NATIONAL DELEGATES
ALTERNATES DELEGATES
August 12, 2020
6:30 – 7:30 PM
DEEP DIVE:
DUES PROPOSALS
2, 3, 4, and 6
Tonight’s Objectives

Provide the opportunity to:

• Discuss the Dues Proposals (Pro and Cons)  
  – Barbara Krumsiek and Wendy White

• Have the Delegation from Greater Chicago and Northwest Indiana explain their proposal  
  – Gwen Ferguson and Team
Girl Scout Councils

- Elects delegates to the National Council Session (41 for our council)
- Promotes and delivers Girl Scouting in our communities
- Positions council within jurisdiction for branding, funding, and partnership opportunities
- Leads, administers, and supervises Girl Scout programs within council boundaries
National Council Session Meets every Three Years

- Major link between national organization (GSUSA) and Girl Scout councils
- Determines the general policy lines of the Girl Scout Movement
- Elects National Board Members (30) and Board Development Committee
National Board of Directors

- Establishes and charters Girl Scout councils
- Provides strategic leadership and direction to the Girl Scout movement
- Manages affairs of the corporation between National Council Sessions
Where did the membership dues go?

**Additional Membership Revenue vs Other Revenue**

<table>
<thead>
<tr>
<th>Year</th>
<th>Membership Revenue</th>
<th>Other Revenue</th>
<th>Dues Increase Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>80.3</td>
<td>37.1</td>
<td>+$2</td>
</tr>
<tr>
<td>2011</td>
<td>85.7</td>
<td>37.2</td>
<td>+$3</td>
</tr>
<tr>
<td>2012</td>
<td>100.5</td>
<td>6.4</td>
<td>+$10</td>
</tr>
<tr>
<td>2013</td>
<td>83.4</td>
<td>34.7</td>
<td></td>
</tr>
<tr>
<td>2014</td>
<td>88.6</td>
<td>40.5</td>
<td></td>
</tr>
<tr>
<td>2015</td>
<td>90.2</td>
<td>38.2</td>
<td></td>
</tr>
<tr>
<td>2016</td>
<td>94.2</td>
<td>37.0</td>
<td></td>
</tr>
<tr>
<td>2017</td>
<td>100.1</td>
<td>36.3</td>
<td></td>
</tr>
<tr>
<td>2018</td>
<td>128.4</td>
<td>57.9</td>
<td></td>
</tr>
<tr>
<td>2019</td>
<td>124.3</td>
<td>55.8</td>
<td></td>
</tr>
</tbody>
</table>

Other Revenue includes Girl Scout Merchandise, Royalties (net of commissions), Gifts, Grants, Bequests, Meeting and Training Income.
Nation’s Capital Membership Dues to GSUSA

<table>
<thead>
<tr>
<th>NATION'S CAPITAL TOTAL MEMBERSHIP</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Girl annual members</td>
<td>60,329</td>
<td>60,461</td>
<td>59,276</td>
<td>51,604</td>
</tr>
<tr>
<td>Adult annual members</td>
<td>21,846</td>
<td>21,088</td>
<td>20,850</td>
<td>20,083</td>
</tr>
<tr>
<td>Lifetime members</td>
<td>5,240</td>
<td>5,708</td>
<td>6,045</td>
<td>6,806</td>
</tr>
<tr>
<td></td>
<td>87,415</td>
<td>87,257</td>
<td>86,171</td>
<td>78,493</td>
</tr>
<tr>
<td>Dollar value of dues to GSUSA</td>
<td>$1,380,375</td>
<td>$2,237,625</td>
<td>$2,146,375</td>
<td>$2,115,600</td>
</tr>
</tbody>
</table>

All the dues collected at the council level go directly to GSUSA (the national organization).

This chart shows the annually amount sent to GSUSA by Nation’s Capital. Notice jump from 2017 to 2018. In 2018 dues were increased 67 percent from $15 to 25 per member (girl and adult). 15% of the dues paid to GSUSA are dues paid through financial assistance.
Nation’s Capital gives members $750,000 in financial assistance annually, nearly 50 percent (46.5) is to pay the national dues to GSUSA.

* COVID-19 Decreased the number of girls who attended community-based camp and requested financial assistance for dues.
Proposal 2: Constitutional Amendment on Membership Dues

Constitutional Amendment on Membership Dues

Originated by:
• National Board, on recommendation of the National Council Session Advisory Team and Dues Subgroup

Proposal
To amend Article IX (Membership Dues) of the Constitution by adding as follows:

Proposed Amendment
Every person accepting the principles of the Girl Scout Movement and desiring to be a member of the Girl Scout Movement in the United States of America shall pay annual, lifetime, or other applicable membership dues to Girl Scouts of the United States of America.

