

### **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 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 resources so you can have a positive and successful Girl Scout experience.*

### **What is different about the 2024 Girl Scout Voices Count survey?**

*Annually, Girl Scout Voices Count* survey is sent to four customer groups: Girl Scouts, parents/caregivers, troop leaders, and service unit volunteers. This year, however, GSUSA is only surveying Girl Scouts to ensure they are experiencing the intended impact of our programming. The parent/caregiver, troop leader, and service unit volunteer surveys will not be conducted in 2024.

### **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 you about what is working for you (or not!) regarding Girl Scouting. We want to know the truth—the whole truth, and nothing but the truth—about your Girl Scout experience. 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.

This year's survey collects information and feedback from Girl Scouts 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.

### **When is the survey being sent?**

We will send an email or text invitation to take the Girl Scout survey the week of April 15, with reminders for non-completers the weeks of April 22 and 29 and May 6. The survey will close on May 15.

### **Who will invitations come from? Should I check my spam folder?**

Invitations for the Girl Scout survey will be sent to the primary email address or cell phone number (for text sample, if texting is authorized) listed on the Girl Scout's membership record. If there are multiple Girl Scouts within a household, the primary email address will receive individual invites for each Girl Scout.

For email, the **sender name** on the email will say “Girl Scouts of the USA.” The **sender email** address will be [GirlScouts@gemailserver.com](mailto: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](mailto: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.

Text messages will simply include a short note inviting the parent/caregiver to share the GSVC survey link with their Girl Scout.

### **Will I receive an invitation to take a survey?**

For the most part, all Girl Scouts will be emailed or texted a survey if they 1) are registered members as of January 31, 2024, and 2) have a valid primary email address on record. However, some councils have opted to conduct their own surveys with 50% of their Girl Scouts. In these councils, some Girl Scouts will receive invitations to complete the GSVC survey, while others will receive survey invitations from their council.

The caregiver of each member will receive an email or text that includes the survey link for each of their children who are Girl Scouts. The Girl Scout’s name will be listed next to their survey link 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 or texts 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 Girl Scouts of the USA (GSUSA) at [GSVoicesCount@girlscouts.org](mailto:GSVoicesCount@girlscouts.org) and provide the full name of each Girl Scout they would like a survey for.

### **Will parents/caregivers and volunteers receive surveys?**

GSUSA has decided to pause this year’s annual surveys of parents/caregivers and volunteers. Instead, for 2024, the Girl Scout Voices Count (GSVC) annual survey will just focus on the Girl Scout to ensure they are experiencing the intended impact of our programming. Locally, however, your council may still survey parents/caregivers and volunteers.-

### **How much time does the survey take to complete?**

About ten minutes, depending on how detailed you are when answering the open-ended questions. Younger Girl Scouts, especially Daisies and Brownies, will need some adult help. As a thank you, all participants who complete the survey will have a chance to win a \$50 gift card. So,

make sure to complete your survey on time! It will be open from April 15 to May 15. You also don't have to finish the survey in one sitting—we'll automatically save your answers so you can complete it at another time.

### **What kinds of questions are in the survey?**

The Girl Scout survey asks how satisfied members 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 do 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 older 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 who complete the survey before May 15.

### **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](mailto:GSVoicesCount@girlscouts.org). Because this is a national survey, councils can't fix technical problems. Girl Scouts of the USA (GSUSA) 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](mailto:GSVoicesCount@girlscouts.org). Because this is a national survey, your council can't send survey invitations or fix technical issues.