



Girl Scouts.

# PROPOSAL FOR 2011 NATIONAL COUNCIL AGENDA

Girl Scouts of the USA  
420 Fifth Avenue  
New York, NY 10018-2798

Legal Name of Girl Scout Council

Girl Scouts – Western Oklahoma, Inc.

City

Oklahoma City

State

Oklahoma

Write the following information exactly as the council wishes it to appear in the *Workbook* if accepted for the agenda.

## TITLE OF PROPOSAL

Addendum to and modification of “Council Registration Fee”

## STATEMENT OF PROPOSAL (in the form of a motion)

THAT That the Blue Book Policy entitled Family Solicitation would remain as currently written:

- “any such family contribution shall be voluntary, not a prerequisite for membership and not considered a fee for council services.”

That the Blue Book Policy entitled Membership Dues And Procedures For Registration would be revised as follows:

Delete the words: “The Girl Scout Membership Year is October 1 through September 30.”

- Replace with the words: “The Girl Scout Membership Year commences on the date of registration of the member. “
- Change the current statement on New Members as follows: New Members of Girl Scouts troops/groups/pathways/programs, both adults and girls, pay \$20 when they initially become members of the Movement. *Of this, \$12 shall be remitted to GSUSA and \$8 shall be retained by the Council.* (italicized, underlined words are additions/changes)
- Change the current statement on Continuing Members as follows: “Continuing members of Girl Scouts troops/groups/pathways/programs, both girls and adults, pay \$20 when they renew their membership on their anniversary date.”
- Change the current statement on Non-troop-affiliated members as follows: Non-troop-affiliated girl and adult members on the national level pay \$12 dues annually and such members on the local council level pay \$20 annually.

(over)

## REASONS

A registration fee that includes the GSUSA fee is reasonable to support Councils. However, as we have noted from the cookie sale, the cost of a box that varies between councils is problematic and creates a marketing problem in the communities in which Girl Scout councils overlap.

Helping families understand the value of the Girl Scout experience is a great goal, however, it will never clearly articulate the full price of the Girl Scout program to a girl. A robust culture of philanthropy is still greatly needed in the Girl Scout movement.

A specific dollar amount that is within reason is clearly important. Girl Scouts has prided itself on being available for all girls, not just some girls. An established fee structure that supports both national and local council administrative/program needs is an entirely defensible model and one employed by other similar organizations.

The Girl Scout Leadership Experience is delivered in a variety of forms, one of which is a troop. Through pathways, girls can enter the Girl Scout program through different means and at different times of the year. Having a structured annual membership year disallows the various times girls participate in GS and then they don't get a full year of GS experience. Our business process needs to match up with our programming efforts.

Additionally, a rolling membership year will take advantage of the capacity and function of technology, eliminate the additional labor requirements attendant on a single registration month, as well as distribute income throughout the year.

Troops starting school in mid August with new girls as members are not covered by the GS liability insurance until October 1. This is a great deal of exposure for the organization.

Even though we are separate 501c3's and have our own governing board, one of our strengths is the consistency of our program. Charging different fees for the same program will look disjointed, inconsistent and begin to affect the image of the Girl Scouts to the public.

---

## FINANCIAL IMPACT STATEMENT

**Indicate the projected expenditures and impact on resources for councils and the national organization, for a five (5) year period.**

Council income would rise in proportion to the number of girls and adults paying the additional \$8 in membership fees. (Ex: 30,000 members x 8 = \$240,000. 15,000 members x 8 = \$120,000.)

Membership would increase with the ability to collect membership fees at any time in the year, instead of just at one time.

Cost of additional council clerical staff during the Fall would decrease because memberships would be spread out throughout the year.

Personify as it was originally conceived has the ability to track membership by anniversary date. (As the national and local YMCA's do now).

Karen Luke

July 8, 2010

Name of chair, or secretary, council board of directors

Date of council board meeting

On or before October 29, 2010, email to: [NCagenda@girlscouts.org](mailto:NCagenda@girlscouts.org)

Or mail form to: Office of the National Board of Directors, Girl Scouts of the USA, 420 Fifth Avenue, New York, NY 10018-2798.

**Submission Deadline: October 29, 2010**

If additional space is needed, please attach a separate page.