



## Our Competitive Focus

Girl Scouts of the Missouri Heartland is dedicated to focusing its resources on retaining girls in grades 1-7 and providing quality service delivery to service units and troops.

## Our Winning Proposition

Girl Scouts of the Missouri Heartland is the premier organization girls choose for fun, friendship and adventure while gaining leadership and life skills to make a difference in their communities.

### Our Key Priorities

#### Volunteer Support

Recruit, develop, retain, recognize and inspire volunteers who are equipped to support the Girl Scout program.

#### Program Delivery

Develop and implement fun, quality, outcomes-based leadership experiences for girls

#### Girl Retention

Develop and implement flexible strategies to increase retention of girls in grades 1-7.

#### Perception and Awareness

Build upon Girl Scouts' iconic brand to educate the public on the value of the Girl Scout program.

#### Funding

Create sufficient and sustainable council funding by developing the potential of all council revenue streams and increasing contributed income.

## Our Leadership Message

***Built on a strong foundation, Girl Scouts of the Missouri Heartland is an organization focused on providing quality leadership experiences that prepare girls for a lifetime of limitless opportunities.***

Affected by shifting population trends, a decline in membership, economic pressures, and challenged delivery of service methods, Girl Scouts of the Missouri Heartland completed a rigorous process to identify strategies that will strengthen our commitment to girls.

Girl Scouts of the Missouri Heartland's top priority is to offer girls access to quality, outcome-based leadership opportunities. By collaborating with parents, volunteers, staff members and community partners, we will be in the ideal position of providing a variety of resources that ensures high-quality leadership experiences are delivered to girls.

Our Girl Scout story is as unique and compelling as the girls who star in it. By telling that story locally, the true value of the Girl Scout program will be heard across 68 counties in Missouri, Kansas and Oklahoma. We will actively pursue new and innovative funding streams to create greater value for the girls we serve today and tomorrow.

As we aim toward the future, we aim higher. With our sights set forward and our resources focused, Girl Scouts of the Missouri Heartland is prepared for the greatest challenge of all - to help each girl meet HER challenge - her challenge to be the leader that she wants to be.

Her future starts now! And you can be a part of it!

