

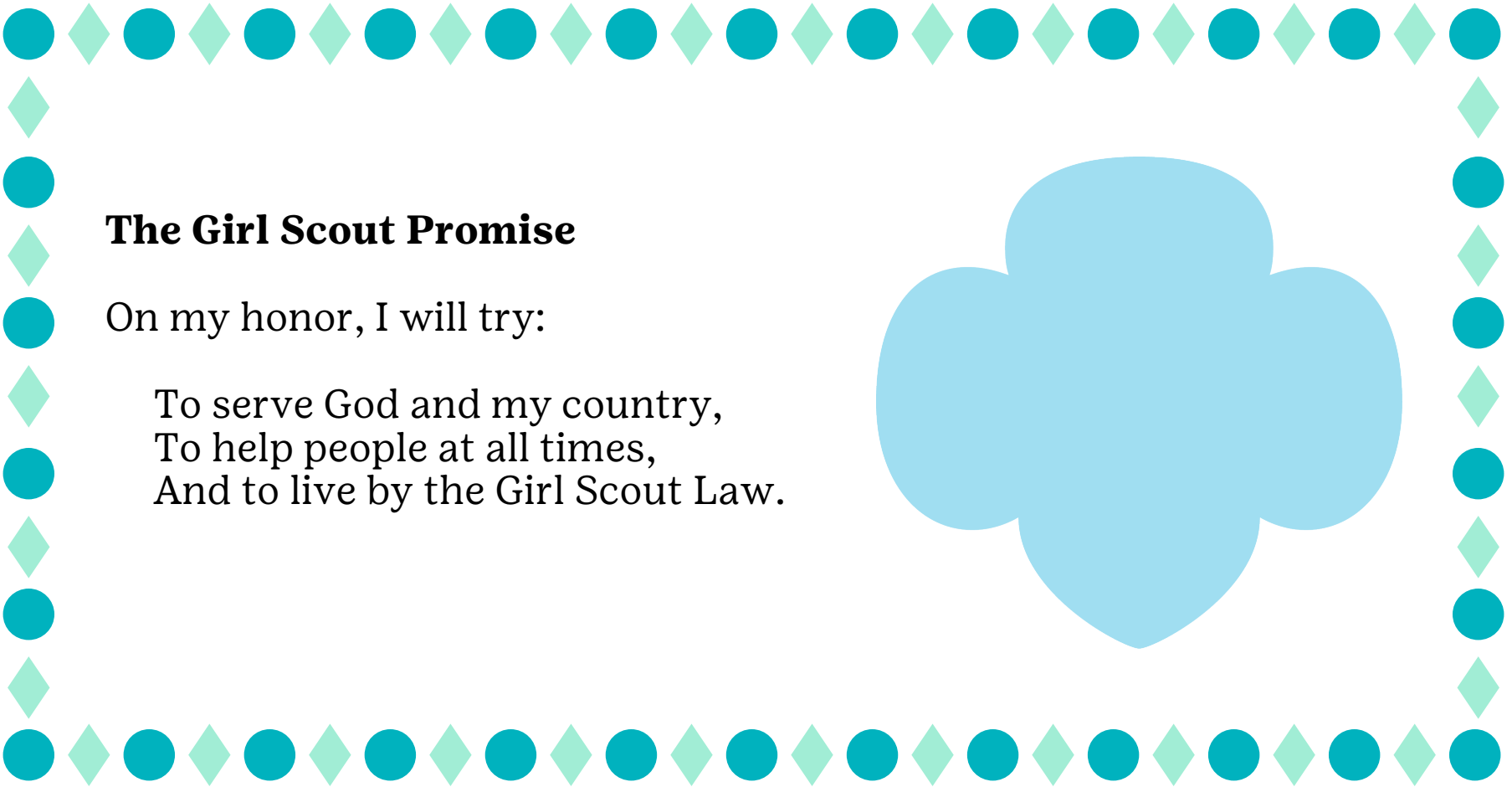
Welcome to the 2024 GSLPG Regional Meeting





