



In January 2013, we launched GSNYPENN's Strategic Learning Refresh Process, reviewing the progress made over the past three years and how to best refocus efforts over the next few years. Over these next three years we commit to:

- simplicity about our promise to girls (our **winning proposition**)
- clarity about how we'll focus our precious resources (**customer focus** and **key priorities**)
- consistency in leadership – as adults we must exemplify leadership by making the tough choices in a world with limited resources in order to implement the most important strategies to move the organization forward. We must lean in to leadership on all levels – volunteerism – funding the movement – and speaking in one voice about our powerful brand of leadership.

Faced with the realities of an antiquated volunteer model, inconsistent brand awareness, and a lack of diversified funding, GSNYPENN is re-focusing resources to strengthen our organization.

Our Winning Proposition

Girl Scouts of NYPENN Pathways is a life journey where girls can be their real selves and embrace challenges in a safe, all-girl community while having the time of their lives.

Our Customer Focus

Girl Scouts as a movement will serve all girls, ages 5 – 17. Girl Scouts of NYPENN Pathways will focus* on girls:

- Primary Focus is grades K-3 through the *Troop Pathway*
 - We have strong potential for recruiting younger girls
 - Builds a strong base for bridging into Juniors
- Secondary focus is on city areas, grades 6-9, through *Series & Events*
 - We need to develop innovative and inspiring programs that can be piloted in easily accessible populations
 - Encourages girls to bridge to Cadettes.

* Focus means that special strategies will be developed to recruit girls in areas where we believe we can have stronger impact. Focus is necessary if an organization wants to grow and flourish with a commitment to excellence.

Our Key Priorities

To effectively deliver on our promise to girls, we are concentrating our efforts on . . .

Brand We must consistently brand Girl Scouting as the premier leadership experience for girls.

Volunteer Development and Recruitment We need quality volunteers who are committed to our brand and the delivery of the GSLE in order to recruit and retain girl members.

Diversified Funding Girls need the financial support of all stakeholders so we, as adults, must assure that we expand our partnerships and sources of funding.

GSNYPENN needs you to believe in the awesome potential of girls and demonstrate that belief through your support and engagement to make real our promise to girls.