



# Comprehensive Campaign Update

# Our Purpose



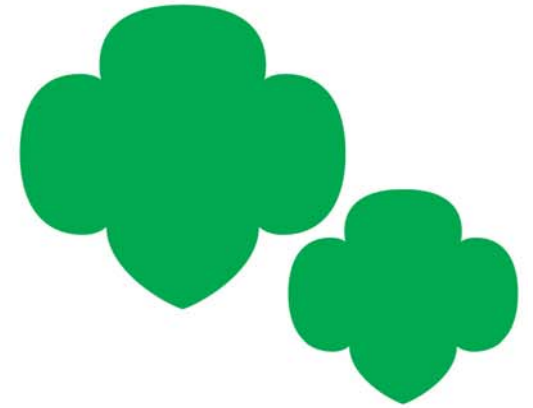
**Purpose:** Update Board on status of comprehensive campaign planning to date and next steps.

## **Objectives:**

- ***What's New?*** Provide latest information on key campaign activities to date and timeline
- ***What Are We Raising Money For?*** Share preliminary campaign plans and key campaign elements.
- ***What's in a Name?*** Engage in brainstorming activities related to campaign name.



# Today's Agenda



**Your Girl Scout Heart Story**

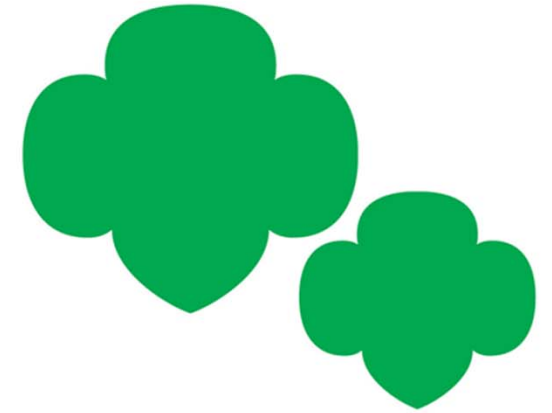
**Comprehensive Campaign Update**

**Messaging and Naming the Campaign**

**Next Steps**



# What's New?



**Community Interviews**

**Wealth Screening of Donor Base**

**Community Donor Ratings Sessions**

**Staff Charrette**







# *What Are We Raising Money For?*





# Camp Whip Poor Will

## Brick & Mortar:

Updates (lighting, painting, sinks plumbing, etc.)

- Towhee- New Porch-Reconfigure rooms
- Cookie House
- Dining Hall
- Evergreen

## Program Elements:

- Camp Community Garden (raised bed)
- Compost Station
- Pond Learning Station
- Physics of Adventure (swinging bridge, high ropes)
- Leave No Trace
  - Education Station in High Ropes area



# Camp Whip Poor Will

## New Build

### Program Shelter



FRONT ELEVATION



SIDE ELEVATION

GIRL SCOUTS OF WESTERN OHIO  
CAMP WHIP POOR WILL  
PROGRAM SHELTER - PROPOSED ELEVATIONS

## Program Elements

- Green Station
- Geothermal Well
- Solar Panel
- Rainwater Catchment



# Camp Butterworth

## Brick & Mortar:

Updates (lighting, painting, sinks, showers, kitchen, floors, AC etc.):

