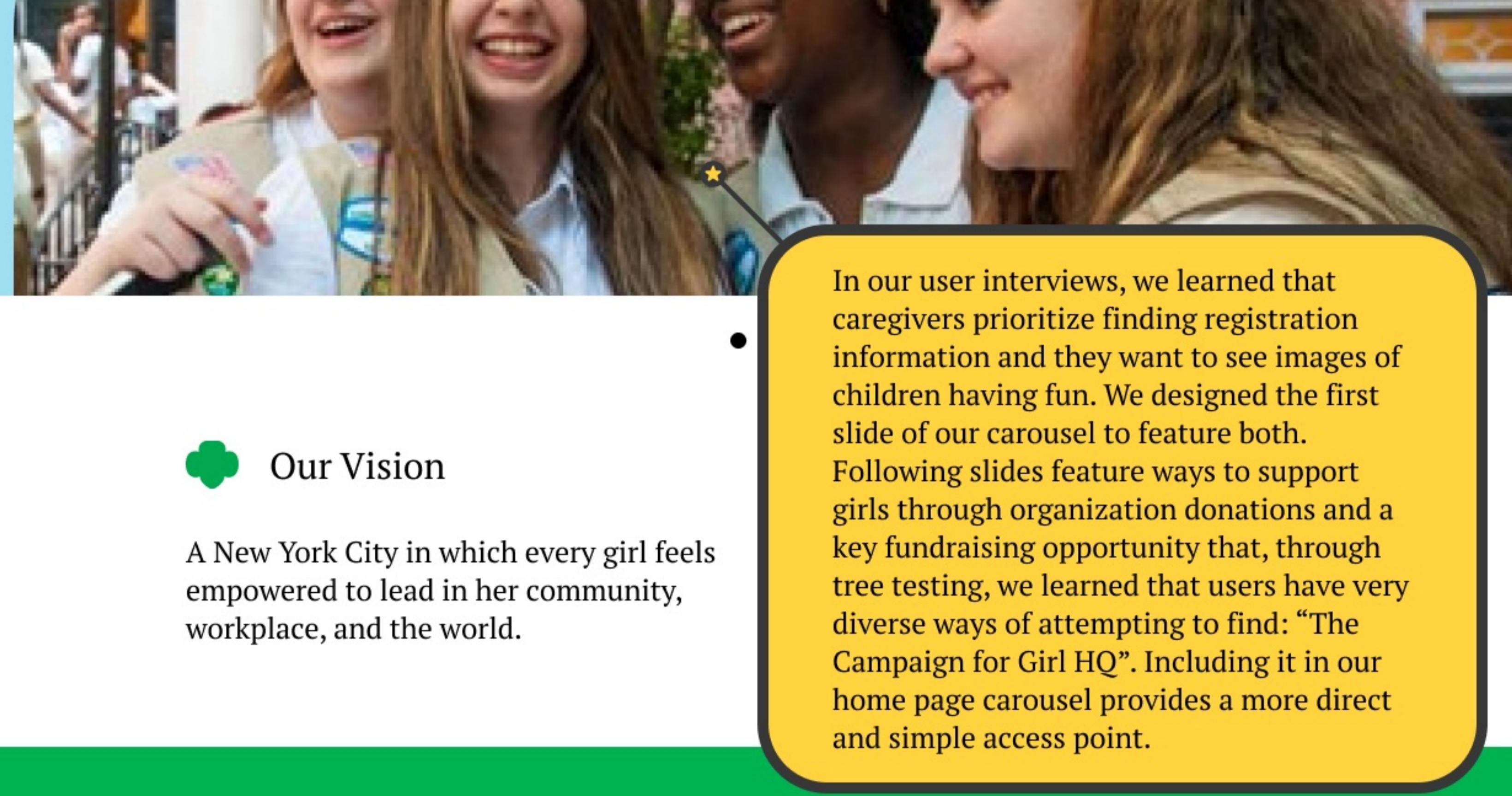


## The Girl Scouts in New York

[Become a Member](#)


### Our Vision

A New York City in which every girl feels empowered to lead in her community, workplace, and the world.