Dues are set by the National Council or the National Board.

The National Board shall implement procedures for communicating with and seeking input from Girl Scout councils and National Council delegates prior to any membership dues change by the National Board.
Adoption of a Procedure for Communication on Dues Actions by the National Board

**Proposed Adoption**

<table>
<thead>
<tr>
<th>Communications Procedures for National Board Dues Changes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prior to any vote by the National Board to change membership dues structure or amount, Girl Scouts of the USA shall communicate with and seek input from local Girl Scout councils and National Council delegates on the proposed changes, intended use of the funds, and potential impact on the Girl Scout Movement. After action is taken by the National Board, there shall be a report to Girl Scout councils and National Council delegates of the decision taken and the impact of the dues change.</td>
</tr>
</tbody>
</table>

**Originated by:**
- National Board, on recommendation of the National Council Session Advisory Team and Dues Subgroup

**Proposal**
To amend the Credentials portion of the Blue Book of Basic Documents on page 26 following the Membership Dues and Procedures for Registration Section to create the following new procedure:
Proposal 2 & 3: Dues Setting Authority

PROs

• Provides clarity that dues setting authority is a shared responsibility of the National Board (between NCS meetings) and the National Council (NCS meetings)

• Requires robust communication before National Board takes dues actions

• Allows the National Board to carry out its fiduciary responsibility

CONs

• Memorializes authority with the National Board that some believe the National Board should not have

• Shared authority may create an unhealthy friction between the National Board and NCS whereby each body may undo the other’s actions.
Proposal 4: Membership Dues Increase Restriction

Membership Dues Increase Restriction

Originated by:
• Girl Scouts of Greater Chicago and Northwest Indiana

Proposal
TO amend provisions in the Membership Dues and Procedures for Registration section of the Blue Book of Basic Documents p. 25, by inserting after “affiliation” and before “Girl Scout” the wording, as follows:

<table>
<thead>
<tr>
<th>Proposed Amendment</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Membership Dues and Procedures for Registration</strong></td>
</tr>
<tr>
<td>In order to be a member of the Girl Scout Movement in the United States of America, a person must register with and pay annual, lifetime or other applicable membership dues to Girl Scouts of the United States of America. This is done locally through the Girl Scout council of USA Girl Scouts Overseas committee with which she or he is affiliated or through national headquarters if she or he has no council affiliation. The National Board of Directors must seek approval from the National Council whenever a planned dues increase will result in dues increasing more than a total of 25% in any one triennium. Girl Scout councils account for membership dues in the custodian fund and transmit to GSUSA within two months of receipt all monies received for membership dues. These funds are not to be invested by the council for the purpose of generating income for the council.</td>
</tr>
</tbody>
</table>

Note: 28 Councils endorsed this proposal. According to the constitution for a proposal to be considered you need 17 endorsing councils.
Proposal 4: Dues Increase Restriction

**PROs**

- Allows a greater increase with National Delegate approval if necessary
- Limits likelihood of enacting a significant increase that will drive families away

**CONs**

- As dues go up, $ value of allowed increase goes up (vs flat $ amount plus inflationary factor)
- Use of “seek” vs “obtain” is unclear
## Nation’s Capital Lifetime Members (2017 – 2018)

<table>
<thead>
<tr>
<th>LIFETIME MEMBERS</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of members Who Joined</td>
<td>5,240</td>
<td>5,708</td>
<td>6,045</td>
<td>6,806</td>
</tr>
<tr>
<td>% increase/(decrease) year over year</td>
<td></td>
<td>8.90%</td>
<td>5.90%</td>
<td>12.60%</td>
</tr>
<tr>
<td>Lifetime Membership Categories</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Adults</td>
<td>3,862</td>
<td>3,980</td>
<td>4,018</td>
<td>4,055</td>
</tr>
<tr>
<td>Graduating Seniors</td>
<td>1,378</td>
<td>1,658</td>
<td>1,684</td>
<td>1,652</td>
</tr>
<tr>
<td>Young Alum</td>
<td>-</td>
<td>70</td>
<td>343</td>
<td>612</td>
</tr>
<tr>
<td>Discounted Adults</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>487</td>
</tr>
</tbody>
</table>

Limited in April 2019 lifetime membership promotion resulted in a surge of lifetime membership registrations.
Proposal 6: Lifetime Membership Discount

Lifetime Membership Discount

**Originated by:**
- Girl Scouts of Connecticut

**Proposal**
TO amend provisions in the Credentials/Certificate of Membership/Membership Requirements/Lifetime Membership section of The Blue Book of Basic Documents (pp.25-26) by adding as follows:

