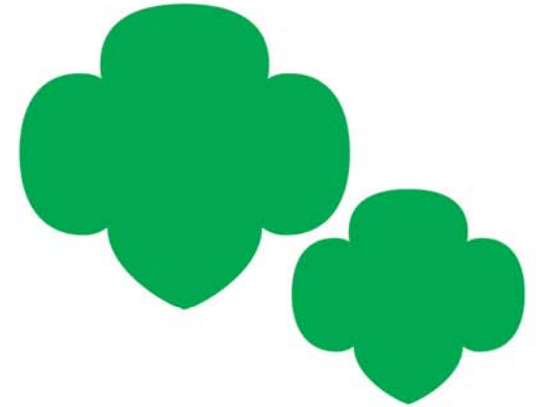




# Comprehensive Campaign Update

# Today's Agenda



- *What is Your Girl Scout "Heart Story"?*
- *What Are We Raising Money For?*
- *What's in a Name?*





**G.I.R.L.**  
go-getter innovator risk-taker leader

Are you ready  
to share your  
Girl Scout  
“Heart  
Story”?



People don't buy what you do; they  
buy why you do it. And what you do  
simply proves what you believe

— *Simon Sinek* —



**Preparing girls  
for a lifetime  
of leadership.**



Concise description of GS and your personal connection.

Your testimonial for why you invest your time & money.

## Step 1: Opener



1. Have I mentioned that I'm involved with/on the board of Girl Scouts of Western Ohio?
2. Are you familiar with Girl Scouts of Western Ohio?
3. Have you heard about Girl Scouts of Western Ohio?
4. Did you realize that **(definition of local need)** is right here in Western Ohio?

## Step 2: Mission



1. The mission of Girl Scouts of Western Ohio is...
2. We focus on...
3. Our major work includes...
4. You may have seen the newspaper article about our Gold Award/project/fundraiser...
5. We serve **x #** \_\_\_\_\_ and provide them with \_\_\_\_\_



**The Girl Scout Mission**  
Building girls of  
courage, confidence and  
character who make the  
world a better place.



Girl Scouts is proven to help girls thrive in **five key ways** as they:



Develop a strong sense of self.



Display positive values.



Seek challenges and learn from setbacks.



Form and maintain healthy relationships.



Identify and solve problems in the community.

**Did you know?**

Girl Scouts fuels the female leadership pipeline.