**One Team,
One Mission.**

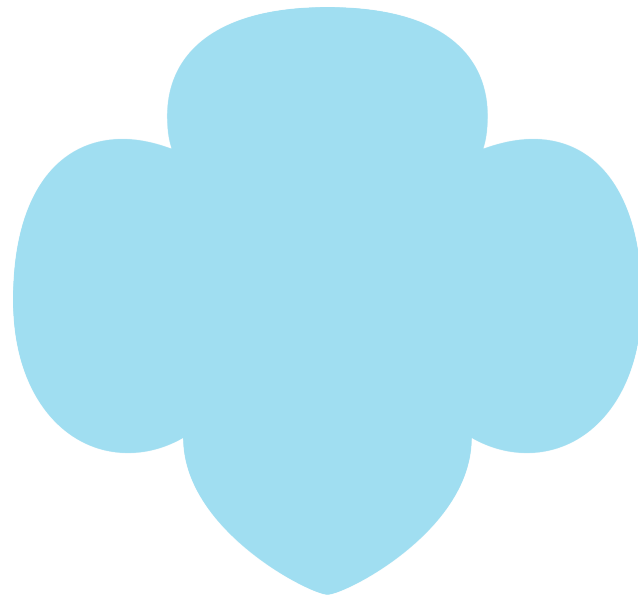




The Girl Scout Promise

On my honor, I will try:

To serve God and my country,
To help people at all times,
And to live by the Girl Scout Law.





**One Team,
One Mission.**

Why Regional Meetings?



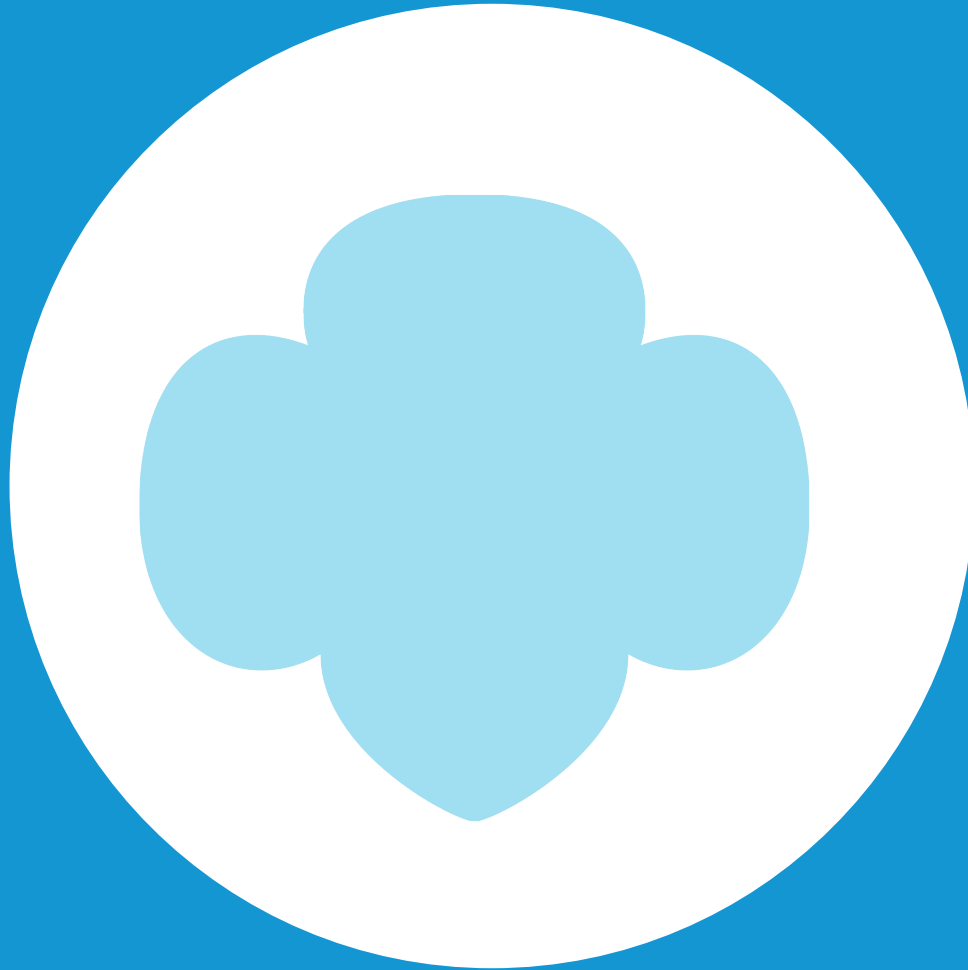
Delegate Elections





**One Team,
One Mission.**

**Happy
New Year!**



Council Operations Updates





Let's create some Girl Scout Cookie *panda-monium* this year!
The Girl Scout Cookie sale has endless possibilities for Girl Scouts to continue building on the five skills, so let's embrace it together and make 2025 one to remember!



