



Girl Scouting Works: The Alumnae Impact Study

Summary of Key Findings

“Girl Scouts taught me confidence: that you can do anything you set your mind to.”

—Girl Scout alumna,
age 40

Girl Scout Alumnae

- Approximately one in every two adult women in the U.S. has at some point been a member of Girl Scouts.
- The average length of time a girl spends in Girl Scouts is four years.
- There are currently an estimated 59 million Girl Scout alumnae in the U.S.

Girl Scouting and Positive Life Outcomes

Girl Scout alumnae display positive life outcomes to a greater degree than non-alumnae with regard to several indicators of success, including:

- *Sense of self.* Of Girl Scout alumnae, 63 percent consider themselves competent and capable, compared to 55 percent of non-alumnae.
- *Volunteerism and community work.* Of Girl Scout alumnae who are mothers, 66 percent have been a mentor/volunteer in their child’s youth organization, compared to 48 percent of non-alumnae mothers.
- *Civic engagement.* Of Girl Scout alumnae, 77 percent vote regularly, compared to 63 percent of non-alumnae.
- *Education.* Of Girl Scout alumnae, 38 percent have attained college degrees, compared to 28 percent of non-alumnae.
- *Income/socioeconomic status.* Girl Scout alumnae report a significantly higher household income (\$51,700) than non-alumnae (\$42,200).

This is true of all alumnae across age/generations, race/ethnicity, socio-economic class and engagement in other extracurricular activities.

These differences are especially pronounced for women who were Girl Scouts for longer periods. Alumnae with three-plus years of experience in Girl Scouts fare better than shorter-term alumnae (less than two years’ experience) with regard to:

- *Sense of self.* Of longer-term alumnae, 71 percent consider themselves capable and competent, compared to 55 percent of shorter-term alumnae.
- *Civic engagement.* Of longer-term alumnae, 90 percent are registered to vote, compared to 82 percent of shorter-term alumnae.
- *Education.* Of longer-term alumnae, 48 percent have attained at least a college degree, compared to 31 percent of shorter-term alumnae.
- *Income/socioeconomic status.* Longer-term alumnae have a higher household income (\$53,200) than shorter-term alumnae (\$42,200).
- *Satisfaction with life.* Longer-term alumnae give higher satisfaction ratings to their present lives (7.39 on a 1 to 10 scale) and their future prospects (8.54) than do shorter-term alumnae (6.93 and 8.17, respectively).

- *Success.* Of longer-term alumnae, 91 percent say they have achieved success in their lives, compared to 85 percent of shorter-term alumnae.
- *Leadership.* Of longer-term alumnae, 62 percent think of themselves as leaders, compared to 52 percent of shorter-term alumnae.
- *Relationship satisfaction.* Of longer-term alumnae, 94 percent say they were successful in meeting their goals for family life, compared to 86 percent of shorter-term alumnae.

All alumnae, even those with two years of experience or less, are more active in community service and volunteer work than are non-alumnae.

Girl Scouting: A Rewarding Experience

Alumnae say Girl Scouting was positive and rewarding for them. Former Girl Scouts:

- Rate their Girl Scout experiences very highly. The average rating among all alumnae on a 1 to 10 scale is 8.04.
- Fondly recall their experiences in Girl Scouting. Fun, friendships, and crafts are the most frequently cited positive aspects of Girl Scouting.
- Say they've received concrete benefits from Girl Scouts, such as being exposed to nature and having a safe place to try new things.
- Actively recognize the influence of Girl Scouting on their lives. Three quarters of alumnae report that the Girl Scout experience has had a positive impact on their lives in general.

The positive effects of Girl Scouting seem particularly pronounced for women who were Girl Scouts for longer periods, as well as for African American and Hispanic women.

Reconnecting with Girl Scouts

Nearly one in five alumnae (19%) have already reconnected with Girl Scouts in adulthood as a volunteer or troop leader, and 21 percent express strong interest in reconnecting with Girl Scouts in the future in a variety of ways, such as mentoring current girl members, donating money to support the organization, and taking part in 100th anniversary celebrations in 2012.

Indeed, with Girl Scouts' 100th birthday this year, there's no better—or more exciting—time to get back on board with the world's premier leadership organization for girls. Girl Scouts is using the occasion of its centennial to declare 2012 the Year of the Girl and to launch ToGetHerThere, the largest, boldest advocacy and fundraising cause campaign dedicated to girls' leadership issues in the nation's history. This multiyear effort will help break down societal barriers that hinder girls from leading and achieving success in everything from technology and science to business and industry. The long-term goal is ambitious and urgent: to create balanced leadership in one generation. For more information on Year of the Girl and ToGetHerThere, including how you can join the cause, check out girlscouts.org/yearofthegirl. In addition, register with the Girl Scouts Alumnae Association at alumnae.girlscouts.org and learn about the many ways you can reconnect with Girl Scouts. Together, we'll continue building girls of courage, confidence, and character, who make the world a better place.

The Girl Scout Research Institute conducted a large-scale mixed methods research study in conjunction with an independent research firm, Fluent, to examine the impact of Girl Scouting on the lives of adult Girl Scout alumnae today. This study examined more than 3,750 women, roughly 2,000 of them Girl Scout alumnae, through focus groups, in-depth individual interviews, an online community, online chats, a national random digit dial (RDD) telephone survey, a mobile phone survey, and an online survey.

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