

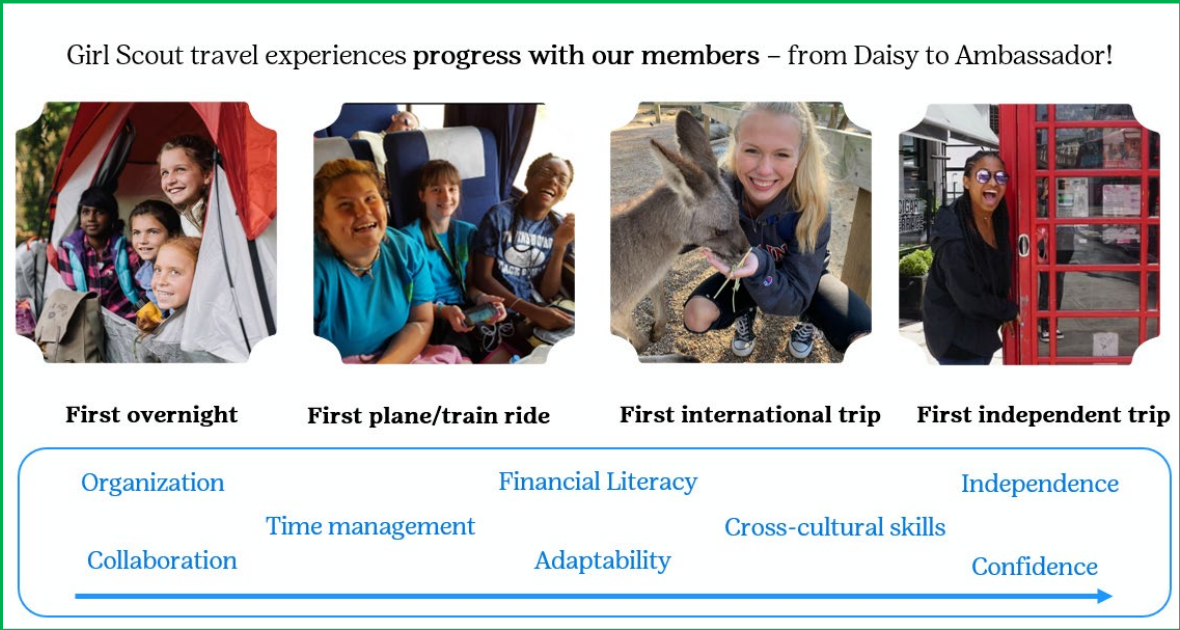
Introduction to Girl Scout Travel

Purpose: Understand how traveling with Girl Scouts benefits members, your council, and our Movement, as well as the different ways Girl Scouts travel, and your council’s role in supporting these travel experiences.

The Benefits of Girl Scout Travel

A Unique Opportunity

No other organization offers all-girl travel rooted in a proven leadership development model – the Girl Scout Leadership Experience. While girls may have opportunities to travel with their families, schools, sports teams, or places of worship, Girl Scout travel promises them the chance to **plan and lead their own trips**, and to travel in an **all-girl environment**, where they can feel **safe in taking risks** and **confident in building new skills**.



Girl Scout Travel is our opportunity to drive three key benefits:

1. Mission

- Travel helps girls achieve Girl Scout outcomes.
- Destinations participant surveys have shown that participants are scoring high in the following outcomes:
 - Strong Sense of Self
 - Challenge-Seeking
 - Healthy Relationships

