girl scouts western pennsylvania

Fall Town Halls

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- Welcome and Introductions
- Board Actions
  - CEO Transition
    - Introduction to Dr. Emily Fein
  - Board of Directors Recent Activity
  - Applications for Board of Directors, Board Development Committee, and Girl Advisory Committee
  - Annual Meeting 2027
- Council Updates
  - 58th National Council Session
  - Membership Numbers and Goals
  - Volunteer Engagement
  - Summer Camp
  - Girl Program
  - Fall Product Program
  - Girl Scout Cookie Program
  - Property Updates
- Open Discussion
- Adjournment



Welcome!

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Welcome, Dr. Emily Fein!

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Board of Directors Recent Activity

- Board of Directors Meeting, September 2026
- Board of Directors Meeting, June 2026
- Referrals for Board, Board Development Committee, and Girl Advisory Committee for the 2027 Annual Meeting

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2027 Annual Meeting

April 17, 2027
The Atrium
Prospect, PA

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58th National Council Session

Delegates Report to Members

Girl Scouts Western Pennsylvania

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58th National Council Session

Our Delegation

Delegates	Alternates
Jeanette Benedetto Aashi Bhatt – Girl Delegate Denise Cerilli Martz Sharon Enslen Nadia Knestrick – Girl Delegate Amy Miehl Megan Myers Nicole Scott CEO – Carrie Yopp Board Chair – Mary Lou Vargo	Janet Kovacs Sophia Lang – Girl Delegate Jackie Lockhart Claudia Reed

All Delegates are from 2025-2028



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58th National Council Session

How our Delegation Prepared and Formed our Opinions

- GSUSA Webinars and Education Sessions
- Met with GSWPA Staff
- Presented at 2026 Annual Meeting

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58th National Council Session

Girl Scouts Highest Awards Solicitation of Contributions Proposal

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58th National Council Session

Girl Scouts Highest Awards Solicitation of Contributions

The proposal was adopted as presented:

Amend the first paragraph of the Solicitation of Contributions part of the Policies Section of the *Blue Book of Basic Documents*:

> "Adult members in their Girl Scout capacities may not solicit financial contributions for purposes other than Girl Scouting. Adults may engage in combined fundraising efforts authorized by the Girl Scout council and in which the local council is a beneficiary. Girl members may not engage in any direct solicitation for money except **girl members** ~~for Girl Scout Seniors and Ambassadors, who~~ may solicit philanthropic donations to their councils of cash or in-kind goods for Gir Scouts **Bronze, Silver, and** Gold Award projects, provided they have secured prior written permission from their council's Chief Executive Officer, Chief Development Officer, or their designee.
>
> In addition, girls must abide by their own council's policies and procedures with regard to this matter."

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58th National Council Session



Membership Dues and Procedures for Registration Proposal

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58th National Council Session

Membership Dues and Procedures for Registration

The proposal was adopted as presented:

Move that the Credentials Section of the *Blue Book of Basic Documents*, Membership Dues and Procedures for Registration be revised as follows:

> "The National Board of Directors must obtain approval from the National Council whenever a planned dues increase will result in dues increasing more than a total of ~~25%~~ 15% in any one triennium."

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58th National Council Session



Preservation of the Girl Scout Leadership Experience Relating to the Entrepreneurship Program

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58th National Council Session

Preservation of the Girl Scout Leadership Experience Relating to the Entrepreneurship Program

The National Council determined that the proposal was out of order and did not consider it further.

Amend the GIRL SCOUT TRADEMARK section of the *Blue Book of Basic Documents* by adding the following:

> "GSUSA, along with its alliances and relationships with corporations and businesses, shall not sell, license, or otherwise provide for sale any food product bearing the Girl Scout name or service mark when related to the flavors, branding, or likeness of Girl Scout Cookies during the designated entrepreneurship program sales period of any Girl Scout council."

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Delegates voted to add a one-hour discussion of strategy for food product licensing and trademarks related to the Girl Scout brand and its impacts on the Entrepreneurship Program prior to consideration of Proposal 3.

In response to a point of order regarding whether the proposal was properly placed before the National Council for consideration, the National Council determined that the proposal was out of order and did not consider it further.