**50%**  
OF FEMALE  
BUSINESS LEADERS



**80%**  
OF FEMALE  
TECH LEADERS



**76%**  
OF FEMALE  
U.S. SENATORS



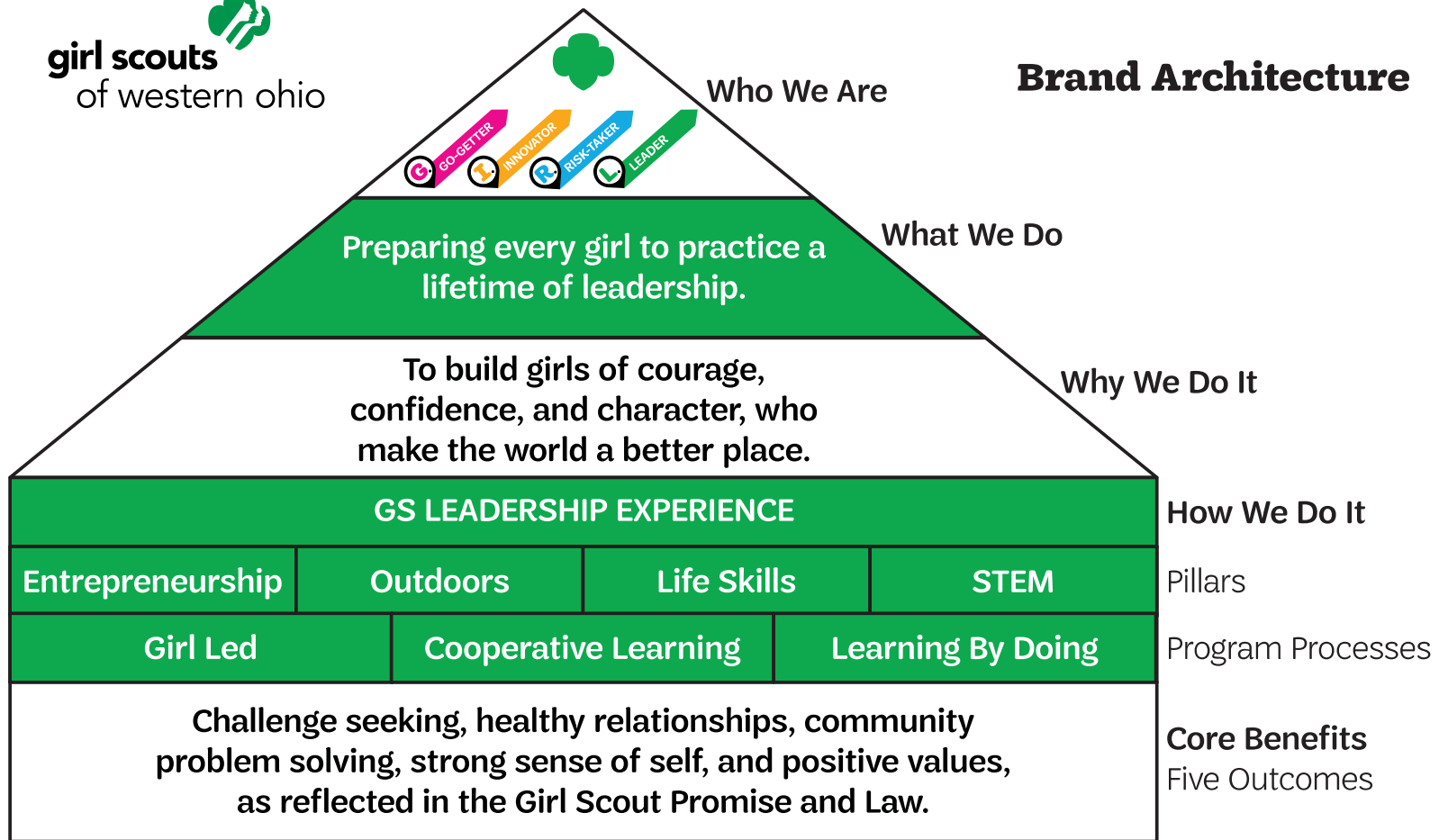
**100%**  
OF FEMALE  
U.S. SECRETARIES  
OF STATE

...WERE GIRL SCOUTS.

Think about what you heard this morning – the stories of Western Ohio Girls?



# Brand Architecture



Craft Your Why Next

05-4845-01



## Step 3: Your Why



1. I've been involved with Girl Scouts since
2. I enjoy being a part of Girl Scouts because...
3. I am proud of our work because...
4. I am especially excited about our recent project/accomplishments...
5. I first got involved with Girl Scouts when...

## *Step 4: Call To Action*



1. We have a great site where you can learn more about our Council and leadership experiences for girls.
2. If you'd be interested in learning more about Girl Scouts of Western Ohio, I'd be delighted to give you a call.
3. Could I drop off a written brochure to you – or send you via email or regular mail?
4. We are always looking for volunteers/board members to help us with...
5. Is there anything specific you would be interested in learning more about?

1. Draft your GS Heart Story – 2 mins. – 4 or 5 sentences
2. Share with your table mates
3. Pick one from each table to share with the group

**Review the Don'ts**



*Sylvia Acevedo  
CEO of the Girl Scouts of the USA*

“I grew up in rural New Mexico. Girls like me weren’t really getting into science and math. On a Girl Scouts camping trip, my troop leader saw me looking at the stars and explained constellations and systems. Before, I just saw twinkly lights. She later encouraged me to earn a badge in science, which required you to make a model rocket. It took me several tries before I got that rocket to launch, but it was so informative because it didn’t just teach me about trial and error; it taught me that I was good at science and, more important, that I liked it. ”

2018







*Sylvia Acevedo  
CEO of the Girl Scouts of the USA*

“I almost quit Girl Scouts because I thought my family couldn’t afford it, actually. We lived paycheck to paycheck, and I remember telling my troop leader that I was going to have to quit. She laughed and said, “Don’t worry; we’re going to sell cookies!” And that, as much as the science experiment, changed my life forever, because it taught me that I could create my own opportunity. It taught me about business plans, how you handle money, how to treat customers and how to break down goals into achievable steps. It’s the reason I decided in fourth grade that I’d go to Stanford University someday. It’s the reason I ended up working for NASA.”