In our user interviews, we learned that caregivers prioritize finding registration information and they want to see images of children having fun. We designed the first slide of our carousel to feature both. Following slides feature ways to support girls through organization donations and a key fundraising opportunity that, through tree testing, we learned that users have very diverse ways of attempting to find: "The Campaign for Girl HQ". Including it in our home page carousel provides a more direct and simple access point.

### Testimony



I joined Girls Scouts with my daughter when she was in kindergarten, now she is in the fourth grade. We have made a lot of beautiful memories together during scouting activities.

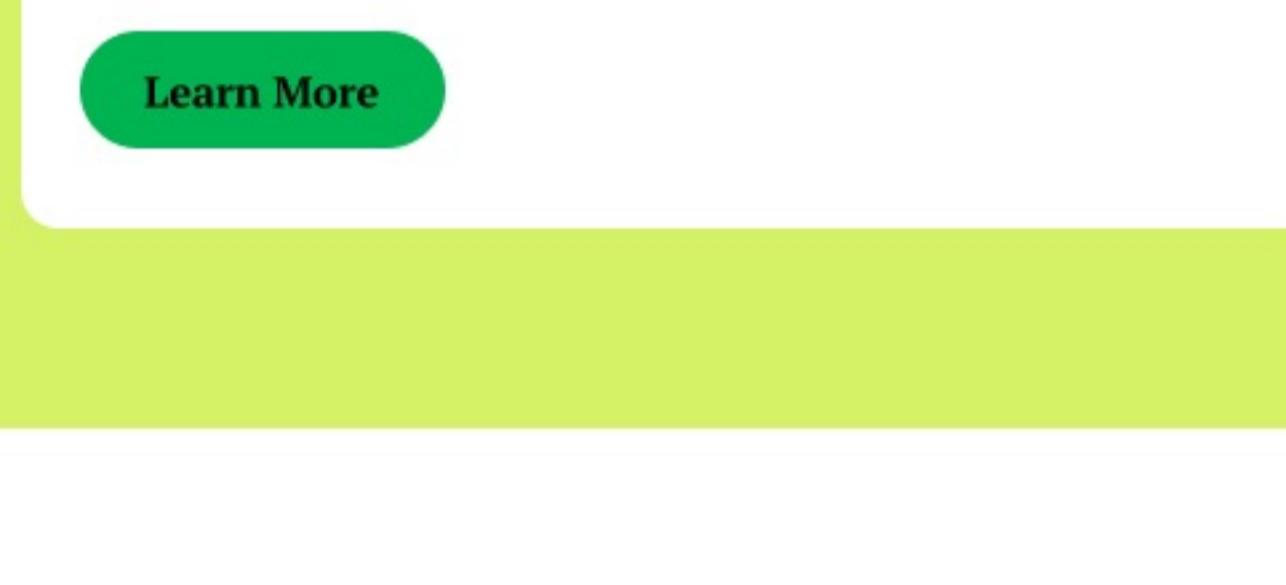


As a parent, I was very impressed by our local Girlscout troop leaders. The two leaders we had were both amazing in their dedication and organizational skills. My girl had a great time from the moment she joined until the entire troop graduated from HS.

