

Has GSUSA accounted for a potential decline in numbers or thought of contributing to financial assistance for these families?

Has there been any kind of analysis done that looks at the correlation between different dues increase increments and people's willingness to pay it as a determining factor of whether or not they continue or join Girl Scouts?

We reviewed the historical correlation between membership dues change and membership counts; however, we did not rely heavily on this data point. Historically, there was not a correlation between prior membership dues changes and membership counts. However, given that the proposed dues change is anticipated to be larger than past increases, and that we are in different economic times, we are not drawing the conclusion that the proposed dues increase would have zero effect on our membership.

To estimate the range of potential short-term membership decline, we considered girls and (non-lifetime member) adults differently, given that the proposed dues are different for each. We also differentiated between new and renewing members, because a new member may have a different response to updated pricing compared to a renewing member who is familiar with the current state. We reviewed the national membership data both in total and by member segments. We reviewed trend data and other inputs to arrive at a range of potential year one membership impacts spanning from zero growth to a decline of up to as much as 12%.

Additionally, we reviewed the potential risk in membership for those who need financial aid. This included modeling the impacts to councils for existing member financial aid as well as aid at an elevated level.

Outside of membership and financial aid data, we also sought to understand how our current and future members might respond to the proposed membership dues change. Our modeling was influenced by delegate webinars, consultation with council CEOs and board chairs, market research, and competitor analysis, to ensure that we considered a broad range of inputs and considerations.

We also considered how membership would trend without the proposed membership dues. Given the many years of steady membership decline before the pandemic and weak membership gains in the recent years, we expect that membership with the proposed dues will outpace membership without the proposed dues in the medium and long-term as the initiatives funded by the increased dues take effect.

The National Board has committed to providing financial assistance to councils to support membership dues and resources to deliver our Movement strategy so that no family is unable to participate based on cost.