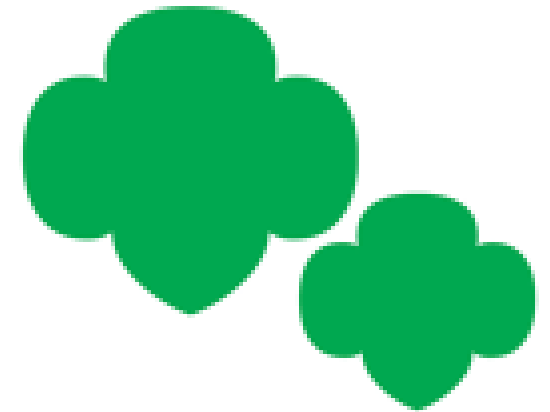
Entrepreneur, April 25,  
2018





*What Are We Raising Money For?*

# ***Confirming the Case***



**Community Interviews**

**Wealth Screening of Donor Base**

**Community Donor Ratings Sessions**

**Staff Charrette**



# Camp Whip Poor Will

## Brick & Mortar:

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

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

## Program Elements:

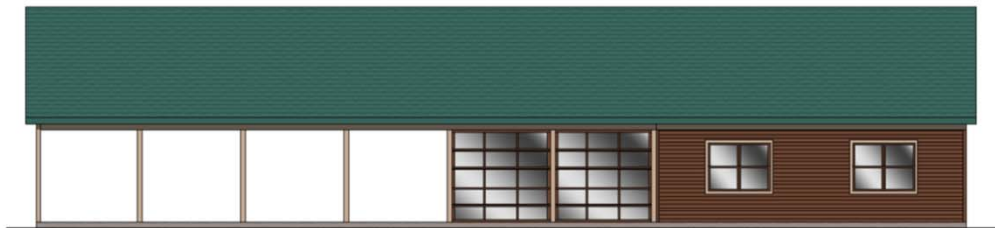
- Camp Community Garden (raised bed)
- Compost Station
- Pond Learning Station
- Physics of Adventure (swinging bridge, high ropes)
- Leave No Trace
  - Education Station in High Ropes area