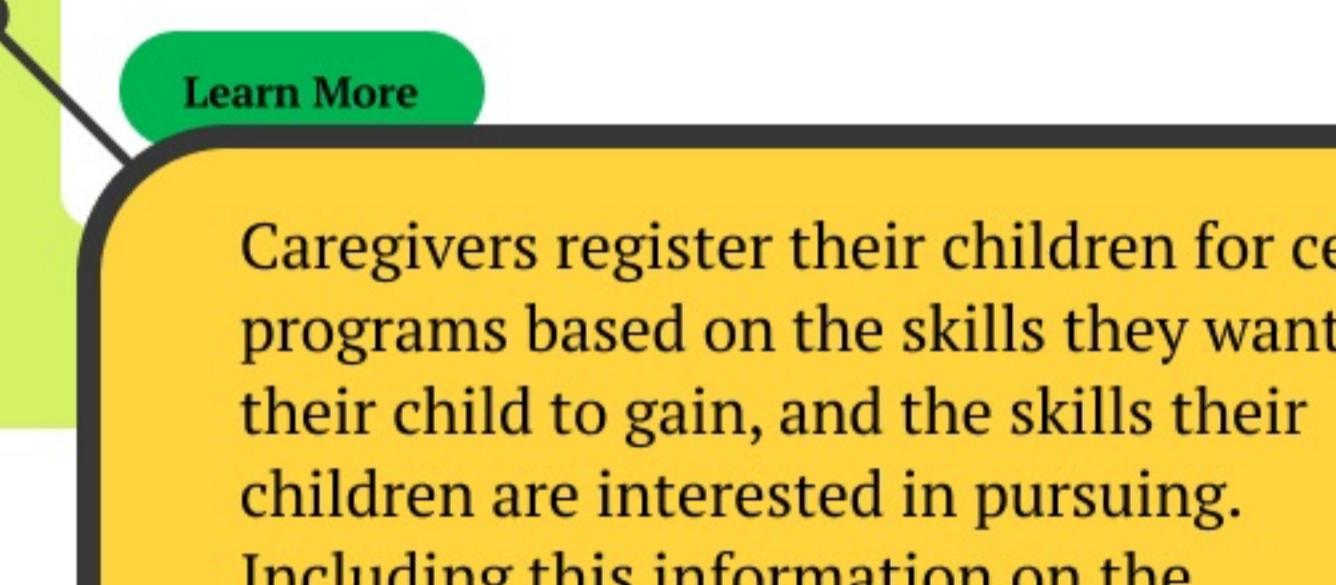


I am proud that both of my nieces are continuing the scouting tradition, and look forward to my own daughter joining in a few years. The Girl Scouts grow strong, confident women. I love the many areas of interest that girls can explore, the inclusiveness, and the diversity.

