

ORGANIZATIONAL GOALS | Membership Year 2026-2027

1. GROW & STRENGTHEN MEMBERSHIP

Grow the number of girls experiencing Girl Scouting by building a sustainable, year-round approach to recruitment, conversion, retention, and participation. Identify and address barriers to joining, renewing and forming troops, while creating clear pathways for girls and families to engage and stay engaged.

Council measures: Girl membership • New girl acquisition • Retention • Lead conversion • Troop and participation capacity

2. DELIVER AN EXCEPTIONAL MEMBER EXPERIENCE

Create a Girl Scout experience that is easy to navigate, consistently high-quality, and responsive to the needs of girls, families and volunteers. Strengthen volunteer support, programs, events, training, communication, and member-facing systems while using feedback and data to improve the experience.

Council measures: Member and volunteer satisfaction • Volunteer retention and engagement • Program/event participation • Program quality and impact • Member feedback and responsiveness

3. BUILD LONG-TERM FINANCIAL SUSTAINABILITY

Strengthen GSWESTOK's financial position by growing and diversifying revenue, responsibly managing expenses, and building sustainable sources of support. Grow the Cookie Program and other earned revenue while expanding philanthropic relationships, grants, sponsorships, and individual giving to reduce reliance on any single revenue source.

Council measures: Balanced operating results • Cookie revenue and girl participation • Philanthropic revenue • Earned/program revenue • Revenue diversification • Budget performance

4. EXPAND OUR REACH & COMMUNITY IMPACT

Increase GSWESTOK's visibility, relevance, and accessibility across western Oklahoma so more girls and families can experience Girl Scouting. Strengthen community partnerships, create new pathways to participation, and successfully launch Girl Scouts on the Go. Build greater awareness of who we are, what Girl Scouts offers girls today, and how families, partners, and supporters can engage.

Council measures:

Girls and communities reached • GSOTG launch and pilot outcomes • New community partnerships • Geographic reach • Community awareness and engagement

5. STRENGTHEN OUR PEOPLE, CULTURE & ORGANIZATIONAL EFFECTIVENESS

Build a high-performing, collaborative organization with clear expectations, strong leadership and dependable systems. Invest in staff development, technology, data and documented processes while strengthening accountability, collaboration, and responsible stewardship of organizational resources.

Council measures: Employee engagement and retention • Staff development • Operational efficiency • Data and technology adoption • On-time execution and accountability • Budget/resource management