# 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:

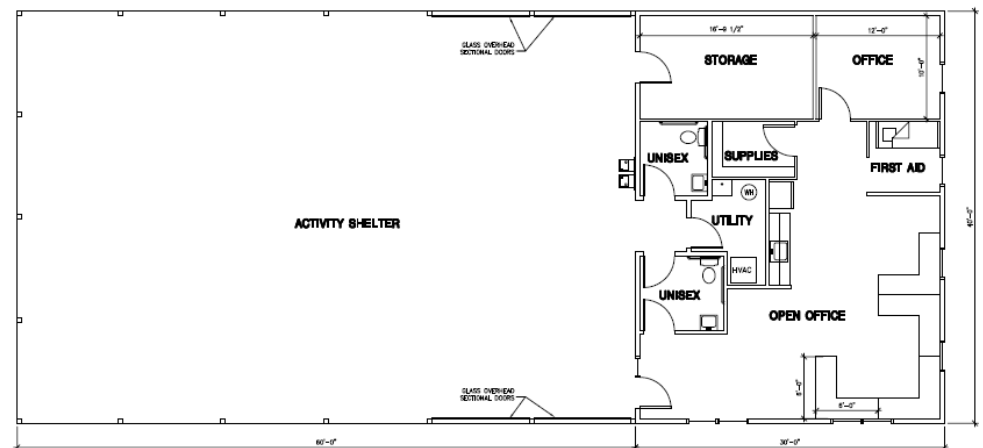
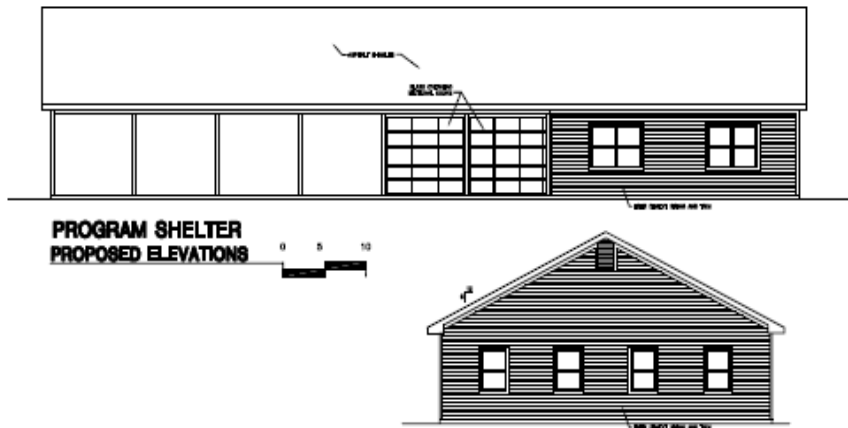
- Underground Railroad
- Pollinators
- River Ecosystem
- Physics of Adventure – Archery & Catapults