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58th National Council Session

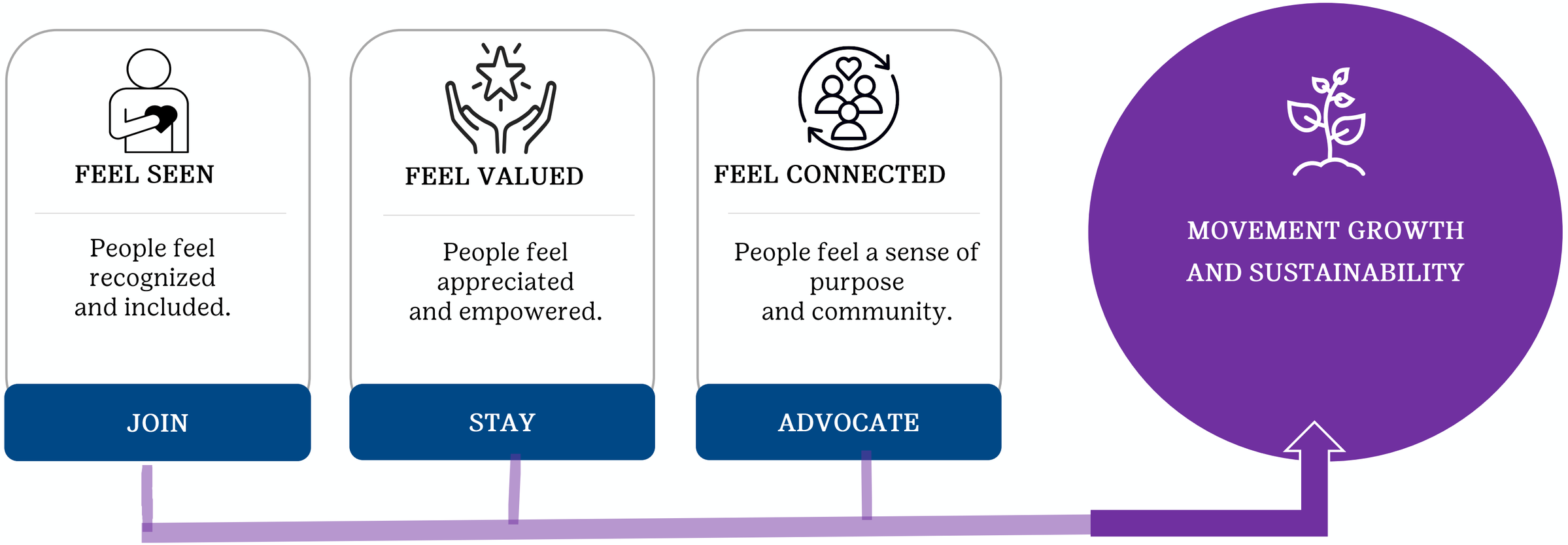


Amplify Impact: Building Connections with Our Communities

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Why Belonging Matters

When we are purposeful about belonging, people...



Belonging does not happen because we *believe* in it—
it happens when our intentions turn into daily actions.

How do we build belonging together?



Voice and Relational Communications

Shifting how we speak *to* and *about* each other by building real connections through mutual understanding and positive intent.



Interact with Objectivity

Focusing on how we treat one another by bringing civility, understanding, and showing up for others into our daily habits.



Belonging Matters

Having the confidence to start, the motivation to keep building skills, and a shared commitment to creating an inclusive environment.



Employing a Growth Mindset

Being willing to look inward and self-reflect, taking actionable steps to pause, learn from one another, and support our continuous growth.

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58th National Council Session



Revolutionize Engagement: Girl Scouts Her Way

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Families of K-12 Girls: Key Findings

What caregivers and girls are looking for*	Top caregiver concerns related to Girl Scouts*
Prioritizing family time.	Difficulty in finding a good troop “fit.”
Grow whole selves, not just one skillset.	Packed family schedules.
Space to explore and discover organically.	Time/commitment to lead a troop.
Deep friendships, mentorship, and a sense of belonging they don’t always find with classmates or teammates.	Limited opportunities to “try” Girl Scouts.

* Shine Scout, Known, GSUSA Brand Positioning

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Exploring A Broader Range of Ways to Be a Girl Scout

Optimize	Optimize	New	New	New
Girl Scout Troops	**Girl Scout Camp**	**Caregiver + Child Experiences**	**Short-Term Topic Deep Dives**	**Experience Girl Scouts in More Places**
Regular get-togethers for a variety of fun, girl-led experiences.	Try new things and build bravery during day and overnight camp experiences.	Unique and fun experiences for adult and girl pairs.	Girls dive deeply into topics they love.	Self-serve experiences for Girl Scout families and friends anytime and anywhere.
				

Membership Numbers and Goals

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Membership Numbers and Goals



2025

Girl Membership: 13,922
- 3,636 New Girls
- 10,148 Renewed Girls
- 138 Outreach Girls

Adult Membership: 8,808
- 1,786 New Adult Members
- 3,950 Renewed Adult Members
- 3,072 Lifetime Adult Members

Our Retention Rate: 70%
Other Councils: 65.5%
-4.5% difference



2026

Girl Membership: 12,090 (13,022)
- 2,626 New Girls (3,869)
- 9,461 Renewed Girls (9,028)
- 113 Outreach Girls (125)

Adult Membership: 8,272
- 1,325 New Adult Members
- 3,757 Renewed Adult Members
- 3,190 Lifetime Adult Members

Our Retention Rate: 68% (-2%)
Other Councils: 63.2% (-2.3%)
-4.8% difference

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2027 Goals

Girl Membership: 11,802
- **New Girls: 3,480**
- **Renewed Girls: 8,122**
- **Outreach Girls: 200**

Adult Membership: 7,941
- **New Adult Members: 1,323**
- **Renewed Adult Members: 3,318**
- **Lifetime Members: 3,300**

We are focused on the membership experience, making sure that everyone who joins has the experience they want.