5 Core Classics



CARAMEL
DELITES



PEANUT BUTTER
SANDWICH



THIN MINTS



PEANUT BUTTER
PATTIES



TREFOILS

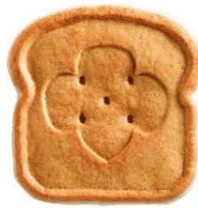
+4 More Crowd Pleasers



ADVENTUREFULS



LEMONADES



TOAST-YAY!



CARAMEL
CHOCOLATE CHIP



Thin Mints



GF Caramel
Chocolate Chip



Peanut Butter
Patties



Made with
Vegan Ingredients



Lemonades

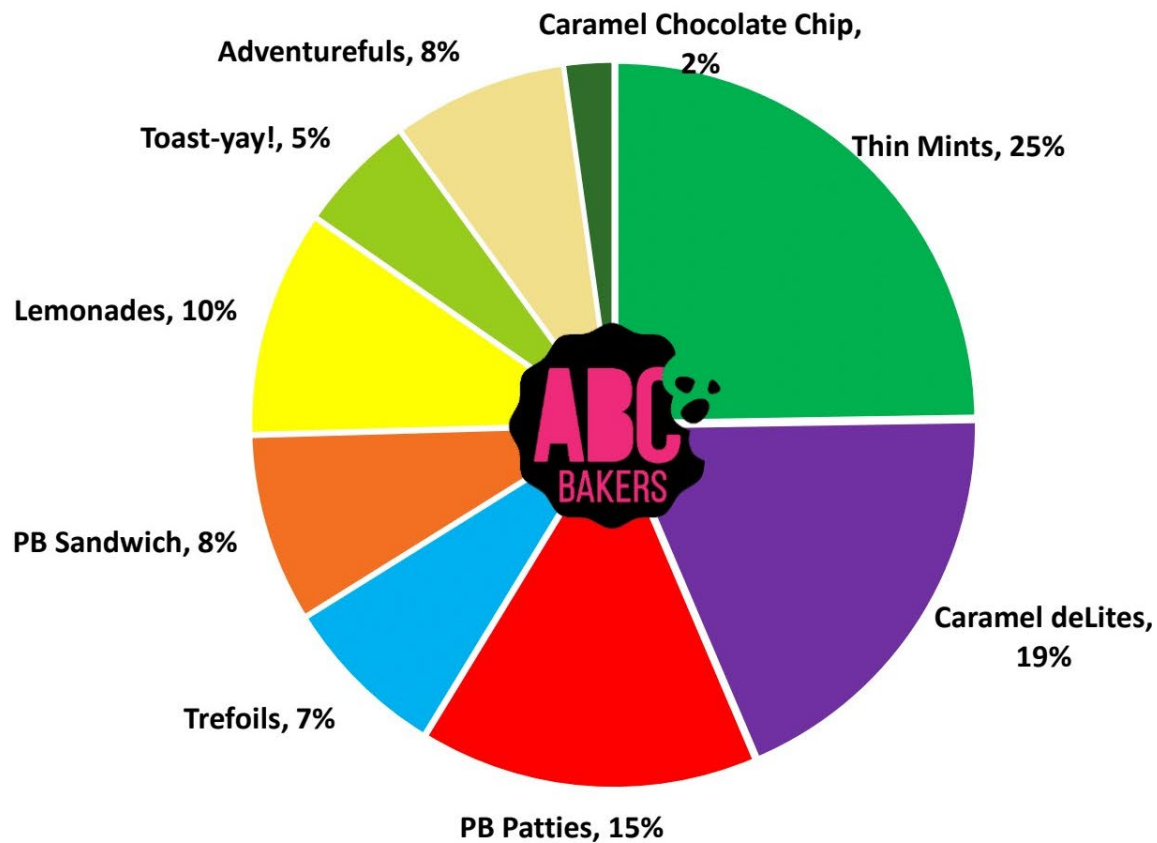


Toast-Yay!



