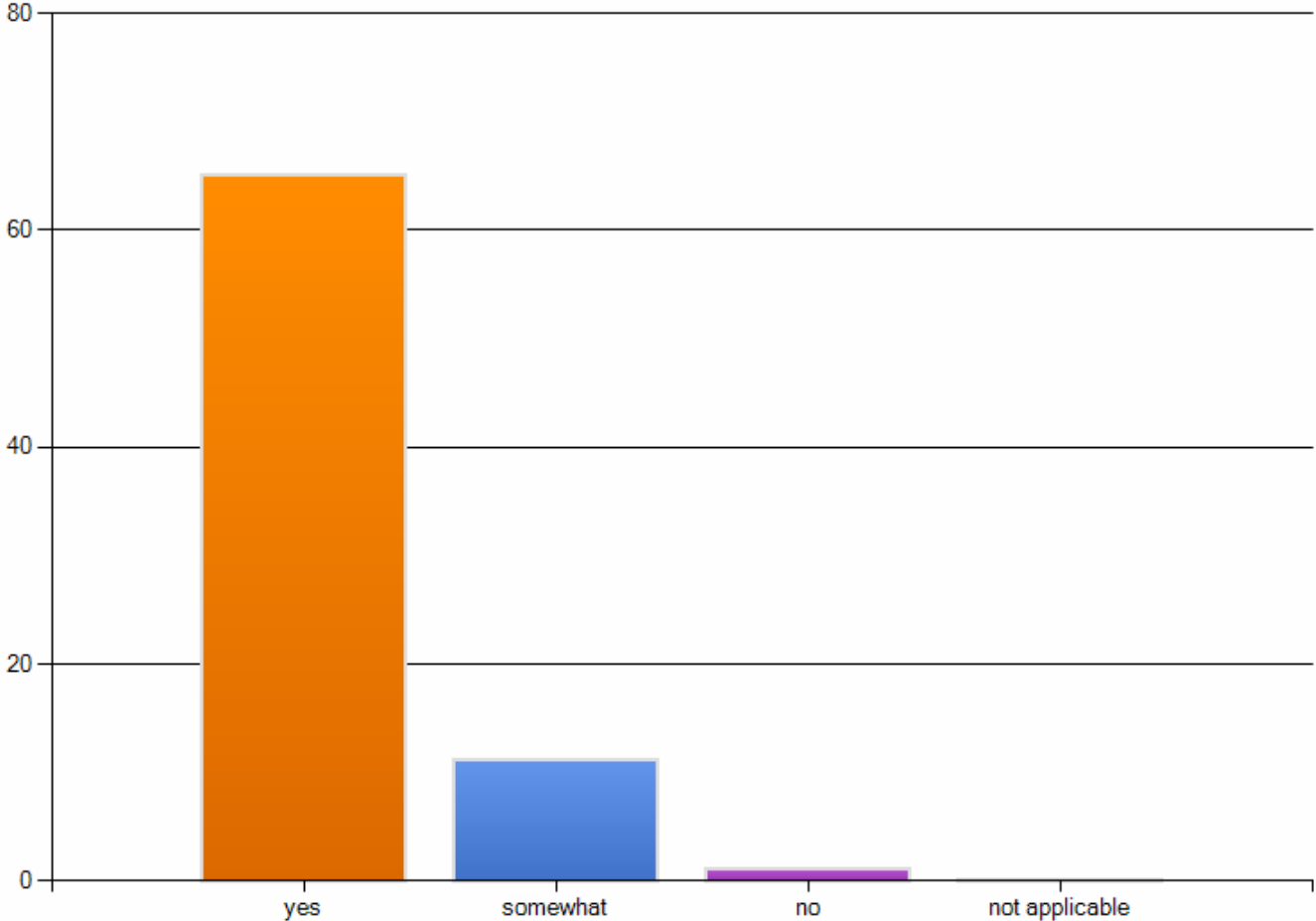


WINTER FORUMS

- We hosted **seven** Winter Forums
- They were held in:
 - Rockville, MD
 - Martinsburg, W VA
 - Lorton, VA
 - Sterling, VA
 - Washington, DC (two forums, one dedicated to teens)
 - Your home (virtual via phone, over 90 participants)
- Over **275** participants attend forums

65 % OF FORUM PARTICIPANTS FOUND THE FORUMS TO BE INFORMATIVE

Did you find the Forum informative?



