

# 2008-2009 Operational Plan for \_\_\_\_\_ Neighborhood

## Membership Extension

<b>Increase girl membership by _____ to end the year with a total of _____ girl members</b> <b>Achieve a participation rate of _____%</b>	
Action Step:	Example: Hold parent information nights/registration meetings in every community. Example: Staff a Girl Scout table at every school open house to reach girls in K-6 grades Example: Offer a 6-8 week program pathway for girls on waiting lists or to recruit new girls Example: Actively promote the <i>Building Friendships and Build a Troop</i> patch opportunities from "Widen the Circle" patch program Example: Develop and try at least one new way to reach new girls Example: Practice "word of mouth marketing" Example: Plaster communities with Girl Scout posters and brochures
Who:	
When:	
Assessment:	

<b>Increase the number of adult volunteers working with girls by _____ adults</b> <b>Increase the number of neighborhood team volunteers by _____</b>	
Action Step:	Example: Hold effective Parent Information and Registration Meetings (PIRM's) that include providing an activity for children in a different room, so the adults can listen to the <i>brief</i> presentation Example: Practice "word of mouth marketing" Example: Place volunteer posters in strategic locations throughout the communities Example: Speak in positive terms about being on the neighborhood team and at leader meetings mingle with the leaders and avoid doing team business just before, during or just after the meeting
Who:	
When:	
Assessment:	

<b>Retain at least _____% of girl membership</b> <b>Increase the number of girls that spring register to achieve a participation rate of _____%</b>	
Action Step:	Examples: Call lapsed members in November; Develop and carry out strategies to increase participation in Spring Registration; Provide local programming; Identify ways to improve the quality of the troop experience for girls
Who:	
When:	
Assessment:	

<b>Retain at least 30% of first year leaders and achieve an overall adult retention rate of at least _____% (Reports will be available)</b>	
Action Step:	Example: Find new and creative ways to support the first year leader Example: Ensure that every new leader is personally contacted by another volunteer at planned intervals such as months 1, 3, 6 and 9 Example: Personally contact new leaders prior to leader meetings; help with carpooling suggestions, etc.
Who:	
When:	
Assessment:	

## **Leadership Support / Adult Development and Training**

<b>Train and support local volunteers.</b>	
Action Step:	Examples: Ensure that leaders understand the training expectations and are aware of scheduled training and other development opportunities; Schedule and actively promote leader workshops at neighborhood meetings; Provide local first aid training; Promote opportunities for experiences beyond the neighborhood and provide support to leaders who want to attend (such as helping to set up carpooling) Example: Deliver neighborhood team training as requested by Adult Development staff Example: Actively promote and support November conferences Example: Enthusiastically talk about the new program materials and encourage leaders to take the Leadership Essentials training which has replaced BLT
Who:	
When:	
Assessment:	

<b>Provide financial support to local membership.</b>	
Action Step:	Examples: Provide start-up funds for new troops; Provide one girl "Journey" book for each new troop; Sponsor destination trips, Provide membership assistance; Donate to GSME camperships
Who:	
When:	
Assessment:	

## **Programming**

<b>Promote GSME sponsored program options and camps. Will try to have _____% of our girls members participate in resident camp (reports by neighborhood are available)</b>	
Action Step:	Example: Have a working knowledge of the opportunities for girls beyond the neighborhood and actively promote these opportunities Example: Develop and carry out promotional strategies that will market GSME resident camps.
Who:	
When:	
Assessment:	

<b><i>Provide local girl programming.</i></b>	
Action Step:	Example: Become experts on the new GSUSA <b>Journey</b> books and the Pathway model Example: Provide beyond-the-troop programming for all levels with emphasis on Daisy, Brownie and Juniors (council staff will be directing more resources towards providing program opportunities for older Juniors, Cadettes, Seniors and Ambassadors). Example: Hold a neighbor-wide bridging ceremony Example: <i>Recruit Pathway Program Facilitator(s), if this position becomes available; primary responsibility would be to provide one 6-8 week experience for girls modeled after a troop meeting (Staff is working on developing this position. More information will be forthcoming.)</i>
Who:	
When:	
Assessment:	

### ***Working together as a team***

<b><i>Build a strong Neighborhood Team</i></b>	
Action Step:	Examples: Build or deepen the volunteer/staff partnership; Update or create Team Agreements; Have a strategy for attracting new team members and for creating a welcoming environment; Hold one “fun” team meeting; Model team thinking and decision making; Work together to have effective and meaningful team meetings
Who:	
When:	
Assessment:	

### ***Community Cultivation***

<b><i>Increase visibility of GSME</i></b>	
Action Step:	Examples: Actively promote the <i>Community Builders</i> patch from “Widen the Circle” patch program; Recruit an enthusiastic PR volunteer; Utilize the new tool kit for PR; Place articles in newspapers; Have a presence at local public gatherings:
Who:	
When:	
Assessment:	

### ***Fund Development***

<b><i>Support GSME’s goals to advance Girl Scouting</i></b>	
Action Step:	Example: Work in partnership with council staff to advance financial support for GSME