### Our Program



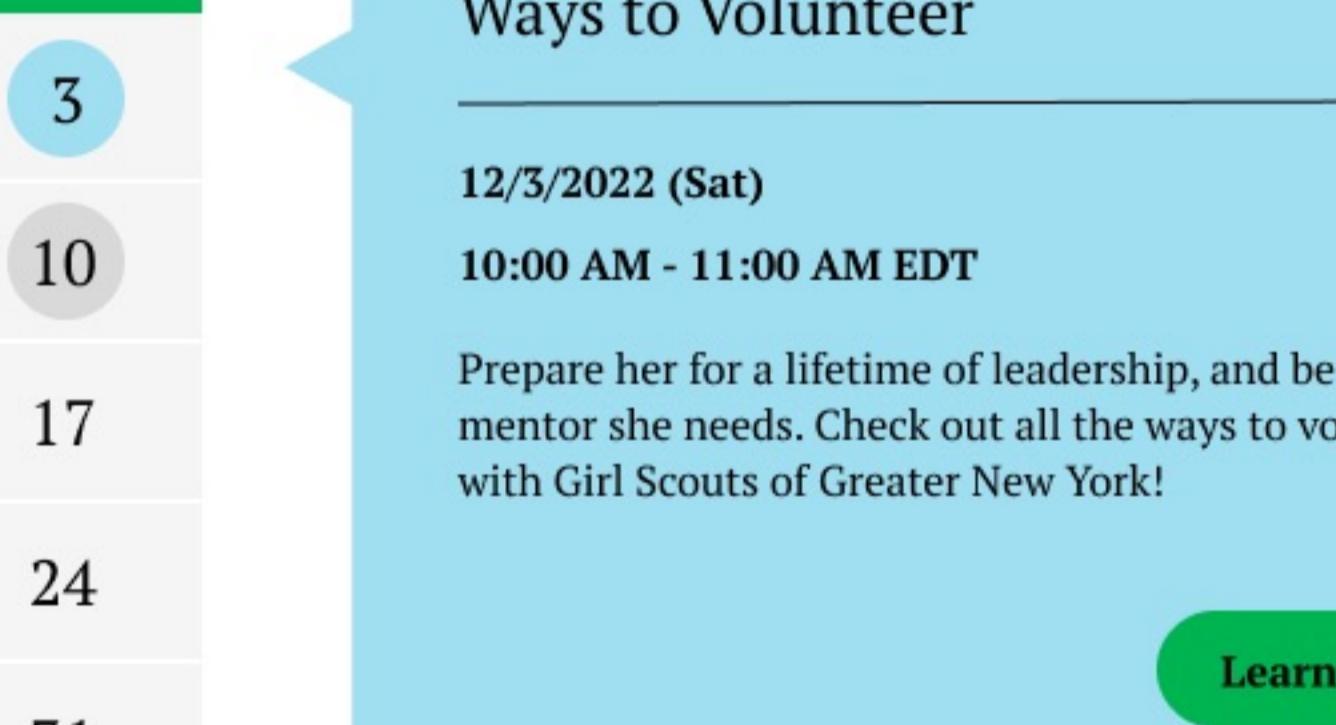
Business and Entrepreneurship

[Learn More](#)


Leadership Development

[Learn More](#)


Science, Technology Engineering, & Math

[Learn More](#)


Outdoor Adventure

[Learn More](#)

Caregivers register their children for certain programs based on the skills they want their child to gain, and the skills their children are interested in pursuing. Including this information on the homepage in a highlighted section makes it easy for both new and existing users to find.

### Events Calendar

< 2022 December >

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

#### Ways to Volunteer

12/3/2022 (Sat)

10:00 AM - 11:00 AM EDT

Prepare her for a lifetime of leadership, and be the mentor she needs. Check out all the ways to volunteer with Girl Scouts of Greater New York!

[Learn More](#)


#### Ways to Volunteer

12/3/2022 (Sat) 10:00 AM - 11:00 AM EDT

Prepare her for a lifetime of leadership, and be the mentor she needs. Check out all the ways to volunteer with Girl Scouts of Greater New York!

[Register Now](#)


#### STEM Office Hours

12/7/2022 (Wed) 12:30 PM - 1:30 PM EDT

VIRTUAL EVENT - Adults are invited to STEM office hours to ask questions to the staff!

[Register Now](#)


#### The Road to 110 Bronze, Silver, and Gold Awards Kick-Off in Brooklyn

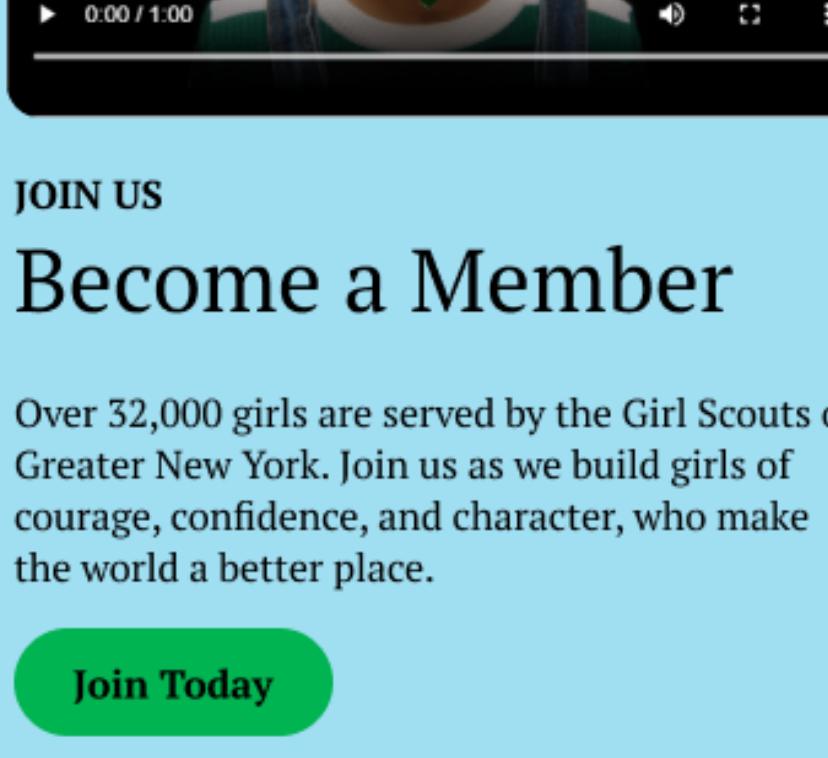
12/10/2022 (Sat) 12:00 PM - 2:00 PM EDT

IN-PERSON: BedStuy, Brooklyn - We are celebrating our movement's 110th anniversary with ...

