

Customer Engagement Initiative

Girl Scouts of Eastern Washington and Northern Idaho is joining with Girl Scouts of the USA and councils across the nation in the Customer Engagement Initiative – a new way of engaging and communicating with our amazing volunteers, caregivers and girls.

In the two years since CEI began, participating councils have seen:

- Higher recruitment and retention
- Higher (consistent) program delivery to girls
- Greater efficiency in the day-to-day business

This exciting initiative consists of three online tools: a refreshed website, an all-new membership registration system and Girl Scout Member Community, and a ground-breaking Volunteer Toolkit.



The **Web Platform** is consistent with the Girl Scout brand and aligned with other councils across the country. The site now features an enhanced searchable event list and month-by-month calendar, a searchable form library, and consistent program content supplied by GSUSA. The site also features responsive design, which means you'll get a great experience whether you access it from your computer, tablet, or smartphone. Check it out at www.gsewni.org.

The **Volunteer Toolkit** is a digital resource designed to make it dramatically easier for troop leaders to manage their troop, prepare for and lead meetings, and connect with other volunteers. The toolkit will be available August 2016.

The **Volunteer Systems** provides easy-to-access services such as managing your personal profile, updating membership status, and browsing and registering for events through the new Activities tab. The system also includes the **Opportunity Catalog**, which will provide ways for staff and volunteers to better partner on recruitment, new troop development, and non-troop volunteer opportunities. Also, this will be an online catalog where parents can view troop availability. The system will be available August 2016.