TWO TOPICS DISCUSSED AT FORUMS

- Product Sales Moving Forward
- Girl Retention Grades 6 - 8

PRODUCT SALES MOVING FORWARD

Bonny Boltz

**GSCNC Board Member
Chair of the Product Sales Task Force**

Pedro Alfonso

**GSCNC Board Member
Product Sales Task Force Member**



PRODUCT SALES – QUICK FACTS

- Product Sale income is the largest income stream for both girl program at the troop level and support of girl membership and girl program at the council level.
- Product Sales income is between 70% -75% of Council Income.
- This year, our troops earned over \$2.8 million dollars from the Cookie Sale.
- In recent years councils throughout the country have been looking at their product sales in order to enhance income for troops and the council.
- We need to do that too!

PRODUCT SALES PICTURE FOR GSCNC

- **Calendar Sale:** Fall Sale – Troops earn \$1.50 for each calendar sold. Sale has been decreasing for last 5 years.
- **Nut Sale:** Fall Sale – Troops earn 15% of income for each product sold. Came from Shenandoah Region and Frederick County, MD. 14 service units along with the Shenandoah region's counties participated this fall. **Significant room for growth.**
- **QSP (magazine subscriptions):** Spring Sale – All funds go to property development. Sale has been static for last 3 years.
- **Cookie Sale:** Spring Sale – Troops earn \$.60 for each box sold. The volume has increased each year since 2005, when the price increased to \$3.50. Exception was last year – economy drove sales down throughout the country. **Room for growth here too.**

**PRODUCT SALES MOVING FORWARD
QUESTION FOR COUNCIL
DELEGATE FEEDBACK**

If the Board of Directors decided to expand the fall Nut Sale to cover the entire council and include QSP as part of that effort,
what would the Board need to consider?
What suggestions would you offer?

DELEGATE FEEDBACK

- The sale timeline should be carefully considered.
- The fall is a busy time for all child-based programs – many of these programs have fall sales efforts.
- Setting an appropriate troop profit is key.
- We need to recruit volunteers for the fall sale.

DECISION OF THE BOARD

To have One Great Fall Product Sale to begin Fall 2010, combining nuts, candy and QSP with sale proceeds to fund troops, camp maintenance and the operating fund.

**COOKIE SALES MOVING FORWARD
QUESTION FOR COUNCIL
DELEGATE FEEDBACK**

If the Board of Directors felt it was necessary to increase the cost of cookies to \$4.00 per box, what suggestions would you make to help ensure success?

COOKIE PRICING TRENDS

- Currently, 25% of councils in the country are selling cookies at \$4.00 per box – many will move in that direction for the 2011 sale.
- National research has shown that customers will pay \$4.00 per box for Girl Scout Cookies – already spending that much for other premium brands.

DELEGATE FEEDBACK

- Develop a strong communication plan both for the community at large and our own membership.
- Review and update the incentive program for girls.
- Increase troop proceeds from the current \$.60.
- Think about raising the price of cookies to \$3.75.

DECISION OF THE BOARD

In order to maintain the high quality of Girl Scout programming at GSCNC, the Council will increase the price per box to \$4 starting in FY2011 (i.e. next year).