<table>
<thead>
<tr>
<th>Proposed Amendment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lifetime members pay $400 lifetime membership dues at the time they become lifetime members; discounted lifetime membership dues of $200 shall be offered to anyone who was a registered Girl Scout member before the age of 18 and is under the age of 30 at the time of becoming a lifetime member; <strong>discounted lifetime membership dues of $200 shall be offered to anyone who is a registered member and has served as a volunteer for a period of 10 or more years at the time of becoming a lifetime member.</strong></td>
</tr>
</tbody>
</table>

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Proposal 6: Lifetime Membership Discount

**PROs**
- Acknowledges the important role of long-term volunteers
- Takes into consideration the annual dues already paid by 10-year plus volunteers
- Incentivizes long-term volunteers to remain involved
- Gives volunteers the opportunity to save/prepare

**CONs**
- Impacts the long-term, revenue-producing ability of GSUSA
- Occasional lifetime membership offers/incentives has achieved significant increases in lifetime memberships and created a culture of waiting for the sale
Delegation from Greater Chicago and Northwest Indiana
– Gwen Ferguson and Team
<table>
<thead>
<tr>
<th>National Board’s Objections</th>
<th>GSGCNWI Rebuttal</th>
</tr>
</thead>
<tbody>
<tr>
<td>The National Board needs to make economic decisions for the organization</td>
<td>Absolutely true, and they would be able make economic decisions, <strong>up to a 25%</strong> increase per triennium</td>
</tr>
<tr>
<td>The National Board needs to respond to situations that might require an increase over 25%</td>
<td>Bringing proposed increases over 25% to the National Council for a vote doesn’t mean the National Council will vote “no.” To the contrary, the National Board would present their case to the National Council, and if the need is justified for the betterment of the Movement, the National Council would approve it.</td>
</tr>
<tr>
<td>The National Board cannot wait 3 years between National Council Sessions to increase dues</td>
<td>True, the National Board <strong>could</strong> call a Special Session of the NSC between sessions. According to the Constitution, Article V (3), the National Board can call a special session with 30 days’ notice. The new proliferation of virtual meeting products removes any obstacles to a special session.</td>
</tr>
<tr>
<td>It’s not easy to call up a Special Session of the National Council</td>
<td>If proposal #3 passes (stipulating the Board gather input,) the time, money, and resources it would take for the National Board to gather meaningful input (focus groups, surveys, including the voices of all areas of country, all racial/ethnic demographics, large/medium/small councils, sampling of boards, delegates, girls, parents) would take as many resources as bringing it to a vote by National Council.</td>
</tr>
<tr>
<td>The National Board refunded $4.9 million to councils in 2017 to offset 67% increase</td>
<td>True, with 2,500,000 girls, the $4.9 M subsidized approximately $2 per girl; councils were responsible the remaining $23. It was a <strong>one-time only</strong> subsidy to councils in FY18.</td>
</tr>
</tbody>
</table>
WHAT YOU CAN LOOK FORWARD TO:

• All Delegates/Alternate Delegates getting the GSUSA’s “NCS Spirit BOX!” (Mid October)

• All Delegates/Alternate Delegates getting the famous Nation’s Capital Straw Hats. (Early September)

• We will have everyone wear them for our September meeting and take a picture with your hat for our Council Group Photo.
Girl Scout Nation’s Capital Next Training Sessions

- Thursday, August 20, 5:45 – 6:30 PM – New Delegate Information Session – First Timers!
- Thursday, August 20, 6:30 – 7:30 PM – Monthly Overall Training
- Thursday, August 20, 7:30 – 8:15 PM – Girl Delegates and Alternates Orientation -  *GIRLS ONLY*
- Wednesday, August 26 6:30 to 7:30 PM – Deep Dive: Proposals 1 & 5
- Wednesday, September 23, 6:30 – 7:30 PM – Monthly Overall Training
- Tuesday, October 20, 6:30 – 7:30 PM - Monthly Overall Training
National Council Session Road Map

55TH NATIONAL COUNCIL SESSION
OCTOBER 23–25
2020

Friday, October 23 – Late Afternoon to Evening (ET)
Saturday, October 24 – Noon and Evening (Eastern Time)
Sunday, October 25 – Noon & Late Afternoon (Eastern Time)

Fun and Inspiration!

- Flag Ceremony Video
- Council Shout-Out Video
- Virtual Sing-along
- Keynote—Kathy Hannan, Judith Batty & Dianne Belk — October 3

NCS Spirit Box—all delegates to receive by mid-October

eventbrite
CREDENTIALS COMPLETED

hopin
DELIBERATION

Survey & Ballot
systems
VOTING ON PROPOSALS
THANK YOU FOR ALL FOR ALL YOU DO!