

# Everything she wants to be.

2018-2020 GGC Strategic Plan

**Vision:**  
A better world, by girls.

**Mission:**  
To be a catalyst for girls empowering girls.

## Strategic Priorities 2018-2020



### Relevance

Grow & retain membership



### Empowering

Exceptional, girl-led programming & delivery



### Diversity & Inclusion

Represent today's girl & woman



### Agile

Become operationally excellent & nimble

## Strategies

#1: Member Retention

#2: Member Acquisition

#9: Francophone Strategy

#3: Girl Engagement Strategy (Girls' Voice)

#4: Girls First & Program Feedback

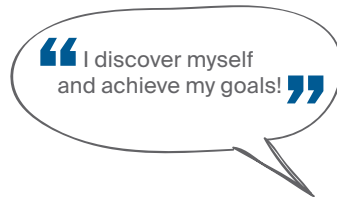
#5: Diversity & Inclusion Framework

#6: Countrywide Optimization

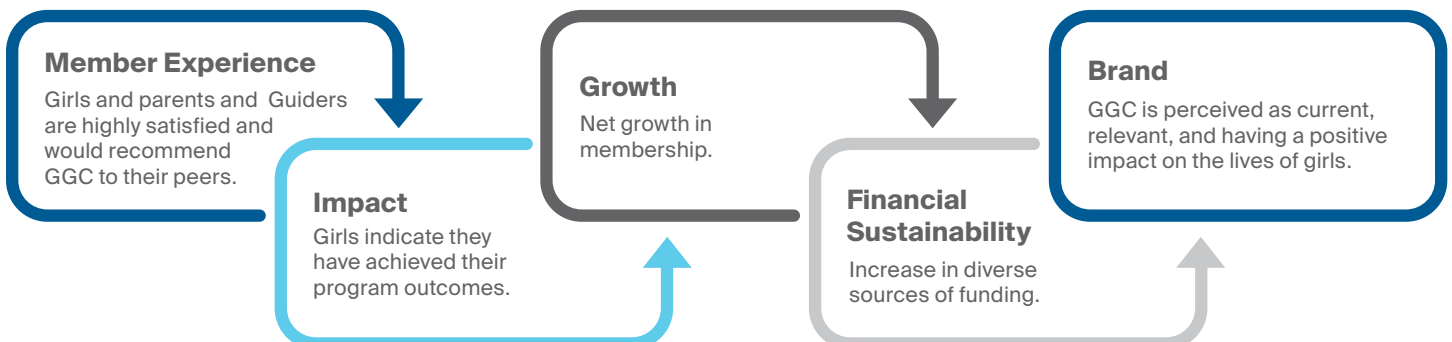
#7: Digital Transformation

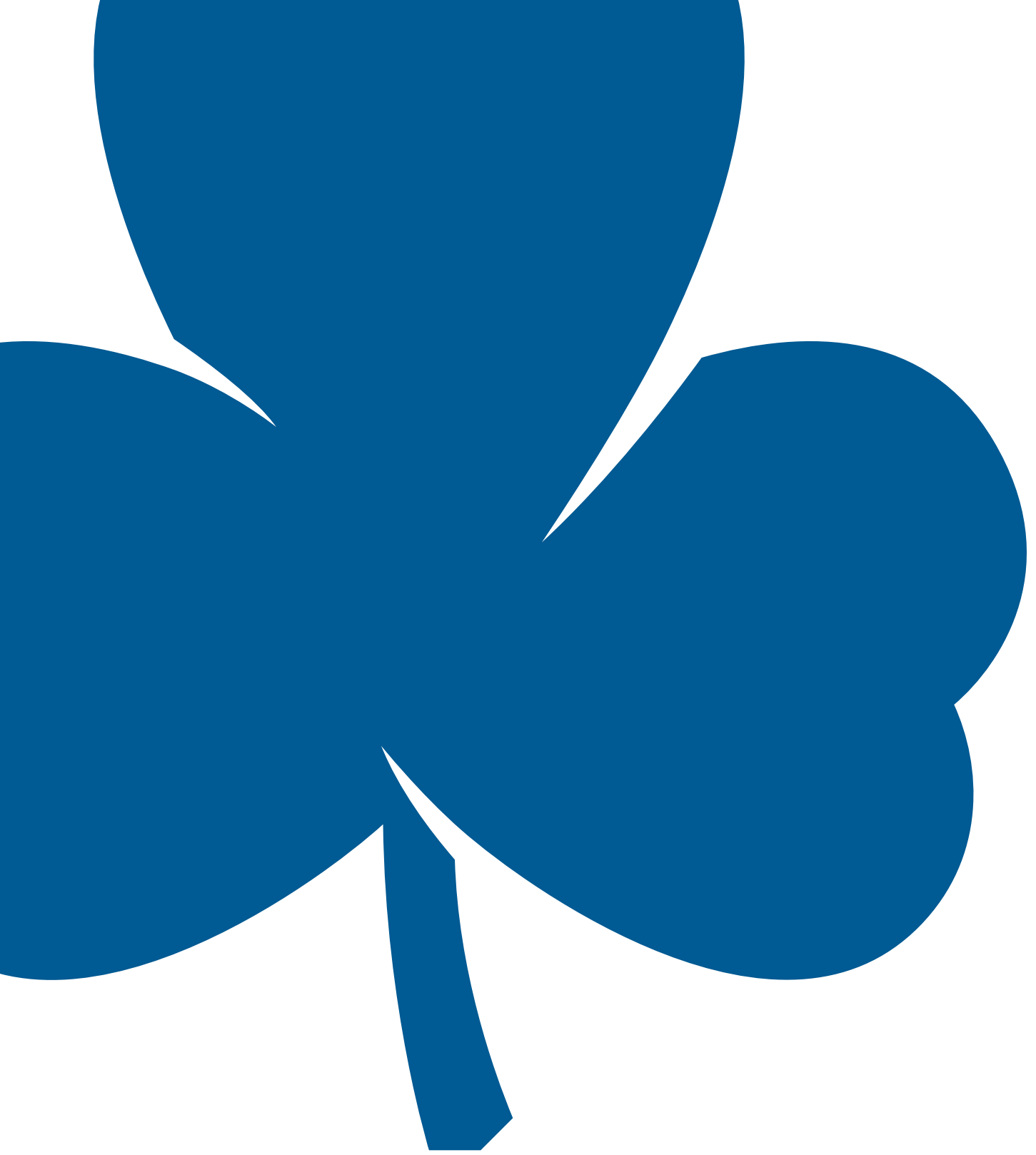
#8: Diversify Funding & Partnership Strategy

We will know we are successful when girls say:



## 5-Year Outcomes





**Everything she wants to be.**