GIRL RETENTION FOR GRADES 6 TO 8

Diane Adamson
GSCNC Board Member

Taylor Gaukel
GSCNC Board Member

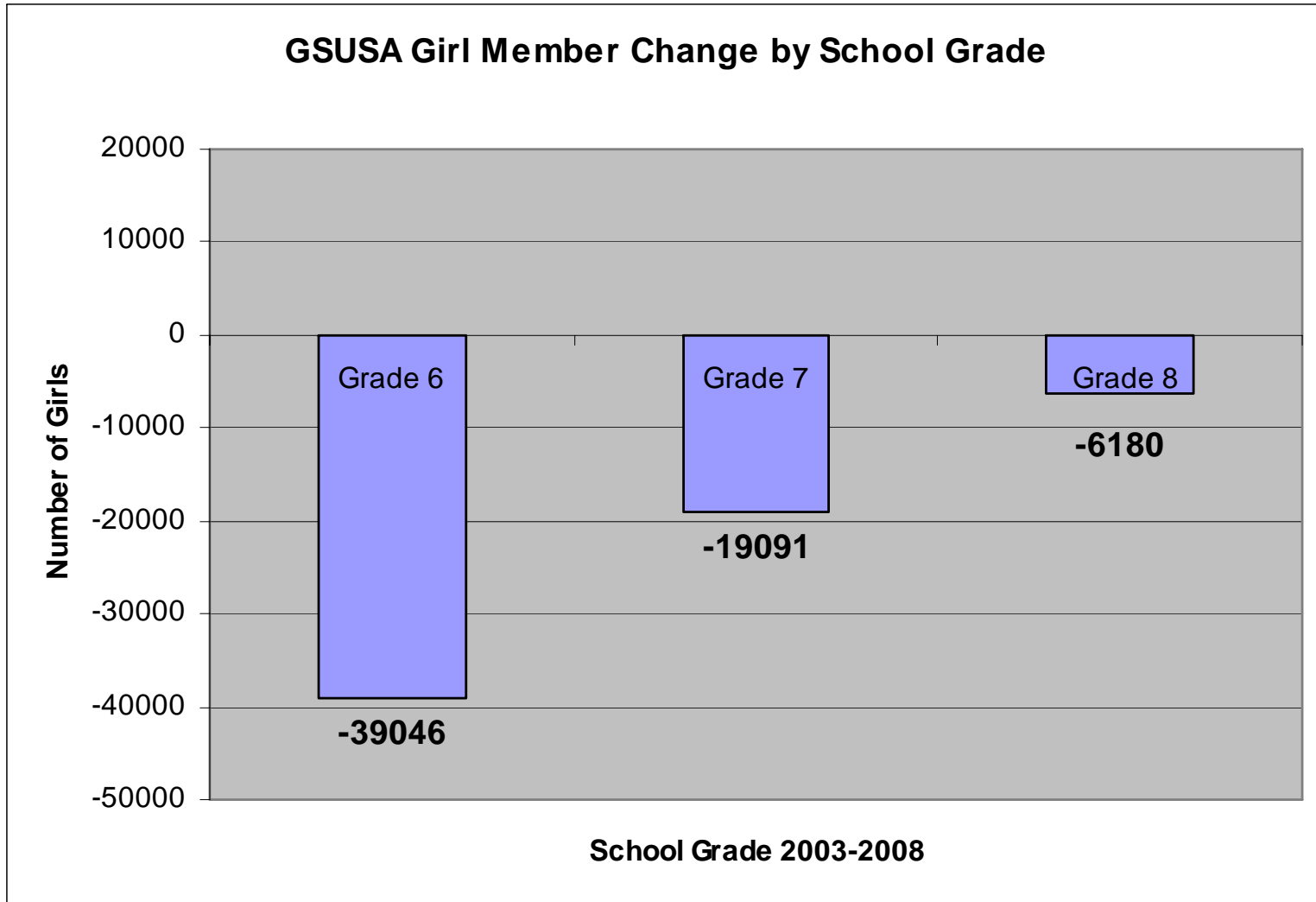


GIRL RETENTION GRADES 6 -8

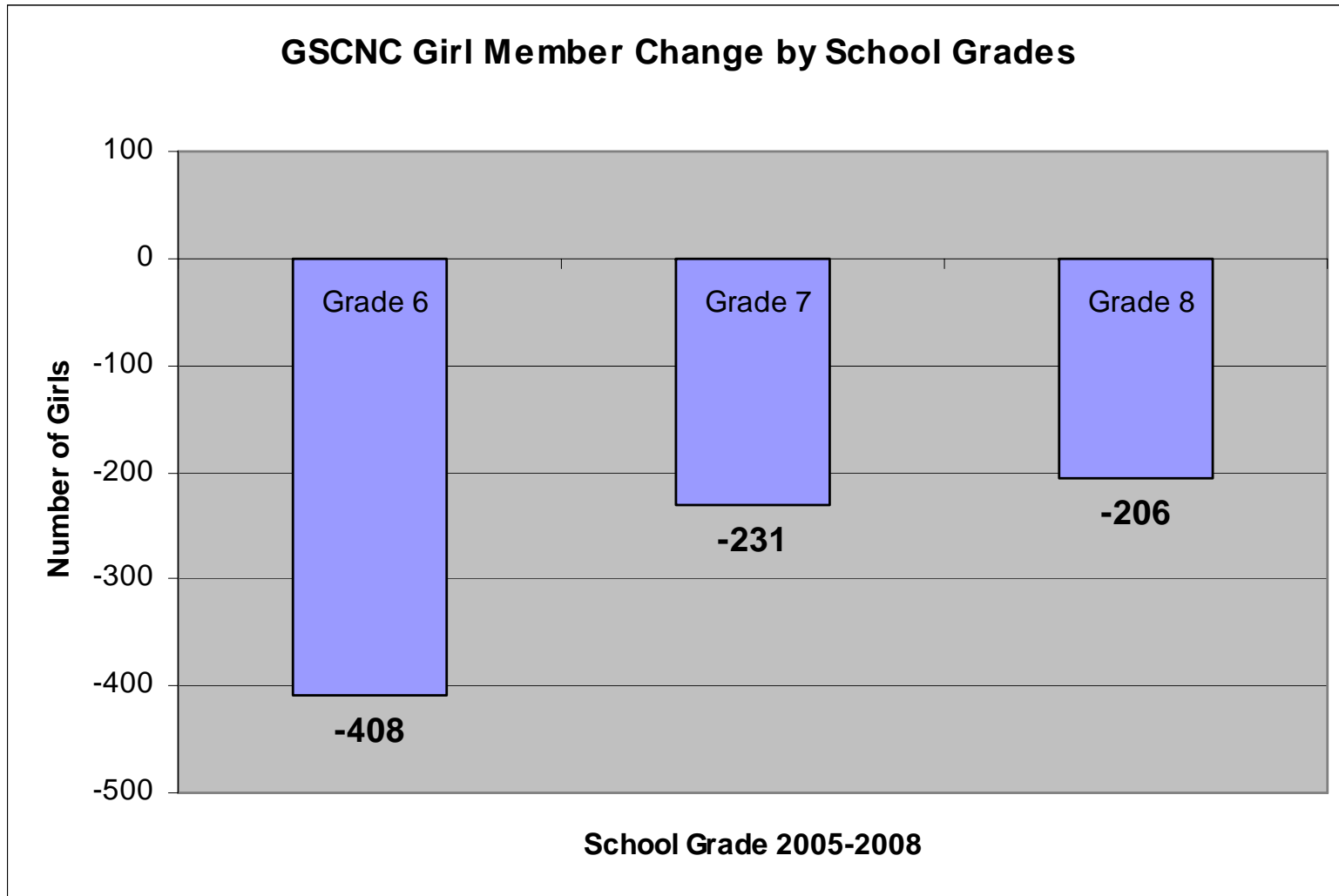
**QUESTIONS FOR COUNCIL
DELEGATE FEEDBACK**

- What activities or resources do we need in place to support the transition of girls from Girl Scout Juniors to Girl Scout Cadettes?
- What examples of local success do we have that could be replicated?