[Register Now](#)
[View More](#)

9:41

Wi-Fi



JOIN US

## Become a Member

Over 32,000 girls are served by the Girl Scouts of Greater New York. Join us as we build girls of courage, confidence, and character, who make the world a better place.

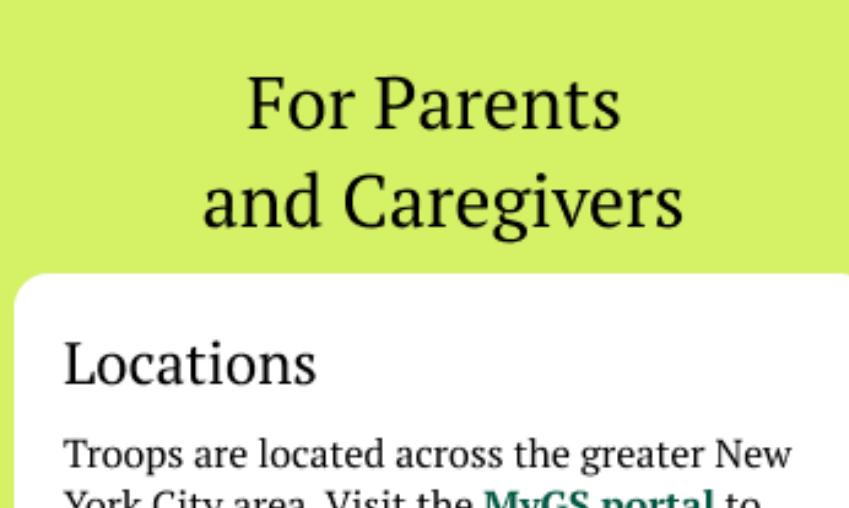
[Join Today](#)

All fun. No filter.

Be a Girl Scout.

Right now, Girl Scouts are meeting furry friends at their local animal shelters, giggling past lights-out at sleepovers, and learning how their favorite roller coasters work.

Get ready to join the crew and bring a bit more happy to your life.



When you become a Girl Scout, you will:

- Join a group of local Girl Scouts—called a troop—for regularly scheduled meetings (virtual or in-person)
- Make new friends in a space you feel comfortable just being yourself
- Be mentored by dedicated, adult volunteers
- Practice new skills to earn Girl Scout badges and awards
- Make the world a better place by helping your community

[Learn More](#)

## For Parents and Caregivers

### Locations

Troops are located across the greater New York City area. Visit the [MyGS portal](#) to find a troop in your neighborhood—or create a troop of your own where you'll cheer them on every step of the way.

### Schedules

Troops typically weekly or every other week for an hour or two. They meet at schools, churches, libraries, and more. Meeting frequency and location depend on the volunteers that will be working with your child's troop, their availability, and community resources available.

### Virtual Troops

With schedules and plans constantly changing, we know how important it is to be flexible. Choose the custom Girl Scout experience that works for your child!

Scouts of Greater New York has many badge activities that can be done remote.

Explore our [Virtual Girl Scout Leadership Experience](#) to learn more.

We chose not to include a carousel here because, while the information is designed for a specific audience, each block's information is unique and is not a variation of the same type of content (vs. accessing more testimonials, more program categories, etc.). Condensing content did not seem intuitive for users. Additionally, we learned during our user interviews that caregivers prioritize this content when researching children's programs, and we wanted to ensure it was readily visible for an individual scanning this page.



Ready to Join?

Girl Scouts of Greater New York is thrilled to welcome you! Click the button below to join today.

