



2023 Girl Scout Voices Count Survey Frequently Asked Questions

What is the annual Girl Scouts Voices Count survey?

Girl Scout Voices Count is a national survey of Girl Scouts, parents/caregivers, troop leaders, and service unit volunteers that is conducted each year by the [Girl Scout Research Institute \(GSRI\)](#), a group of researchers who work in Strategy and Planning at Girl Scouts of the USA (GSUSA). At Girl Scouts, we care about your experience—good or bad—and we want to hear from you! The survey results help GSUSA and local councils figure out how to improve national programming and help Girl Scouts grow so you can have the best possible Girl Scouting experience.

Why is it important for me to take the survey? How will survey results be used?

It's super important for us to hear directly from youths and adults about what is happening (or not!) for them in Girl Scouts. We really want to know the truth—the whole truth, and nothing but the truth—about your Girl Scout experience, good and bad. If you had a difficult time this year, please let us know in the survey so that we can make the necessary changes to give you support and create the environment you need next year. If you had a fabulous year, we want to hear from you, too, so we can keep on providing those great experiences.

The survey collects information and feedback from youth and adults in Girl Scout councils across the country and around the world. This lets GSUSA understand similarities and differences between the needs and interests of all the different groups, regions, councils, etc., to make Girl Scouts better for everyone! It also allows us to improve programs and services, making the Girl Scout experience more engaging, inclusive, and hands-on.

What if I need help with a concern right away?

This survey is not the best way to get immediate or local assistance. It's a survey about national trends in Girl Scouting, so your issue may not be addressed in time. If you need assistance about a local matter (e.g., your troop placement), please contact Girl Scout Western Pennsylvania directly at 800-248-3355 or by emailing customercare@gswpa.org.

When is the survey being sent?

We will send an email invitation to take the Girl Scout, parent/caregiver, and troop leader surveys the week of April 3, with reminders for non-completers the weeks of April 10, 17, and 24. The survey will close on April 30. Service unit volunteers will receive their email invitation the week of May 8, with reminders to non-completers the weeks of May 15, 22, and 29. The service unit volunteer survey will close June 5.



Who will invitations come from? Is it the same for youths and adults? Should I check my spam folder?

Invitations for Girl Scouts and adults will be sent to the primary email address listed on their membership record. This year, Girl Scouts and adults will receive separate emails. Each survey link will include the name of the family member, so they know which survey to take.

The **sender name** on the email will say "Girl Scouts of the USA." The **sender email** address will be GirlScouts@gemailserver.com. Please make sure to add this to your safe senders list so that the email will not get blocked or sent to your spam folder. The **reply-to email** address will be GSVoicesCount@girlscouts.org. The **subject line** will say, "Girl Scout voices count—and we want to hear from you!" The survey invitation may get caught by your spam filter, so be sure to check your junk folder if you can't find the email. If you use Gmail, also look in the "Social" and "Promotions" tabs.

Will I receive an invitation to take a survey?

All Girl Scouts, their parents or caregivers, and troop leaders (including co-leaders) are emailed a survey if they 1) are registered members as of January 31, 2023, and 2) have a valid primary email address on record.

Each member will receive an email that includes the survey link. Each family member's name will be listed to identify who should take which survey. Each survey is customized for the individual, so please do not take a survey meant for someone else.

Someone in my family received a survey, but I didn't—what's up with that?

If you are a **Girl Scout** who wants to complete a survey, ask your parent or caregiver to check their email to see if they received a survey for you. Make sure to have them check their spam or junk folder. If they cannot find the survey invitation, ask them to contact the Girl Scout Research Institute (GSRI) at GSVoicesCount@girlscouts.org and provide the full name of each Girl Scout they would like a survey for.

If you are an **adult** who wants to complete a survey, check your spam or junk folder. If it's not there, contact the Girl Scout Research Institute (GSRI) at GSVoicesCount@girlscouts.org with the subject line "Please send me a GSVC Survey" and include your full name, the email address you would like the survey sent to, and which survey you would like to take (parent/caregiver survey or troop leader survey).



Do all volunteers receive surveys?

In April, we're surveying volunteers who are current troop leaders or co-leaders. We will survey *service unit volunteers* in May. Most service unit volunteers are also troop leaders, so we want to mitigate survey fatigue.

How much time does the survey take to complete?

