

Frequently Asked Questions about One GS Media

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At Girl Scouts, we are passionately devoted to creating a brighter future for girls and, through them, our world. Back in 2018, our National Board challenged the Girl Scouts of the USA Management Team to come up with an innovative new way to bring in additional revenue and strengthen our Movement's finances. After careful consideration, the board approved the concept of a digital media website for adult women that features a broad range of lifestyle content. We are excited about this new offering and happy to share more details about it, by answering the questions some members have asked.

What is One GS Media and what does it do?

One GS Media runs a digital media website, that is targeted to adult women. It features uplifting, inspiring, and useful lifestyle content for women as they navigate the different stages of their lives. The website generates revenue through digital ads on the website from brands that align with Girl Scout values. Because advertising income is usually taxable for charities, Girl Scouts established One GS Media, a for-profit subsidiary to operate the website, that is 100% owned by Girl Scouts of the USA. As a separate entity, One GS Media is legally required to be independently operated with its own staff and board of directors. GSUSA does not run One GS Media's day-to-day operations. All operational responsibilities, including ad sales, are the work of One GS Media and its vendors.

What is the name of the site?

The site initially launched with the name "CircleAround Powered by Girl Scouts." Based on initial feedback, One GS Media is working to change the name and mark with a new name that does not include "Powered by Girl Scouts." Currently there is active testing on the site and in the market for what the new name will be. An update will be provided shortly. Additionally, One GS Media is gathering feedback about readers' initial engagements with the website to make fast changes to help it appeal to more of its target audience. One GS Media will be analyzing every aspect of the website, including its content mix, to ensure it is delivering on its goals and will make changes when the company identifies opportunities to improve engagement. Given that the website is in its early stages, this presents an incredible opportunity to continue to refine it to best support women as they navigate various life changes, challenges, and celebrations.

Why a digital media website?

As we explored this venture, we consulted extensively with numerous industry experts. They concluded that the amount of diligence done on the business case, and the need for this type of website in the market, was very clear and compelling.

It is the National Board's duty to act in GSUSA's best long-term financial interests and to consider opportunities that align with our values and offer a potentially meaningful return on investment. They saw this as a promising opportunity to diversify our revenue and invest in the organization's long-term

financial stability. As a non-profit with limited advertising related opportunities, we have previously not had access to true corporate digital media advertising budgets in a meaningful way, and this initiative gives us access. Given the potential returns, the investment was considered reasonable. As with any new and innovative endeavor, the National Board understood success was not guaranteed, but determined based on the analysis done and potential reward, this calculated risk was worth taking.

Speaking of revenue, how does the website make money?

The website will generate revenue through digital ads on the website from brands that align with Girl Scout values.

GSUSA invested \$2.75 million to start the entity, establish base operations, and build audience rapport. The website is projected to be profitable in two years, and generate significant returns by year three. Once the company is profitable, the profit will be distributed to GSUSA, and the National Board will allocate these funds for the benefit of the Girl Scout Movement. If the venture is not profitable, GSUSA will wind it down.

How does Girl Scouts benefit?

Once the company is profitable (we estimate this will take two years), the profit will be distributed to GSUSA and the National Board will allocate these funds for the benefit of the Girl Scout Movement.

The website also provides a platform to showcase information about Girl Scouts that may not be well known, such as the Gold Award. It may also drive interest in Girl Scouts among website visitors, including Girl Scout alums who want to reconnect with the Movement and women who are excited to get to know us for the first time!

Does the Girl Scout Cookie Program have anything to do with One GS Media?

No. One GS Media and the website have nothing to do with the Girl Scout Cookie Program. As always, proceeds from the Girl Scout Cookie Program go directly to local councils and power unique opportunities and adventures for young entrepreneurs and their troops.

Will the website be all about Girl Scouts? How is it different from girlscouts.org and our social media?

The website is for all adult women, featuring a broad range of lifestyle content across a variety of categories such as parenting, finances, career resources, wellness, and food. While the website may feature stories about Girl Scout alums, Girl Scout Gold Awardees, and projects that Girl Scouts accomplish to improve their communities, these stories are incidental to the website.

Where can I learn more about this new website?

Head on over to circlearound.com and check it out for yourself!