

CASE STUDY

Girl Scouts of Central Indiana Expands Individual Giving with JGA



About Girl Scouts of Central Indiana

One of our nation's longest-serving councils, Girl Scouts of Central Indiana (Girl Scouts) is living the mission of empowering girls. The council supports individual chapters to maximize friendship, fun, adventure, and give back, leading to a life-changing experience that impacts communities across central Indiana along with members. 5 camp facilities support these efforts, providing year round opportunities along with a vibrant summer program. With over 16,000 Girl members, and 9,000 adult members, GSCI is a thriving council nationally, and growing. Generous contributions help make it all possible.

Transforming Individual Giving

With a new chief development officer, and ambitious plans to grow individual giving, Girl Scouts needed a trusted partner to help accelerate their momentum. The combination of an outside perspective and someone who had history with the Girl Scouts mission was a top priority. Girl Scouts partnered with JGA to complete a development audit, talking with key stakeholders on the team, and helped create a development plan to strategically engage more individuals, including the board. They also utilized a data-driven analysis of donor capacity and engagement.

"Without the Acuity research through JGA, we'd just be looking at past giving and making assumptions," says Erin Bess, Chief Development Officer. "This has saved us time, and will make a new gift officer much more successful." GSCI is on the path to greatly grow individual support in the coming years, meeting crucial needs for girls in the Indianapolis and surrounding community.

"Outside help was crucial to accelerate our efforts. That, combined with JGA's historical knowledge of us and the local philanthropy landscape made a big difference."

— Erin Bess, Chief Development Officer

JGA's Data-Driven Consulting

JGA's mission is to provide authentic, relationship-centered consulting to help you meet your mission goals. This includes:

- ▶ **Feasibility studies** that help guide a campaign, establish key focus areas, and determine major donor readiness to give.
- ▶ **Campaign counsel** to take your team through the journey of engaging transformative philanthropy.
- ▶ **Audits and development plans** that help you understand your strengths, and opportunities for improvement across people, systems, and messaging.
- ▶ Analysis of your donor base and supporters to identify the highest capacity and most ready donors with **JGA's Acuity® Insights**.
- ▶ A trusted partner who **customizes our approach** to your mission, history, values, and key objectives.

95% 

of JGA-guided campaigns met or exceeded goal

 \$7.3 BILLION

tested in nearly 200 JGA-led feasibility studies since 2000