About 15 minutes, depending on how detailed you are when answering the open-ended questions. Younger Girl Scouts, especially Daisies and Brownies, will most likely need some adult help. We recognize that the survey is a bit longer than people are used to, so we're offering a bonus! As a thank you, all participants who complete the survey will have a chance to win a \$50 gift card. A total of 65 thank-you gift cards will be distributed (20 for Girl Scouts, 20 for parents/caregivers, 20 for troop leaders, and 5 for service unit volunteers). So make sure to complete your survey on time! It will be open the entire month of April (May for service unit volunteers). You also don't have to finish the survey in one sitting—we'll automatically save your answers, and you can complete it at another time.

What kinds of questions are in the survey?

Each group (Girl Scouts, parents/caregivers, troop leaders, and service unit volunteers) will receive slightly different questions. Everyone will be asked about how satisfied they are with their overall Girl Scout experience and how likely they are to stay in Girl Scouts in the coming year. Other topics include the kinds of activities Girl Scouts and troops do, the support parents and troop leaders receive from GSUSA and councils, and the benefits of participation.

Who will see my answers?

Your answers are confidential and used for research purposes only. That means your answers are private and your name will never be personally identified in any report. Rather, your answers will be grouped with all the other responses we receive. Additionally, the results are only for the use of your council and GSUSA. You will not receive any sales or marketing contact because of your participation.



It's hard for my younger Girl Scout to complete the survey. Why are younger Girl Scouts given such hard surveys?

This is a tricky issue! Researchers know that it's difficult for some younger Girl Scouts to take surveys, but their opinions are just as important as their older sister Girl Scouts! That's why we ask Girl Scouts of **all** ages to complete surveys, with help from adults if needed, so that their voices are equally represented in the results. Councils also collect data from younger Girl Scouts in person, which makes it easier for them to participate, but we can't reach nearly as many Girl Scouts that way. We really appreciate the time and energy younger Girl Scouts and their caregivers put into completing surveys.

Are there any special rewards for taking the survey?

Yes! We're offering a chance to win a \$50 gift card: 20 gift cards will be distributed to Girl Scouts, 20 to parents/caregivers, 20 to troop leaders, and 5 to service unit volunteers.

I'm trying to take the survey and having technical problems—what should I do?

What a bummer! If you're having problems, here are some things you can try:

- If you're accessing the survey on a mobile device, try taking the survey on a desktop or laptop computer.
- Make sure JavaScript is enabled on your internet browser: <https://www.enable-javascript.com>.
- If JavaScript is enabled, make sure any pop-up blockers are turned off.
- Make sure your internet browser is up to date.
 - Qualtrics surveys work with all supported versions of the following web browsers: Apple Safari, Google Chrome, Microsoft Edge, Microsoft Internet Explorer, and Mozilla Firefox.
 - Older versions of these browsers may not function as intended.

If you've tried the above and are still having problems, please email GSVoicesCount@girlscouts.org. Because this is a national survey, councils can't fix technical problems. The [Girl Scout Research Institute \(GSRI\)](#) will reply within 24–48 hours.

What if I have questions or want more information about the survey?

For more information, email GSVoicesCount@girlscouts.org. Because this is a national survey, your council can't send survey invitations or fix technical issues.



So, this is national survey. Will my council also send a survey?

Maybe! Often councils conduct surveys at in-person events or programs for Girl Scouts and adults. We also sometimes send out online surveys for specific things like the cookie program, travel, feedback from service unit volunteers, and more. This varies from year to year.

What is the Girl Scout Research Institute (GSRI)?

The GSRI was formed in 2000. It serves as an applied research arm of Strategy and Planning at Girl Scouts of the USA (GSUSA), measuring the impact of Girl Scout programming and leading national conversations about girls and their healthy development via original studies.

The GSRI also provides crucial information and recommendations to GSUSA and its 111 Girl Scout councils about the experiences of Girl Scouts, parents or caregivers, volunteers, alums, and the communities they are a part of. By measuring the success of GSUSA's initiatives, the GSRI helps Girl Scouts remain the preeminent leadership organization for girls.

What other kinds of research projects does the GSRI do? Can I read about any of them?

The GSRI does all kinds of great research about girls, Girl Scouts, and other topics, including the benefits of Girl Scouts for girls and volunteers; outdoor experiences; girls and science, technology, engineering, and math (STEM); the Gold Award; the Girl Scout Cookie Program and entrepreneurship; trends in girls' well-being; Girl Scouts and academic success; and more! You can read more about the GSRI and our reports at [girlscouts.org/research](https://www.girlscouts.org/research).