# 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**

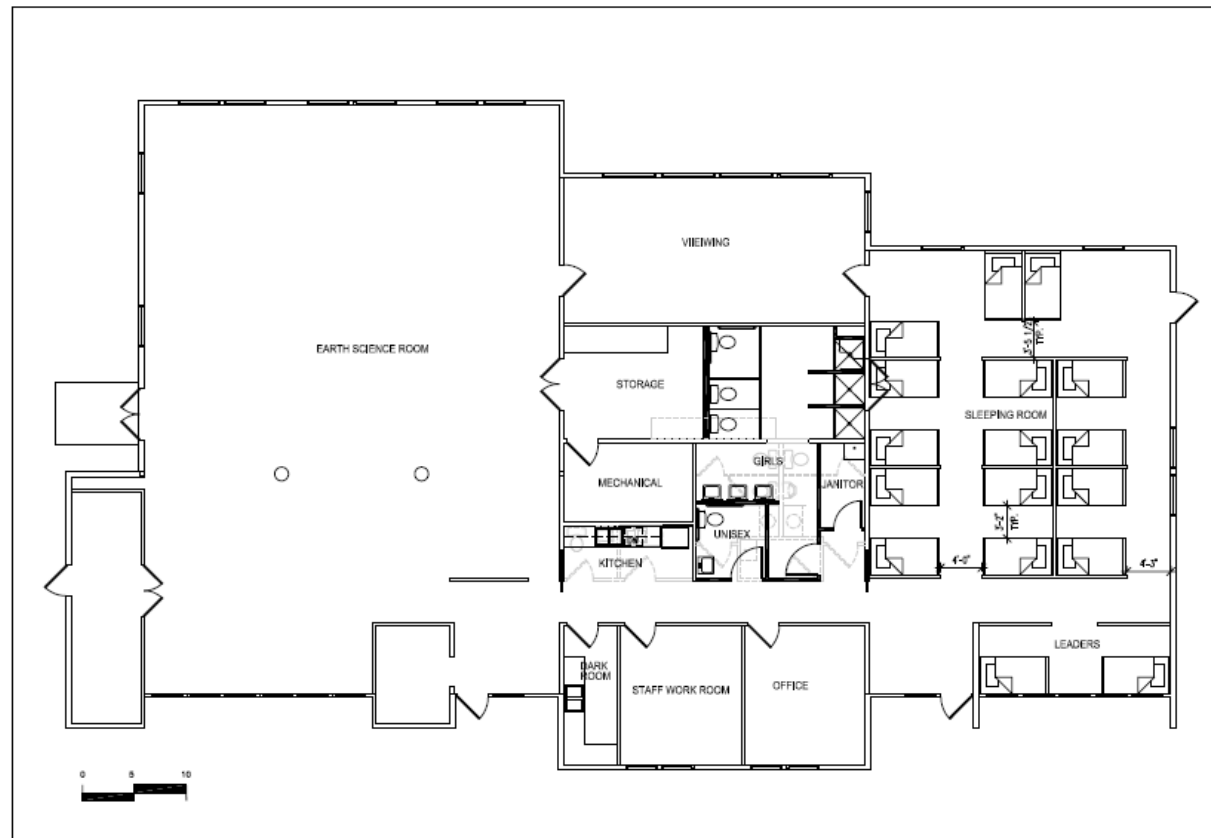
Stonybrook Lodge



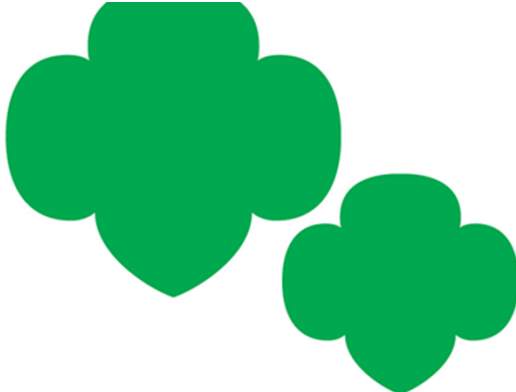
# Camp Libbey

## Brick & Mortar:

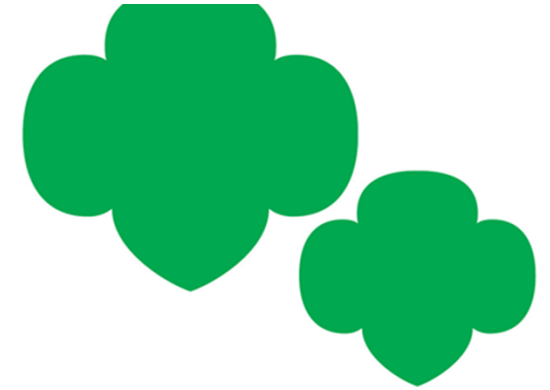
- Remodel of Environmental Center



# 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

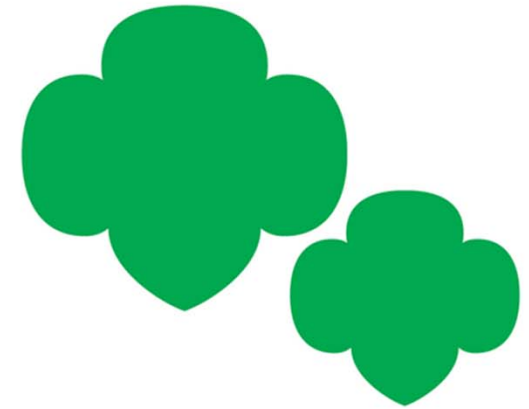


# Girl Scouts Arizona Cactus-Pine



CAMPAIGN FOR GIRLS IN ARIZONA

# GIRL SCOUTS OF WESTERN OKLAHOMA



# CAMP THE CITY

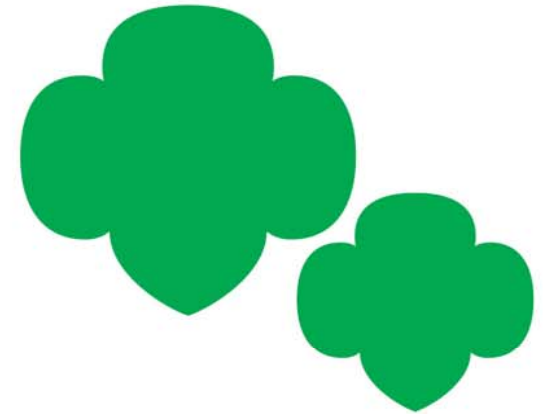
An Adventure Awaits...



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***