- Freedom Lodge
- Dining Hall

## Program Elements:

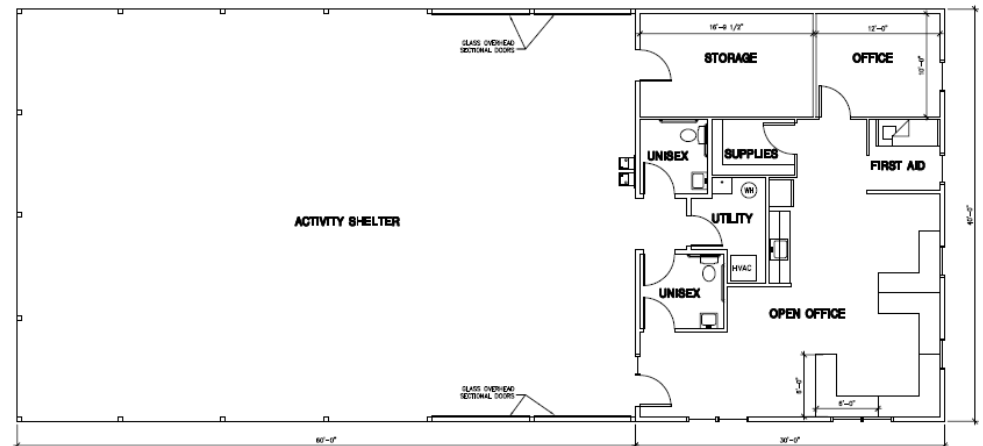
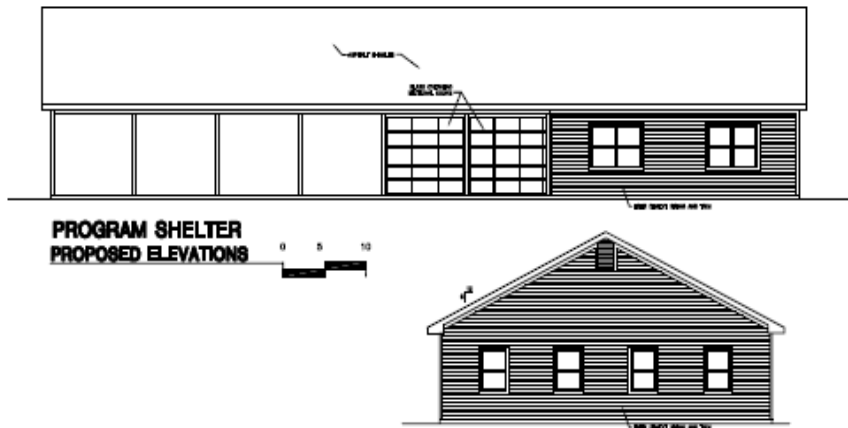
- Underground Railroad
- Pollinators
- River Ecosystem
- Physics of Adventure – Archery & Catapults



# Camp Butterworth

## New Build

### The New Camp Office/ Program Shelter





# Camp Stonybrook

## Brick & Mortar:

Updates (lighting, painting, sinks, showers, kitchen, etc.):

- Ittman
- Pinetree

## Program Elements:

- Geology and Fossils
- Watershed
- Physics of Adventure (Swinging Bridge, climbing wall, low elements)
- Starry night sky
- Physics of Bow and Arrow/Slingshot
- Maple Syrup Making