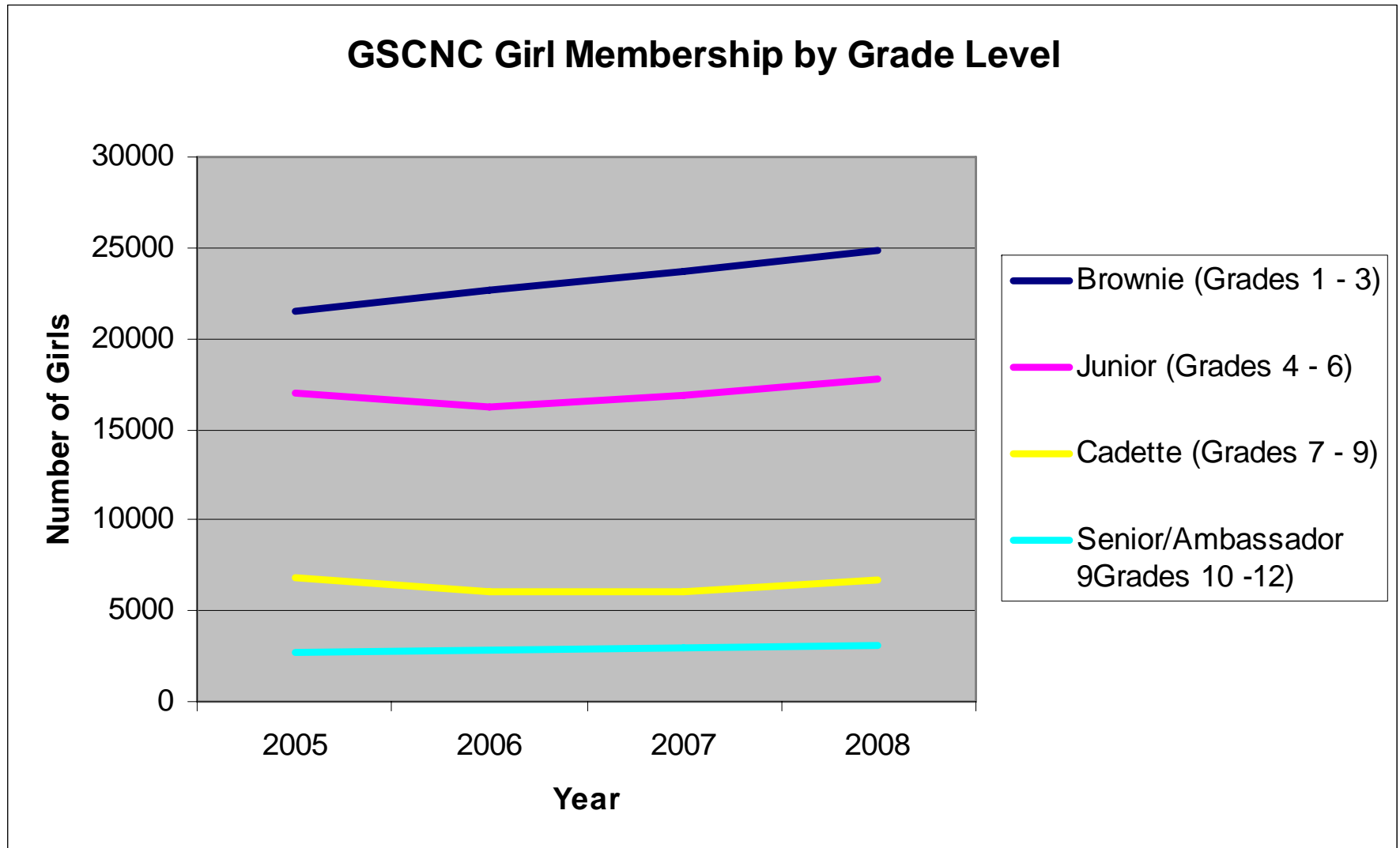
GSUSA GIRL MEMBERS BY GRADE



GSCNC GIRL MEMBER BY GRADE



GSCNC GIRL MEMBER BY GRADE



DELEGATE FEEDBACK

RESOURCES AND ACTIVITIES

- Joint Girl Scout and Boy Scout Events
- Promote the positive. College Applications, Service Awards
- More low cost events for Girls at the Council Level
- Have Girl Scout Junior troops visit Girl Scout Cadette troops to get a glimpse at what's ahead

DELEGATE FEEDBACK

LOCAL SUCCESSES

- Localized teen groups: LOCAS, TOGA, POGO
- Trips and high adventure outings
- Giving the girls more ownership of their meetings
- Bring-a-Friend events
- College-age volunteers to lead troops for 6-8 graders



**Thank you to all who participated
in the forums, and for all who
gave us valuable feedback on
our online feedback webpage.**

<http://www.gscnc.org/forums.html>