- Kosher
- Halal
- No preservatives
- Zero grams trans fat per serving
- No partially hydrogenated oils
- No high fructose corn syrup
- Mass balance palm oil





2024 ABC Average Mix



Council Important Cookie Program Dates

Tentative

- 2025 Cookie Product Program January 10-March 16
- Cookie Rally - Proposed date - January 11 in Lafayette and it will be sponsored by the Junior League of Lafayette
- Booths - February 21-March 16

*Should any of these dates change we'll let you know as soon as possible.



**It's Not Too Late
to Register!**





Special 57th
National Council Session

Membership Dues
Proposal



Teresa Wright

GSLPG 57th National Council Sessions Delegates & Alternates

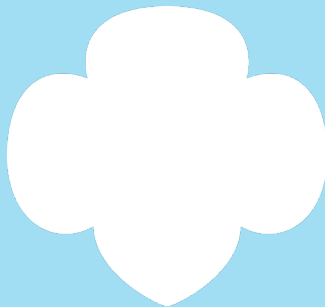


Kerri Barousse



Haley Norris

Girl Scouts of Council Name / the USA



Rachel Broussard

Private & Confidential



Proposals to be Presented to the National Council

National Board recommends annual membership dues be \$85 for girls and \$45 for adults.

Current Wording	Proposed Amendment	If Adopted, Will Read
Girl members pay annual dues of \$25.	Girl members pay annual dues of \$___.	Girl members pay annual dues of \$ <u>[amount to be determined by National Council]</u> .
Adult members pay annual dues of \$25.	Adult members pay annual dues of \$___.	Adult members pay annual dues of \$ <u>[amount to be determined by National Council]</u> .

Phased Implementation

With girl membership dues of \$85 or more,*
GSUSA will implement a discount on girl
membership dues in the first two years.

Membership Year	Discount	Dues
2026	20%	\$68
2027	10%	\$77
2028	N/A	\$85

*Below \$85, the full amount will be implemented in 2026.



GSUSA to Provide Councils With Revenue Support for Five Years Based on a Percentage of Annual Girl Membership Dues

If the National Council sets
membership dues at:

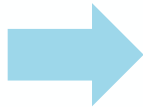
Councils will receive a percentage
of girl membership dues:

\$85 or above



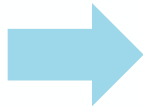
32%

\$75 to \$84



30%

\$65 to \$74



25%



With dues at or above \$65, GSUSA will create a membership dues scholarship fund of up to \$5 million.

Councils may apply for funds if their incremental cost of financial assistance is more than the revenue support provided.

We must invest in girls. Our choice is now.

Girl Scouting must invest today to better serve our current members and to reach girls who are currently missing out on the Girl Scout experience. These are a few examples of initiatives that would be possible with an increase in national dues:

