

STRATEGIC PLAN

MY 2020-2022

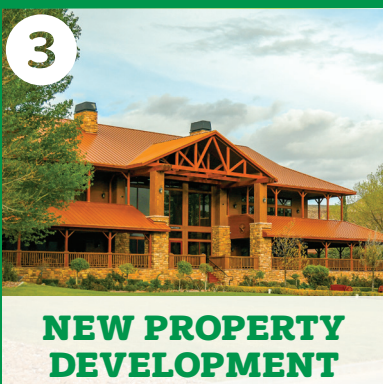
Girl Scouts of Southern Nevada is committed to providing programs that engage and inspire girls well into the future. Our council has created a strategic plan for 2020-2022 to fearlessly leverage our mission and brave the challenges of the future. These bold initiatives require our 100+ years of pioneering tradition as well as the resources, partners, and champions that will help us forever change the leadership landscape for the better.



1. Increase girl recruitment and retention through volunteer engagement and high-impact, girl-focused programming
2. Development and delivery of a strategic outreach program in areas that have been targeted as underserved girl troop/program areas
3. Increase volunteer support and retention through marketing, training, and service unit structure



1. Establish presence with council staff through community engagement and employee growth
2. Develop synergies within the community & with our partners
3. Develop our pipeline and ensure Girl Scouts are an integral part of everything in our community



1. Design, develop, and execute a strategically-phased master plan for the new property in Alamo, NV
2. Execute a strategic capital campaign for the multi-phase development of the new property
3. Leverage Alamo property to deliver high-impact programming that is aligned with the Girl Scouts Leadership Experience