



Special 57th NCS

## Special 57th NCS Key Messages and Talking Points

### Key Messages

*This is the topline messaging you can use to communicate with your members regarding the membership dues proposal.*

### Background

- There are 25 million girls ages 5 through 18 in the United States, only about one million of whom are Girl Scouts, and this proportion has been going down.
- In 2023, GSUSA commissioned research among families to better understand what parents and caregivers want for their daughters and what girls want for themselves.
- Many girls struggle with confidence, self-esteem, and building the skills necessary to successfully navigate today's world and lead happy and fulfilling lives.
- Girl Scouting is the solution to the challenges facing today's girls.
- Through a variety of experiences and with the support of mentoring adults, Girl Scouting helps girls develop skills, build confidence and self-esteem, and be life ready—for today and tomorrow.
- To be relevant and provide what volunteers, girls and families need, we must invest in our future together.
- With the foundational research, the work of the Strategy Working Group, and input from council leadership and national delegates, GSUSA developed our Movement strategy.
- To execute the strategy, initiatives were developed with focus areas in mind:
  - Simplifying the volunteer experience and making it more rewarding,
  - Making the older girl program more visible and engaging,
  - Ensuring relevant programming for all girls, Daisy to Ambassador,
  - Improving technology to make it easier for volunteers and girls,

- Ensuring that we are a welcoming organization where girls from all backgrounds belong,
  - Ensuring financial assistance is available to those who need it,
  - Publicly sharing Girl Scouting’s value and broadly communicating what Girl Scouts do, and
  - Enabling more families to join and participate.
- We need a strong and sustainable national organization that invests in where we are better together and prioritizes initiatives that support all—all girls, volunteers, and councils, and specifically in areas that councils could not do or afford to do on their own:
  - None of this comes without a cost.
  - GSUSA must increase revenue from all areas, including fund development, new and expanded partnerships, and membership dues.
  - The national board called for a Special 57th National Council Session.

### **Proposals**

- The national board proposes an annual dues increase for girl members.
- The national board proposes an annual dues increase for adult members.
- The proposals are presented as fill in the blank (more information available in the webinar from our parliamentarian, Sarah E. Merkle, linked below.)
- The national board recommends girl membership dues be \$85 and adult membership dues be \$45.

### **Board Resolutions (more details found in delegate workbook)**

- The national board approved three board resolutions that outline:
  - Financial support to councils
  - National Membership Dues Scholarship Fund
  - Phased in dues

### **GSUSA Financial Realities**

- Despite taking steps to reduce expenses, including eliminating lines of work, and reprioritizing initiatives, GSUSA has been operating with deficits for the past 6 years.
- Costs have increased everywhere, and none of us—GSUSA, councils, or members—have been immune to this.
- The costs to operate essential services have increased dramatically and forced delays in improvements and enhancements.

- GSUSA cannot continue to reduce expenses. Further reductions will compromise their ability to deliver the services GSUSA provides for the Movement.
- To stay the same is to fall behind.

**Future Together (see initiative chart)**

With the additional revenue, GSUSA and councils will:

- Simplify and streamline the volunteer experience in every way possible and make it even easier and more rewarding to become a volunteer,
- Ensure that processes are easier, faster, and better streamlined, including more 'turnkey' trainings, recruitment tools, and programs,
- Clarify for families and communities the value and impact of the Girl Scout experience and why girls should join and donors should invest,
- Eliminate barriers so that every girl who wants to join Girl Scouts is able to and that she has the opportunity to engage in all that Girl Scouting offers,
- Create new experiences, including opportunities to explore new places and better connect with our global sisterhood, and
- Make technology easier to use, with more integration between platforms, including integrating technology tools that some of you already use at your council.

