



# Girl Scouts Partnerships with the Military

## Session 2:

### Building A Year Long Military Engagement & Recruitment Strategy

USA GIRL SCOUTS OVERSEAS

# Girl Scouts Partnerships with the Military

## Session 2: Building A Year Long Military Engagement & Recruitment Strategy

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# Agenda

1. Welcome and Introductions
2. USAGSO Case Study - Refresher
3. Creating your Military Engagement & Recruitment Strategy
4. Mapping Out Your Year
5. Breakout Groups
6. Incentives & Support for the Military
7. Question & Answer
8. Upcoming Collaboration Calls

# USAGSO & US Military Community in Europe & Asia



**Last year, USAGSO served 2,225 daughters of active-duty military and DOD-sponsored families stationed around the globe with the support of over 1000 local volunteers.**

- **38** military communities, making up **35%** of membership
- **Over 50** girls earned a Girl Scout Bronze or Silver Award
- **8** girls earned their Gold Award
- **Countless** community service and take-action projects completed!

# USAGSO Case Study

Join us as we expand our support in  
overseas military communities.

## Why (re) prioritize military girls and communities?

It was the right thing to do.

The data showed there was an opportunity for growth.

Increased funding potential.

Volunteer support was (for the most part) there.

Consistency during COVID.



## Our Next Steps:

1. Set ambitious and measurable goals for our military communities.
2. Made a tactical year-long recruitment plan.
3. Increased our support to military SU volunteers.
4. Lived out our commitment to our priority customer.



What could this look like in your council?



We saw results almost immediately but quickly learned we needed to engage other stakeholders.

This was bigger than just our membership team.





One year into our strategy,  
we grew our military  
communities for the first  
time in 5 years!

We still have miles and miles to go  
and more girls to serve.

We need to **strengthen and expand  
our partnerships**; we need  
**stronger succession planning** for  
SU volunteers and **more staff  
members in strategic geographic  
locations** to support military girls  
and families.

# Creating Your Council's Military Strategy

# Who needs to be at the table for these strategic discussions?

COUNCIL LEADERSHIP

BUSINESS LEAD/  
CUSTOMER CARE

PROGRAM LEAD

COO  
(MEMBERSHIP DIRECTOR)

MARKETING LEAD

COMMUNITY  
PARTNERS

**IDENTIFY THE PROBLEM**



**FRAME STRATEGIC QUESTION**



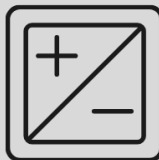
**GENERATE POSSIBILITIES**



**WHAT WOULD HAVE TO BE TRUE?**



**BARRIERS**



**TEST**



**DECIDE**



# What is not working? Where is there an opportunity?

## Your Council

- Starting Girl Scout troops associated with military bases in our council. (Get specific for your council).

## USAGSO MY23

- We don't have strong partnerships with organizations on base that serve girls and families.
- Our SU level volunteers leave their role after 1 or 2 years, either because they are moving or they are burnt out.
- Nearly 50% of our military bases in Japan don't get the same level of support as mainland Japan bases.

Identify the Problem  
(or the Opportunity)

# Write a strategic question(s) that your council wants to answer.

## Your Council

- How might we start two troops associated with Fort Bragg?
- How might we build stronger relationships with DODEA schools to encourage girls to join our starter troops?
- How might we learn more about the community at Fort Campbell so in MY24 we can expand Girl Scout opportunities in that community?

## USAGSO MY23

- How might we grow our partnerships to with on base Childcare Centers and Student Activity centers to grow membership?
- How can we better support our volunteers to make SU roles sustainable? How can we better plan for volunteer turnover in military communities?
- How might we realign our staffing model to better support military communities in Okinawa to increase membership and girl/volunteer satisfaction?

## Frame the Strategic Question

# Generate Possibilities

## Brainstorm strategic possibilities.

**How can you answer your questions and solve your problem in a compelling way? *This requires a cross functional group who can think expansively and creatively.***

USAGSO MY23

- Partnerships:
  - Target CDCs to lead start up Daisy and Brownie troops
  - Send a monthly newsletter to D/B aged girls to get them excited about Girl Scouts
  - Pay afterschool SAC staff to lead starter troops
  - Engage our COA to gather information and help with higher level connections
- Staffing:
  - Budget for regular travel to Okinawa
  - Hire a new staff member to work remotely in Okinawa
  - Create a new volunteer role to support Okinawa SU.
  - Don't worry about Okinawa, focus on mainland Japan



## Name What Would Have To Be True.

# What would have to be true to make these ideas a reality?

## USAGSO MY23

- Partnerships:
  - Target CDCs to lead start up Daisy and Brownie troops – Relationships and buy in from every CDC director at each base.
  - Send a monthly newsletter to D/B aged girls to get them excited about Girl Scouts – relationships, marketing/program support, budget, way to track registration/engagement.
  - Pay afterschool SAC staff to lead starter troops – relationship with SAC director, partnership with Boy Scouts (needs to be both), budget to pay for staff salary. Content of the meetings.
- Staffing:
  - Budget for regular travel to Okinawa – increase travel budget
  - Hire a new staff member to work remotely in Okinawa – recruitment support from GSUSA or time for regional director to recruit locally.
  - Create a new volunteer role to support Okinawa SU – budget, support from membership team, ability to hire local talent

