

Fall 2012 - Delegate District Meeting Summary

The following topics were discussed at the October – November 2012 district delegate meetings.

Topic A: Customer Service – Girls, Volunteers, Parents and Adult Members

Topic B: Diversifying Funding Sources

1. Council Program Fee
2. Annual Giving -

A bulleted summary of discussions are included below.

Communication and Marketing

- Let people know in many sources how GSHH is ranked, for example GSHH is up in retention and 2nd in nation.
- Increase communication – give volunteers, leaders advance notice of change.
- Council needs to increase media visibility and feel good stories to create an emotional connection with potential donors.

Website

- Website is better than past but still needs easier navigation.

Annual Giving

- Consider increasing registration to cover annual giving, people do it for sports.
- Investigate how Girl Scouts Heart of New Jersey does Annual Giving.
- Make it known that targeted dollars from annual giving will go to a certain project (example money will update Rock Hill). This will seem more real to parents and they will give.
- Provide suggestion to SU on how to hold events to support annual giving.
- There should be patches for Annual Giving.
- There should be an annual mailing to alumnae and phone calls soliciting last year's contributors – "Can you match your last year's donation?"
- Use a thermometer on the website to show where we are at as far as AG.
- Increased P.R. and marketing will increase donations to council. Potential donors need to know the "what" and "why" for their donations. Families do not know enough about council-what we do-and therefore do not donate.
- Annual Giving materials-service units would like "customizable" brochures. If the brochures contain pictures of girls from within the service unit, the potential donors will recognize them and a more heartfelt connection will be made. This will increase donations. Donors want tangible results, i.e. "your donation of \$ provided uniforms for 10 girls." Or "Because of your donation of \$, 8 girls attended summer camp." Educate donors on the real cost of Girl Scouting.

Finance

- Need Finance department to tell volunteers why we went to one bank. TD bank has been charging fees, takes a long time to get called back, Fran M does not return phone calls.

Membership

- It appears it is all about recruitment. If we recruit more girls, we have a hard time getting leaders.
- Would like more information on pathways.
- SU recruiter's style can often be a hindrance to recruitment of new leaders. SU recruiters need more support from council on recruiting.
- Council support staff should attend all leaders' meetings. Volunteers like a "face" to council.

Volunteer Development

- Extend online registration for the troop leader past September 30 instead of expecting parent to do so.
- Train leaders to incorporate annual giving into their troop meetings and with parents.
- Would like Council to recognize more volunteers, including certificates from the CEO.

Grants

- Membership needs to know that we are doing very well in securing grants.

Program

- Recommend that programs need to start later in the day since they have to travel longer and since schools get out at a certain time, should not start before 4:30pm.
- Would like more older girl programming across service units.

Miscellaneous

- People don't want to travel all over to attend meetings.
- Improve image of gold award girls – compare to eagle award status.
- Would like to know why all camps are not being utilized for program and camp and for SU usage.
- Explain reasoning why money earning activities are limited to 4.