Girl Scouts Nation’s Capital commits to deliver a high-quality leadership development program for all girls through our dedicated volunteers to build a more just community.

**SERVE MORE GIRLS**
Expand community impact of Girl Scouts by recruiting and retaining girl and adult members who reflect the rich diversity of people and cultures in our region.

- **Increase Girl Membership**: Achieve girl membership of 51,000 girls by FY’25 with annual progress toward this goal.

- **Increase New Girl Recruitment**: Restore annual new girl recruitment to over 16,000 by FY’25 with a focus on engaging and retaining girls in K-3 grades.

**SUPPORT VOLUNTEERS**
Provide a volunteer experience that engages and excites adults to deliver high-quality program.

- **Strengthen Service Units**: Develop and implement a system that provides service unit teams with the tools and information to engage, support, and recognize troop volunteers and parents.

- **Virtual Engagement**: Provide members with access to online platforms, training, resources, and programs to maximize participation and access to information and minimize time and travel.

- **Expand Short-term Volunteer Program Delivery**: Refine process to engage short-term volunteers in the delivery of high-quality girl program.
**DELIVER HIGH-QUALITY PROGRAM**

Build and enhance a fun, robust Girl Scout leadership experience leveraging both in-person and virtual program delivery with ongoing evaluation and refinement.

**Life Skills:** Support the healthy social and emotional development of girls through the delivery of the essential Girl Scout leadership experience.

**Entrepreneurship:** Support the successful participation of 51,000 girls in the Girl Scout entrepreneurship program by FY’25 with annual progress toward this goal.

**Outdoors:** Expand opportunities for girls to experience outdoor program progression.

**STEM:** Build girls’ interest and confidence in STEM content and careers.

**Leadership in Action:** Support girls in their advocacy efforts to impact change in their communities and the world.

**Program Impact:** Create and implement a consistent evaluation plan to measure the quality and impact of Girl Scout programs on girl and volunteer retention.

**INCREASE INVESTMENT IN GIRLS**

Grow our funding so all girls have access to the essential Girl Scout leadership experience.

**Financial Support:** Provide a minimum of $500,000 in direct support, grants, and scholarships to support equitable and inclusive participation by girls and adults.

**Development Revenue:** Increase philanthropic giving to $3.0 million annually by FY’25 with full financial support of the Board.