2. Retention

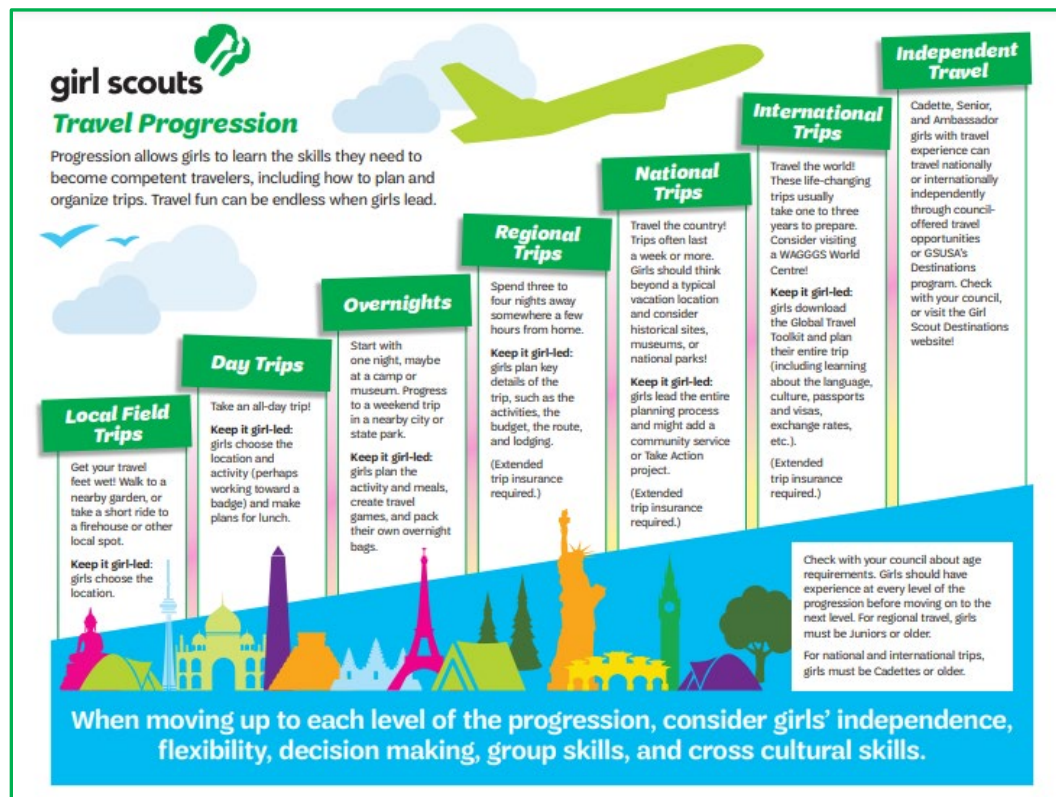
- We know from Girl Scout Voices Count that girls' satisfaction is driven by participating in a variety of activities, and that girl members are looking to participate in more field trips.
- Girl-led trips also take time to plan; Juniors should be encouraged to plan Cadette trips and Cadettes should plan a high school trip – encouraging girls to renew membership year after year.

3. Product Program

- Traveling, especially longer trips that might be further from home, can be expensive.
- Planning a trip can motivate troops to participate in your Fall Product and Cookie Programs.
- Cadettes currently have highest overall travel participation (51%) and the highest per girl average cookie sales.

The Council Role in Girl Scout Travel

Girl Scout councils should work to steward members to participate in travel all the way up through the peak of the [Girl Scout Travel Progression](#): independent travel (on Destinations or council-wide trips).



In 2019, about 24% of all Girl Scouts, and 48% of Juniors and older, participated in travel (defined as “day or overnight trips”). We have much more room to grow!

There are many different opportunities for Girl Scouts to travel. These are all part of the travel progression or experience:

- As a troop:
 - On a trip that the troop has planned themselves.
 - On a trip that the council has planned and invited troops to come along.
 - On a trip planned by a Service Unit for local troops.
 - On a [Getaway](#), which are Movement-wide opportunities for troop participants, hosted by councils.
- As an individual Girl Scout:
 - On a council-planned trip. This could be a product rewards trip (which might also include families) or a trip that just enrolls individual Girl Scouts and/or troops.
 - On a trip organized by a Service Unit.
 - On a [Destination](#), which are Movement-wide opportunities for Cadette, Senior, and Ambassador individual members (troops are not allowed to apply.)