## Barriers.

# What barriers could potentially get in our way? How can we mitigate for these now?

## USAGSO MY23

- Partnerships:
  - CDCs/SAC don't want to (or are not allowed) partner with USAGSO
  - Newsletter doesn't generate enough leads
  - Troops start but don't complete the year
  - Paid staff aren't as invested in the Girl Scouts and girl/family become disinterested in the troop.
- Staffing:
  - Budget doesn't allow for regular travel to Okinawa
  - Unable to find someone who wants to move to Okinawa and work virtually
  - Unable to find someone locally who has the skill set for the job
  - Don't have the network to support hiring someone in Okinawa and get the word out.

Test Before  
Scaling.

# Start Small, Scale Strategic Wins

USAGSO MY23

- Partnerships:
  - Started Daisy Brownie Launch with 2 bases near our office, we had 2 – 3 troops get started but we learned a lot and will be ready to scale to more bases and childhood development centers next spring.
- Staffing:
  - Hired someone who will move to Okinawa this summer.
  - This staffing structures will help us pilot some staffing ideas we may want to include in our next 5-year strategic plan

Decide.

**What are the next steps for this strategy? What did you learn?**

This will not be possible without relationships.  
Fostering partnerships with key volunteers,  
military officials and partner organizations will  
make your strategy become reality.

# Partner Organizations

- **PX** – Post Exchange
- **AAFES** – Army and Air Force Exchange Service
- **MWR** – Morale, Welfare and Recreation
- **ACS** – Army Community Service
- **Private Org (Office)** – Self sustaining private organizations set up by individuals.
- **Spouse Association** – Association for spouses of active duty or civilian employees
- **Single Soldier Organization** – Organization made up of soldiers who are unmarried or unaccompanied by their family
- **DODEA** – Department of Defense Education Association
- **Stars and Stripes** – Military newspaper paid and free
- **Religious Groups on Base** – PWOC, CCD

Stateside or Overseas..... Mark Your Calendars!



# Planning & Execution

Plan out your year far in advance.

Research, Research, Research.

Create a plan A, B & C and know what your pivots will be.

## Planning Your Year.

Spring - Q1

Summer - Q2

Fall - Q3

Winter - Q4

## The Importance of Research.

- It is an essential component of a successful recruitment plan.
- It allows you to gather actionable data that helps you formulate your strategy.
- Research makes sure you are mindful of members' needs, making sure all programming and messaging clearly connects to solve that need.

# Pivoting.

Have a plan A, B and C

Know your risks and limitations.

Think of all possible scenarios and outcomes.

Create your response to the obstacle or challenge.

Know when it is time to pivot.

Lastly.....



**DON'T PUT  
ALL YOUR EGGS  
IN ONE BASKET**



Membership is unpredictable.

The needs of girls are constantly changing.

Have a back-up plan.

It's Time to Breakout!

# Breakout Sessions

(10 minutes)

Introduce yourself:

1. What goals does your council have for military recruitment and engagement in MY23?
2. How does military engagement & recruitment fit into your membership strategy? (saturation/gap strategy)
3. What next steps will you need to take in the next month to make your goals a reality?



# Incentives & Support for the Military

## What additional tactical support does USAGSO provide to military communities?

- Free admission to Virtual Adult Learning Conference
- Free fall recruitment kits with deluxe items
- Free advertising in local newspaper on base
- Free membership renewals for service unit volunteers
- Year-round mailings: Early Bird postcards, renewal postcards, volunteer appreciation postcards, holiday cards
- Professional development stipends for girls and volunteers
- Special membership incentives – free memberships during MoMC, increased cookie profit for adding new girls.
- Facilitate new leader training and Service Unit kickoff meetings in person for each community.
- Visit the community in person at least 2 times per year.
- “Level up” on all projects and incentives, military communities always get extra support (printed materials mailed, more money, in person support)

# Strategic Questions to Guide Your Team

1. What is not working? Where are there opportunities?
2. Write a strategic question(s) that your council wants to answer.
3. Brainstorm possibilities about each question.
4. What would have to be true to make these ideas a reality?
5. What barriers could potentially get in our way? How can we mitigate these now?
6. Start small, scale strategic wins.
7. What did we learn? What do we need to change? What are the next steps for our strategy?



# Question and Answer

Unmute or put your questions in the chat box for Kelly and Abigail to answer.

# Future Council Collaboration Calls

Date	Topic	Suggested Staff
September 12, 2022 6:00 – 7:00 pm EST	<a href="#">Military Partnerships: Starter Troops and Child Youth Programs</a>	Membership, Customer Care
November 14, 2022 5:00 – 6:00 pm EST	<a href="#">Adult Recruitment and Engaging Military Families</a>	Membership and Program
January 17, 2023 5:00 – 6:00 pm EST	<a href="#">Celebrating Month of the Military Child</a>	Membership and Program
March 13, 2023 5:00 – 6:00 pm EST	<a href="#">Preparing for Spring Campaigns</a>	Membership, Customer Care, Program

Thank you!

Let's stay in touch!

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