

Vision

The Girl Scouts of Central & Southern NJ will shape leaders for tomorrow by empowering girls to take on bold challenges, discover their own passions and strengths, act with character and engage fully in fun, relevant experiences that encourage friendships and build lifelong skills.

Strategic Pillars

Girl-Centered

We are committed to provide a best in class leadership development experience that makes a difference in the lives of girls in Central/Southern New Jersey.

Network Alignment

We will expand our effectiveness and impact by active participation in the Girl Scout movement and local deployment of all nationally developed resources for girls and volunteers.

Growth Mindset

We will achieve sustainable membership growth by delivering a differentiated leadership experience for girls and by reaching and serving a more diverse population.

Community Leadership

We strive to be the organization of choice for girl champions, volunteers and donors who want to invest their time, talent and treasure to make a difference for girls. We are a leader in the region on issues connected to the empowerment and leadership of girls.

Council Goals

- Enhance membership retention and diversify membership
 - Support scalable and sustainable volunteer-led troops
- Strengthen Girl Scouts' position in the marketplace by differentiating the Girl Scout experience and brand
- Enrich offerings in STEM, Outdoors, Entrepreneurship and Life Skills
- Build talent, resource and property capacity to support girls and volunteers

Our Values

The Girl Scout Promise and Law
Innovation & Possibility Thinking * Professional Excellence * Collaboration

Catalyzing Future Goals

25,000 girl members
85% customer satisfaction rate
\$1.5 million in contributed revenue

Key Performance Indicators and Metrics

Girl and Adult Members
New Relationship Contacts
Guests at Discover S'more Tours
New staff positions
STEM Pledge Gifts and Impact

Membership Leads
Troop utilization of Volunteer Toolkit
New charitable gifts
New volunteer positions
Camp and Property Investments