Preparing for the Future

2027-2030 STRATEGIC PLAN

girl scouts of the commonwealth of virginia

Shaped by months of listening to girls, volunteers, families, and community partners, this 2027–2030 plan sets our direction for the years ahead. Its four goals focus on supporting volunteers, strengthening the girl-led experience, expanding our connections across the region, and building the financial strength to sustain our mission—so more girls can thrive.

Mission of Girl Scouts USA

Girl Scouting builds girls of courage, confidence, and character, who make the world a better place.

Vision of Girl Scouts of the Commonwealth of Virginia

GSCV will be the region's leading organization where girls thrive.

Our Four Strategic Goals

1

Deliver a premier volunteer experience that recruits, equips, supports, and retains the volunteers who bring Girl Scouting to life.



INITIATIVES:

1.1 Enhance the volunteer experience to ensure the entire lifecycle is clear, manageable, and rewarding.

1.2 Tailor support for each service unit to achieve their full potential by clarifying their purpose, roles, expectations, best practices, and relationship to troop leaders.

1.3 Reduce volunteer burden by simplifying systems, improving communication and responsiveness, and expanding ready-to-use tools, program resources, and practical support.

1.4 Strengthen volunteer connection, peer learning, feedback, and recognition so volunteers feel valued, supported, and equipped to grow with their troops.

2

Create a consistent, high-quality, girl-led experience for all girls that empowers them to learn, grow, and thrive at every stage of their Girl Scout journey.

INITIATIVES:

2.1 Define the essential elements, relevancy, and quality standards of every GSCV Girl Scout experience while allowing for adaptation by age, geography, volunteer capacity, and community context.

2.2 Establish ongoing, meaningful ways for girls to shape program design, organizational priorities, and decisions affecting their Girl Scout experience.

2.3 Expand a diverse portfolio of council-supported, experience-based programs available to troops and individual Girl Scouts, emphasizing outdoor adventure, practical skills, service, travel, leadership, and other distinctive opportunities.

2.4 Enrich the Cadette, Senior, and Ambassador experience to strengthen peer connection, flexibility, progression, leadership, future readiness, and retention.

2.5 Grow access and participation in underserved and under-resourced communities through tailored approaches that provide assets to reflect our region.

3

Expand GSCV's circle of influence by engaging volunteers, deepening strategic partnerships, and strengthening our collective voice on issues affecting girls.

INITIATIVES:

3.1 Clarify and consistently communicate GSCV's value and impact, making girl leadership, confidence, belonging, outdoor experiences, service, and older girl pathways more visible.

3.2 Build a defined alumni engagement strategy that finds, connects, rallies, and involves alumni in mentoring, volunteering, networking, advocacy, and philanthropy.

3.3 Cultivate a portfolio of high-value partnerships that expand program opportunities, access, expertise, visibility, and community support.

3.4 Strengthen GSCV's role as a visible convener and advocate on issues affecting girls. tailored approaches that provide assets to reflect our region.

4

Strengthen GSCV's financial sustainability by diversifying revenue, building a culture of philanthropy, and leveraging mission-centered use of assets.

INITIATIVES:

4.1 Identify and implement a multi-year revenue diversification strategy that expands mission-aligned earned revenue and reduces dependence on cookie and product sales.

4.2 Grow contributed revenue around a compelling case for support and stronger impact storytelling.

4.3 Build an organization-wide culture of philanthropy, including clear expectations and preparation for the board's roles in fund development.

4.4 Determine and implement mission-centered and financially responsible uses of GSCV's real estate and other major assets.