If you have questions about starting a new troop for your child and their friends, joining an existing troop, or anything else, please watch the video embedded above, [email our Customer Care team](#), or call us at (555) 555-5555. We're here for you!

[Join Today](#)

[Terms and Conditions](#)

[Privacy Policy](#)

[COPPA](#)

[Internet Safety Pledge](#)



## SUPPORT US

## Trefoil Society

Support the Girl Scouts of Greater New York! The Trefoil Society honors those who, through their generous annual financial support, are advancing the Girl Scouts' mission and helping today's girls become tomorrow's leaders.

[Join Now](#)

### About the Trefoil Society

When a girl becomes a Girl Scout, she receives the Trefoil pin, symbolizing her acceptance of the ethical leadership values she will learn as a Girl Scout. Through your generous support, you will give girls the opportunity to reach their full potential and be the leaders the world needs them to be.

We want to honor your support. With your annual commitment of \$1,000 or more, you will receive unique Trefoil Society benefits that include opportunities to experience our programs, meet our volunteer leadership, attend exclusive events, and meet other Trefoil Society members.

### Make an Impact When You Join the Trefoil Society

Delivers the Girl Scout Leadership Experience to 4 Girl Scouts for an entire year.

Supplies 25 Girl Scout Troops for STEM programs such as robotics and engineering.

Serves 1,500 girls in underserved communities with Business & Entrepreneurship programs this year.

\$1,000

Trefoil Member

\$2,500

Bronze Member

\$5,000

Silver Member

\$10,000

Gold Member

\$25,000

Pearl Member

Sends 18 girls to Camp Kaufmann for a weekend of hiking, boating, swimming and nature.

This infographic illustrates the impacts of each Trefoil Society membership in ascending order with gradient colors that emphasize hierarchy. Our lo-fi prototype user tests revealed that a table we previously used here was too long and overwhelming. This new infographic, used in combination with the one below, simplifies this information and makes it easier to scan.

#### Trefoil Member

- Trefoil Society membership pin
- Invitation to an exclusive Trefoil Society event
- Special acknowledgement in the Annual Report
- Listing in the GSGNY newsletter and website
- Recognition as a Personal Identity Leadership sponsor

#### Bronze Member

- All benefits of Trefoil Members, and*
- Special recognition at Girl Scout benefit events
  - Invitation to Spring Gala VIP reception
  - Recognition as a Camp sponsor

#### Pearl Member

- All benefits of Bronze Members, and*
- Invitation to a Girl Scout Leadership Institute event
  - Invitation to the Annual Meeting and its Board Reception
  - Recognition as a STEM sponsor

#### Gold Member

*All benefits of Silver Members, and*

- Invitation to the annual Girl Scout Gold Award & Scholarship Ceremony
- Personal tour of Camp Kaufmann
- Recognition as an Environmental Leadership sponsor

#### Pearl Member

*All benefits of Gold Members, and*

- Invitation to a private lunch/program visit with the CEO
- Recognition as a Business & Entrepreneurship sponsor

Based on our remote user tests of the lo-fi prototype, this section's information is less important to caregivers considering donation, so it's been moved to the bottom of the page. The accordion menu keeps the page clean and easy to navigate, and makes expanding the menu's detailed contents easy.

### Thank You!

Through their generous financial support, are advancing the Girl Scouts' mission and helping today's girls become tomorrow's leaders. Thank you to our FY20XX members!

[Pearl Members](#)[Gold Members](#)[Silver Members](#)[Bronze Members](#)[Trefoil Members](#)

9:41

girl scouts

WHAT GIRLS DO

## Science, Technology, Engineering, & Math

Girl Scouts of Greater New York's STEM programs provide opportunities for Girl Scouts of every level to engage in innovative experiences new skills, connect with STEM professionals, and share their knowledge to make the world a better place.



Why STEM?

Girls like STEM and are good at STEM! However, stereotypes, unsupportive learning environments, and lack of opportunity are discouraging girls from studying STEM in college and pursuing STEM careers-- we want to change this!

Explore some of our STEM programs

**Breaking the Code**

A coding, leadership, and film-making program for Girl Scouts in grades 6-12.