# Camp Stonybrook

**New Build**

Stonybrook Lodge

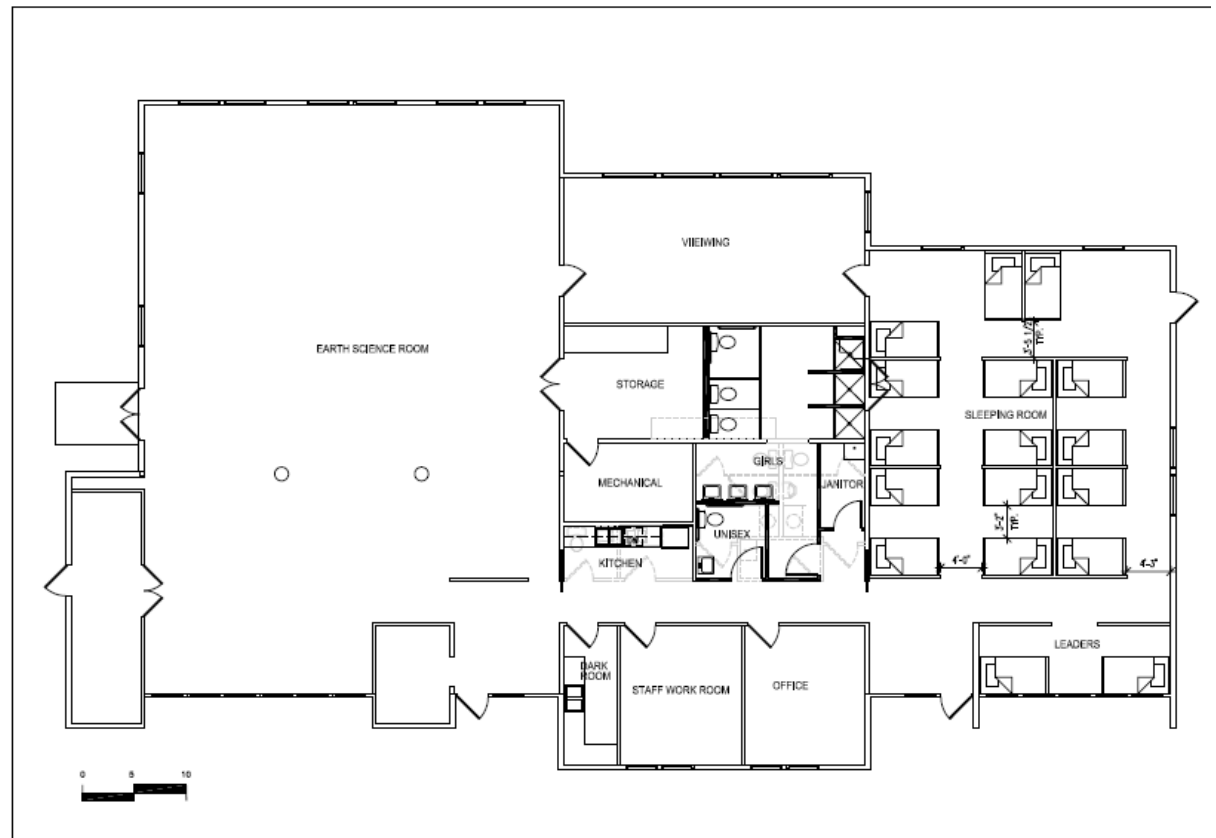




# Camp Libbey

## Brick & Mortar:

- Remodel of Environmental Center



# What's in a Name? A Lot!



- Polishing the Gem Campaign – Toledo Museum of Art
- More Homes To Roam – Cincinnati Zoo
- Reaching New Heights Campaign – DCH
- The Make History Unexpected – Cincy Shakes
- Music Hall Revitalization Capital Campaign
- Lighting Freedom's Flame – NURFC
- Building Readiness – American Red Cross



# Girl Scouts Northeast Texas



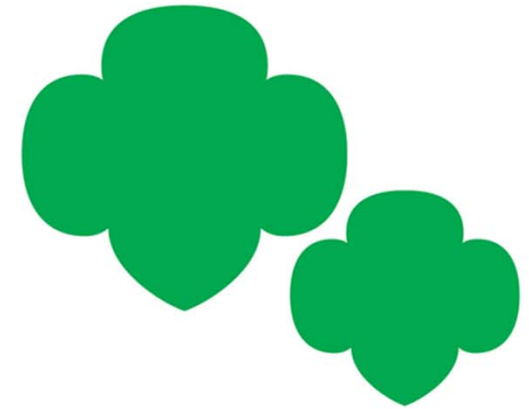
# Girl Scouts Arizona Cactus-Pine



CAMPAIGN FOR GIRLS IN ARIZONA



# GIRL SCOUTS OF WESTERN OKLAHOMA



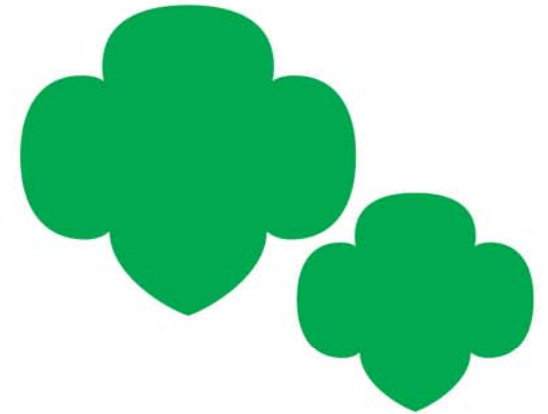
# CAMP THE CITY

An Adventure Awaits...



GIRL SCOUTS OF MAUMEE VALLEY

# ***Next Steps***



- **Confirm Campaign Goal and Budget**
- **Confirm Messaging, Name and Naming Opps**
- **Identify and Recruit Campaign Leadership & Cabinet**
- **Confirm Campaign Timeline**

***...By end of February 2019***