2027 Today

Girl Membership: 9453 (80%)
- **New Girls: 1,384**
- **Renewed Girls: 8,033**
- **Outreach Girls: 36**
  Market Share: 4.3%

Adult Membership: 7,108 (85.9%)
- **New Adult Members: 522**
- **Renewed Adult Members: 3,304**
- **Lifetime Members: 3,282**

We are focused on improving recruitment through relational strategies, improved support, and community partnerships.

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Membership Goals for 2027

Beyond the Numbers: Membership Goals

One year post-realignment, our commitment to our members continues to be:

- Excellence in Service
- Shared Purpose
- Building Meaningful Relationships

In reality, this looks like increased presence and participation from staff, improved resources, fun community events, more adult recognition opportunities, listening to the needs of our Girl Scout communities, improved/simplified resources, and building community partnerships.

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Volunteer Engagement

“How wonderful it is that nobody need wait a single moment before starting to improve the world.”

—Anne Frank

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Volunteer Recruitment

Encouraging adults to get involved in a way that meets their needs!



The Membership Experience

Helping you to get everything you were hoping to get out of Girl Scouting!



Finances

Building resources to help fund the fun!



Volunteer Resources

We are here to help!

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Summer Camp 2026

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Camp Conshatawba

- Council led

5 weeks of camps
120 girls
17 sessions

- 2 troop/family camps
45 girls, 33 adults
- Rentals

1 troop, 14 girls, 4 adults
2 service units, 214 girls,
82 adults

Camp Hawthorne Ridge

- Council led

3 weeks of camps
59 girls
11 sessions

- 2 troop/family camps
49 girls, 27 adults
- Rentals

1 troop, 6 girls, 2 adults
1 service unit, 105 girls,
51 adults

Camp Skymeadow

- Council led

8 weeks of camps
232 girls
33 sessions

- 3 family camps
28 girls, 27 adults
- Rentals

1 service unit, 44 girls,
22 adults

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Summer Camp 2027

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Plans







Experiences

- Age-appropriate
- Offerings (themed weeks back)
- Leadership opportunities
- One-day opportunities/mini camps
- Feedback to build programming

Rentals

- More opportunities to run service unit or troop camps

Resources

- Staffing
- Menus
- Confirmation packets
- Check-in/check-out

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Girl Program

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Events

80 programs
across council

Highest Awards

36 Gold Awards
48 Silver Awards

Finances

As of 9/15/2026
$93,000 revenue

Support

13 volunteer-led day camps
202 trip applications

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Product Programs

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2026
Gifts & Goodies

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READY TO EXPLORE



What is the Gifts & Goodies Program?

For troops: This is a short, fun, and engaging program

Earn money for their Girl Scout activities early in the troop year

For girls: Great way to learn important life skills while running their own business

Opportunity to set and achieve goals



Election Week Cookie Program



Host a Cookie Booth During Election Week

Oct. 31-Nov. 8, 2026

The benefits:

- Customers can stock up on their favorite Girl Scout Cookies.
- Girl Scout troops earn proceeds for the new Girl Scout year.
- Girls gain booth-sale experience. (Perfect for new Girl Scout troops and young Girl Scouts!)
- Girl Scouts practice the five skills of the Girl Scout Cookie Program—goal-setting, decision-making, money management, people skills, and business ethics.

2027
Cookie Program

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Allergy-Friendly Cookie



Girl Scout Sparkables™ are allergy-friendly, crunchy oatmeal cookies with chocolate chips and colorful sprinkles that create opportunities for families navigating the most common food allergies to join in the fun of Girl Scout Cookie season.

PARTAKE

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Cookie for Dogs!

For four-legged family members, **Patch Pals** offer a playful new way to take part in the fun.

Developed with **BARK**, the dog-obsessed company on a mission to make all dogs happy, and inspired by Girl Scouts' deep love for their dogs, the soft-baked, blueberry muffin-flavored dog cookies celebrate the bond between people and their pups.

Each dog cookie has been baked to feature one of four "patch" designs, representing iconic Girl Scout experiences.

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Patch Pals & Girl Scout Sparkables will be available exclusively online for direct shipping beginning Jan. 12, 2027, with the launch of the 2027 cookie season in western Pennsylvania.

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Property Updates

Laurel Highlands Office



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Discussion



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Thank you!