For our Mobile version of the STEM page, we chose to condense the blurbs about the four STEM programs into a carousel, to increase interactive content and reduce the scrolling required for readers to see the information.

[Terms and Conditions](#)  
[Privacy Policy](#)  
[COPPA](#)  
[Internet Safety Pledge](#)

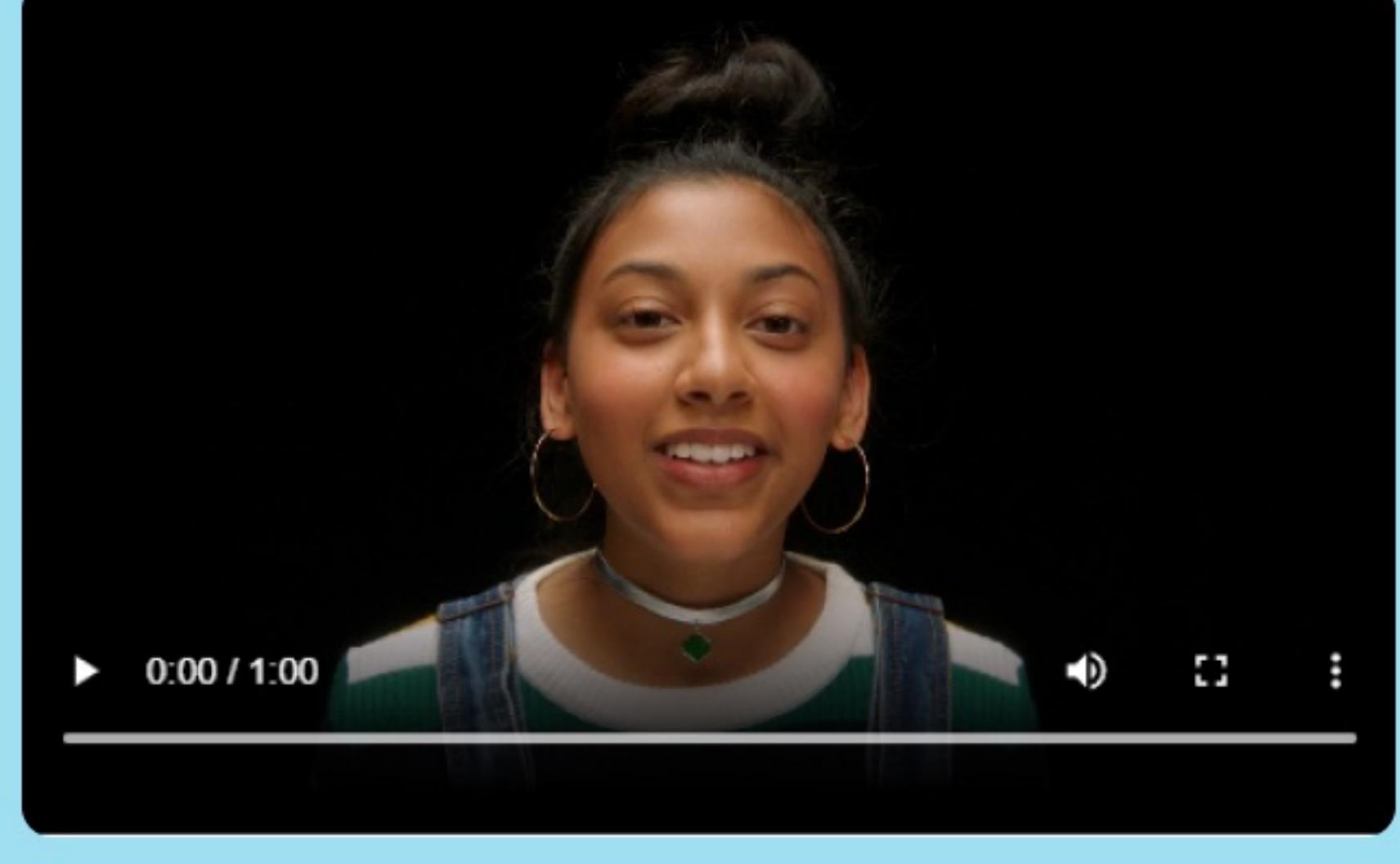
[Join Us](#)[Who We Are](#)[What Girls Do](#)[Cookies Program](#)[Support Us](#)[News & Events](#)

JOIN US

## Become a Member

Discover your special skills and talents. Connect with other girls, make friends, learn about teamwork, problem solve, and develop healthy relationships.

