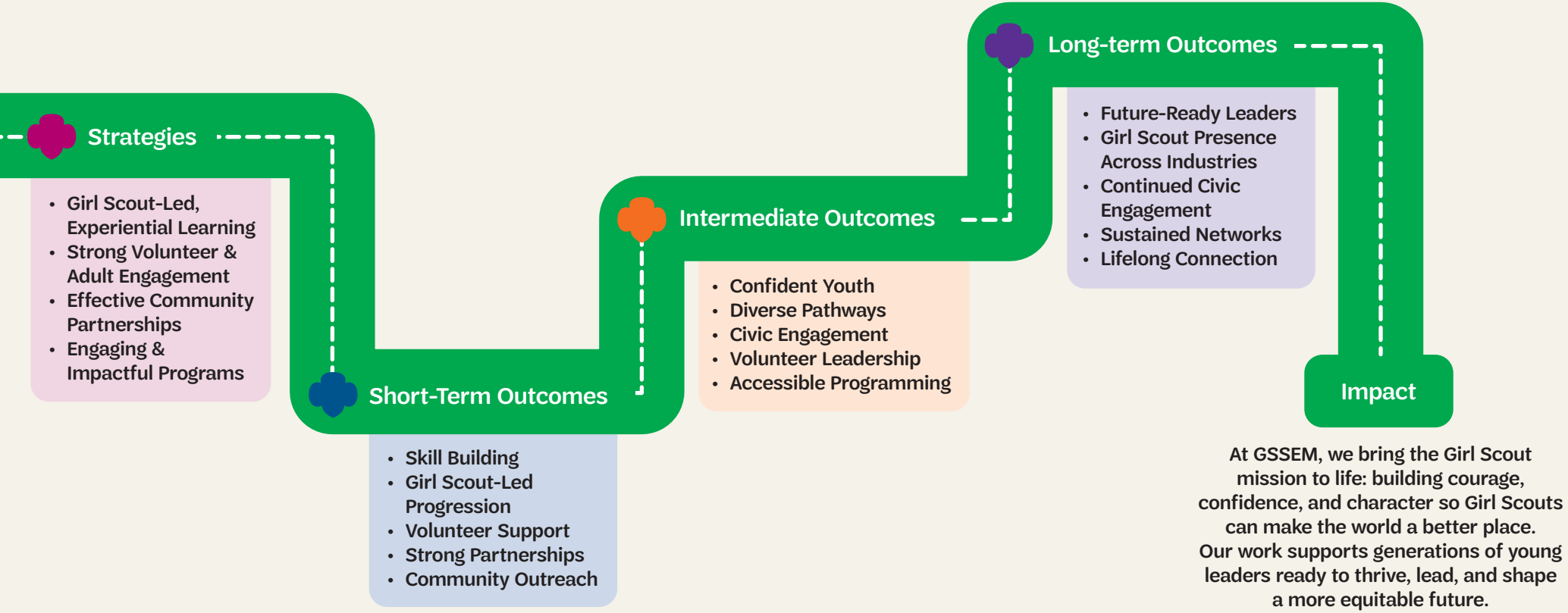
THEORY OF CHANGE



At GSSEM, we bring the Girl Scout mission to life: building courage, confidence, and character so Girl Scouts can make the world a better place. Our work supports generations of young leaders ready to thrive, lead, and shape a more equitable future.

girl scouts of southeastern michigan

Behind every recruitment event, program, partnership, product program sale, and volunteer training, is a strong operational backbone.

Teams like Data, Facilities, Finance, Fund Development, IT, Marketing & Communications, Membership Experience, Product Program & Sales, and Research & Evaluation ensure impactful Girl Scout programming is available across Southeastern Michigan.

STRATEGIES

Girl-Led, Experiential Learning

Provide hands-on, community-based programming that helps Girl Scouts explore new interests, build leadership skills, and develop real-world confidence

Offer multiple pathways for program delivery including troop-based leadership experiences, Juliette (independent) participation, summer and troop camp, and council-led programs

Empower Girl Scouts to lead projects in STEAM, financial literacy, entrepreneurship, life skills, college and career readiness, civic engagement, camp, and the outdoors

Design experiences that reflect the diverse interests and backgrounds of youth eligible for Girl Scouts so all can fully participate and see themselves as leaders

Encourage Girl Scouts to pursue Highest Awards, promoting youth-led impact and leadership

Strong Volunteer & Adult Engagement

Recruit, train, and retain a robust and diverse volunteer base

Reach out intentionally to communities historically underrepresented in Girl Scouting

Remove barriers to volunteering (logistical, financial, and otherwise)

Develop flexible volunteer models for different levels of availability

Recognize the contributions of volunteers and celebrate their role in delivering the Girl Scout experience

Effective Community Partnerships

Recruit, train and retain a robust network of partnerships with schools, non-profits, businesses, and government and industry leaders to expand programming and resources

Prioritize outreach to communities not traditionally reached by Girl Scouts

Collaborate with funders to remove participation barriers and sustain programs

Use partnership to support career exploration and continued post-Girl Scout engagement

Engaging & Impactful Programming

Offer programs in STEAM, financial literacy, entrepreneurship, life skills, college and career readiness, civic engagement, camp, and the outdoors

Design equitable experiences that meet the needs of youth from all socioeconomic, cultural, and geographic backgrounds

Create leadership opportunities for all Girl Scouts, with alumni networks and leadership roles that reflect our region's diversity

SHORT-TERM OUTCOMES

Girl Scouts participate in programs that build skills through GSSEM troops, Juliette programs, camp, and Council Programming

Youth show ownership of their Girl Scout Experience and progress through levels

Volunteers feel valued, supported, and engaged in training, troop leading, troop support, and mentorship opportunities

Strong partnerships with schools, industry leaders, and community organizations

Expanded outreach to new and underserved communities

INTERMEDIATE OUTCOMES

Girl Scouts grow in confidence, leadership, and resilience

Girl Scouts pursue diverse personal and career pathways, developing practical, academic, and interpersonal skills and passions that contribute to leadership and success

Youth members develop civic engagement, environmental awareness, and global citizenship

Volunteer retention and leadership capacity increase

Participation becomes increasingly accessible to all communities

LONG-TERM OUTCOMES

GSSEM develops generations of confident, courageous, and capable young leaders who shape their communities and careers

Girl Scout alumni are represented in STEAM, business, skilled trades, and public service

Girl Scouts sustain civic engagement and service throughout adulthood

GSSEM maintains strong, long-term partnerships and a diverse, sustainable volunteer network

Alumni stay connected through lifelong membership, mentoring, and service