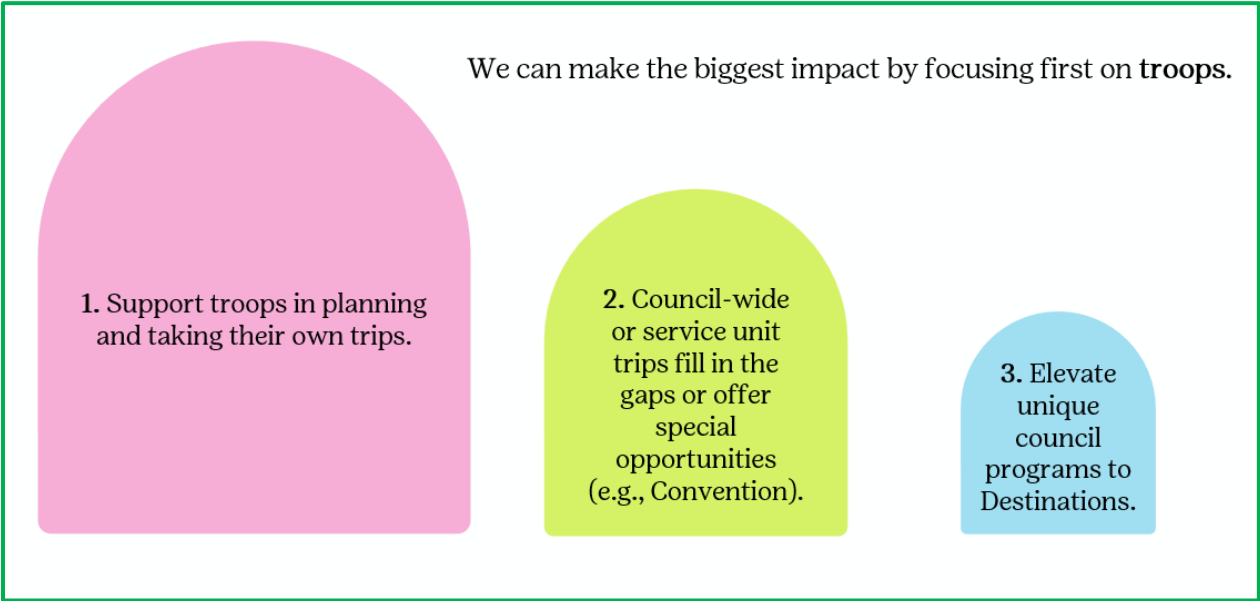
Your council’s role in travel includes:

- Overseeing and approving troop travel.
- Overseeing and approving Service Unit travel.
- If your council chooses, you may organize council-wide trips. These could be for product rewards or just to supplement members’ travel opportunities. These trips might be domestic, international, or high-adventure – there are many options.
- Promoting national Getaways and Destinations to your members and tracking which members are participating.
- Encouraging members to travel to Conventions or possibly creating a council-wide trip to travel together.
- If your council chooses, you can develop and host a Movement-wide Getaway or Destinations opportunity.

Where Should We Start?

Most Girl Scout travel happens at the troop level. To really move the needle on travel participation, your first step should be investing time to ensure troops have the tools and training they need to travel.

Below is the progression we recommend for council travel strategies. Start by creating or refining your resources for troop travel. Move on to creating council-wide opportunities. Finally, get involved in Movement-wide opportunities like Getaways or Destinations.



Right now, each council has a different level of expertise and resources for managing travel. Some councils already have extensive resources for supporting troop travel and may be ready to move on to supporting council-wide travel or planning Destinations.

We recommend that you start with the [Travel Audit and Strategy](#) document. This workbook will help you understand your current travel initiatives (if any) and build your team to develop and execute your future travel strategy. You may find that you need to start by using the resources in this guide to support your traveling troops (Phase 1). Once you feel great about those processes, move on to starting (or enhancing!) your council-wide trips (Phase 2), and to planning a Getaway or Destination for Movement-wide travel opportunities (Phase 3).

Many of the resources in this guide have tips that can apply to more than one type of travel, as shown in the chart below. View the resources that work best for your current travel needs – you may not need them all right now!

| RESOURCE | PHASE 1: SUPPORTING TROOP TRAVEL | PHASE 2: DEVELOPING COUNCIL-WIDE TRAVEL | PHASE 3: CREATING MOVEMENT-WIDE TRAVEL OPPORTUNITIES |
|---------------------------------------|---|--|---|
| Creating a Travel Volunteer Committee | X | X | X |
| Risk Management for Travel | X | X | X |
| Travel Training Roadmap | X | X | X |
| Financing Travel | X | X | |
| How to Send Girls on Destinations | X | | |
| About the D-Pass Grant | X | | |
| How to Host a Destination | | | X |
| How to Host a Getaway | | | X |
| Discovering Breakeven Event Costs | | X | X |

Note: No matter where you are in the progression above, even if you are just getting started with supporting troop travel, all councils should be **promoting Destinations** to their members. Promoting these Movement-wide travel opportunities can be particularly important in areas where extended travel is not common amongst troops or offered by your council. If you are a beginner council, be sure to check out [How to Send Your Girls on Destinations](#). [Click here to register](#) for next annual webinar - scheduled for 6/2/22– or to watch the recording afterwards!