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[Join Today](#)

All fun. No filter. Be a Girl Scout.

Right now, Girl Scouts are meeting furry friends at their local animal shelters, giggling past lights-out at sleepovers, and learning how their favorite roller coasters work.

Above all else, they're having a blast—because they know bringing the fun is all about being their true selves, trying new things, and cheering each other on.

Get ready to join the crew and bring a bit more happy to your life.

### When you become a Girl Scout, you will:

- Join a group of local Girl Scouts—called a troop—for regularly scheduled meetings (virtual or in-person)
- Make new friends in a space you feel comfortable just being yourself
- Be mentored by dedicated, adult volunteers
- Practice new skills to earn Girl Scout badges and awards
- Make the world a better place by helping your community

[Learn More](#)

During moderated remote user tests of our lo-fi prototypes, we learned that two pages about membership we designed — “Become a Member” and “Membership Overview” — felt redundant to users, and that they had expected to find the information they included on one page. Our hi-fi prototype combines these pages into a new “Become a Member” page.



### For Parents and Caregivers

#### Locations

Troops are located across the greater New York City area. Visit the [MyGS portal](#) to find a troop in your neighborhood—or create a troop of your own where you'll cheer them on every step of the way.

#### Schedules

Troops typically weekly or every other week for an hour or two. They meet at schools, churches, libraries, and more. Meeting frequency and location depend on the volunteers that will be working with your child's troop, their availability, and community resources available.

#### Cost

Membership dues are just \$25 annually (\$35 for extended-year memberships), and financial aid is available.

#### Virtual Troops

With schedules and plans constantly changing, we know how important it is to be flexible. Choose the custom Girl Scout experience that works for your child! Girl Scouts of Greater New York has many badge activities that can be done remotely. Explore our [Virtual Girl Scout Leadership Experience](#) to learn more.



### Ready to Join?

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[Join Today](#)

## SUPPORT US

## Ways to Give

Wondering how you can make a difference in the lives of New York City girls? Find out how you can help her achieve her full potential today with any of the following ways to give!

We designed this card list to present ways to give in a concise and clear way. Our hi-fi version includes changes made from lo-fi test findings; the previous version's cards were too big, required additional scrolling, and required extra effort in information seeking.



## Next Generation of Leaders



## Online

Make a secure, online donation by visiting our [Donate Now](#) page.



## By Phone

Call Jane Smith at (555) 555-4000 to make a credit card contribution.



## Legacy

The [Juliette Low Society](#) honors individuals who include the Girl Scouts of Greater New York in their estate plans.



## Securities or Wire Transfer

To make gifts of securities or wire transfer, please contact [Jane Smith](#).



## By Mail

Your check payable to the "Girl Scouts of Greater New York" may be mailed to:

Girl Scouts of Greater New York  
Attn: Jane Smith  
10 Happy St.  
New York, NY 10005  
Tax ID: #xx-xxxxx



## Individuals

The [Trefoil Society](#) honors individuals committed to helping today's girls become tomorrow's leaders by making an annual gift of \$1,000 or more.



## Corporate &amp; Institutional

We are grateful to the many corporations and foundations who support our mission of building girls of courage, confidence, and character, who make the world a better place.

To join the distinguished list of those who are committed to investing in programming for girls in New York City and to learn more about institutional giving opportunities, please contact

[Jane Smith](#).



## Employer Matching Grants or Volunteer Grants

If your company matches gifts or volunteer service, follow the steps to request a gift form from your employer and send it completed and signed with your gift or record of volunteer hours to:

Girl Scouts of Greater New York  
Attn: Jane Smith  
10 Happy St.  
New York, NY 10005  
Tax ID: #xx-xxxxx