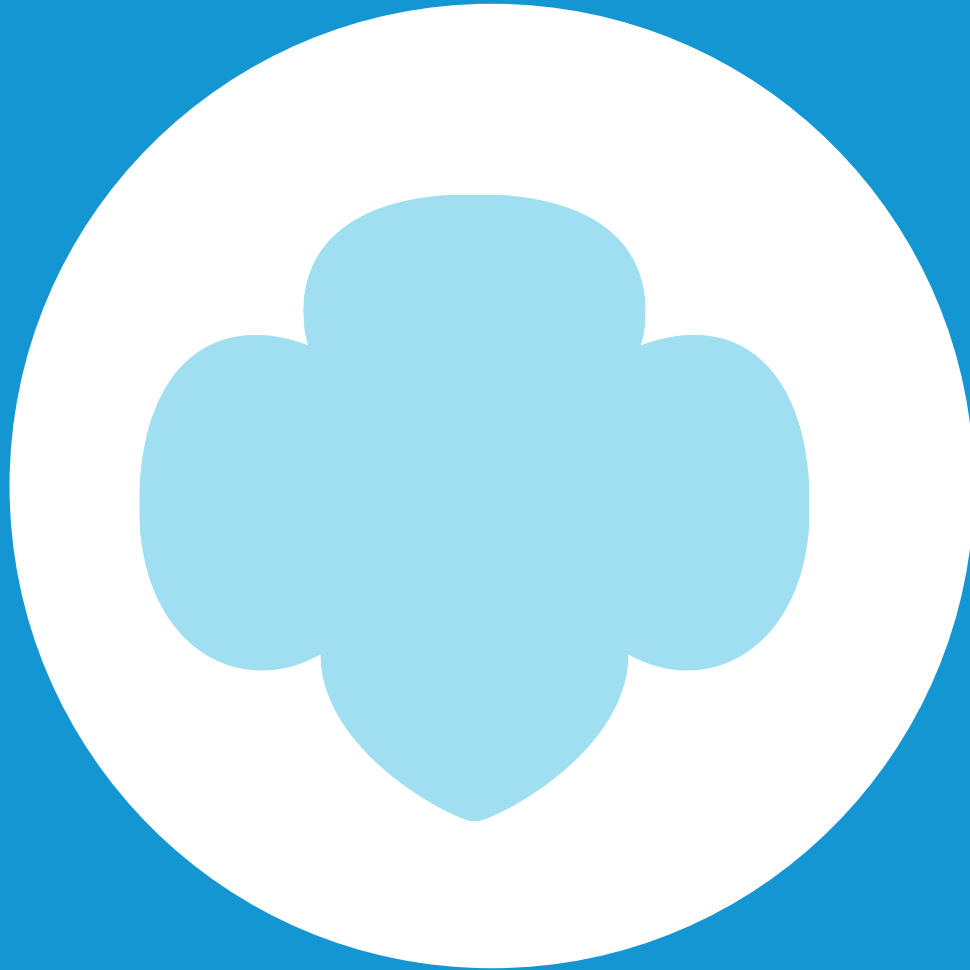
Membership Dues		GSUSA services to all girls, volunteers, and councils		
\$25 Serving Our Girls ↓		Staying at our current \$25 membership dues will require:	• Decreasing marketing investments • Delaying system enhancements • Other cuts in services • Cutting programs	
\$45 Serving Our Girls —		Stabilization investments begin	+	• DEIRJ training and resources • GS Experience Box—1st yr Daisies • Improve the Digital Cookie experience
\$65 Serving Our Girls ↗	Same as \$45 dues level	+	• Membership financial assistance • Financial assistance for councils • GS Experience Box—1st yr Brownies • School partnerships • Test community engagement marketing campaign • Fundraising tool improvements • Improved older girl experiences and award programs • Integrations with 3rd party technology	
\$85 Serving Our Girls ↗↗	Same as \$65 dues level	+	• Phased dues implementation • Enhanced engagement and retention campaigns • English and Spanish national ad and social media campaigns • Influencer social media campaign • Council and national fundraising support • New handbooks and consolidated badge books • National family engagement and programming • Expanded Gold Award scholarships • Innovation lab • Modern and culturally relevant programming • Enhanced Digital Cookie technology (inventory/financial/rewards management) • Girl Scout Experience Box—1st year Juniors • Enhanced volunteer toolkits and Girl Scout Shop access • New alum engagement experience • Membership autorenewal functionality	
\$100 Serving Our Girls ↗↗↗	Same as \$85 dues level	+	• Financial support for additional scholarships (such as camp and travel) • Girlscouts.org in Spanish • Marketing support tailored to all girls needs (e.g., Black, Asian American, Hispanic, girls with disabilities, Native American) • Girl Scout Experience Box—Additional years • Personalized digital & mobile volunteer experience • Real-time research on what girls need	

Amplify the value and impact of Girl Scouting—and why girls should join and donors should invest

Engage all communities so that every girl who wants to join Girl Scouts can

Ensure the girl experience is fun, welcoming, and relevant

Simplify and make the volunteer experience more rewarding



Nominations for the Board of Directors





**One Team,
One Mission.**

Questions?



Delegate Elections



SAVE
~the~
DATE

*GSLPG
Volunteer Fest
and Annual
Meeting*

*Saturday, April
12, 2025*



**One Team,
One Mission.**





THANK
YOU!