Case Study:
Girl Scouts

formatta

Quick Facts

Organization
Girl Scout Council of the Nation's Capital with 75,000 members

Challenge
Improve member satisfaction and retention

Why Formatta
Utilize Formatta E-Forms Manager to reduce volunteer paperwork burden and simplify required processes for volunteer qualifications and activities

Benefits
Improvements in productivity, information quality, reporting compliance and membership growth

E-Forms Reduce Paperwork to Enhance Girl Scout Experience

Since their founding in 1912, the Girl Scouts have become internationally recognized for helping girls build character and skills for real-world success. But today's world is much more complicated and many activities now compete for the girls' time and attention, posing significant challenges to Girl Scout membership levels.

"Volunteers are the heart of our organization," stated Ben Hendricks, manager of networking and information services for the Girl Scout Council of the Nation's Capital. "Besides making the Girl Scouts a great experience for our 51,000 girls, our volunteers are the key to retaining existing members and attracting new ones. Consequently, we set out to find ways to improve our volunteer experience and make it easier to serve," continued Hendricks.

Described by insiders as a "culture of forms" with over 200 forms currently in use, the first project identified was reducing the paperwork-related burden on volunteers. Form-based processes for documenting annual volunteer requirements, as well as notification of troop activities, were initially targeted for electronic automation.

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The scope of the project called for an easy-to-use, secure electronic forms (e-forms) solution for over 4,200 volunteer troop leaders which had to support a variety of personal computing environments spread across the capital region. Additionally, the Girl Scouts had neither the budget to purchase forms software for the volunteers nor the IT resources to manage software licenses for a constantly changing volunteer force. After researching e-forms solutions, Formatta E-Forms Manager from Formatta Corporation was chosen for adoption.

Formatta E-Forms Manager proved to be a flexible, cost-effective solution that provided three critical components needed for the Girl Scouts' implementation.

Results

Reduced Overhead
50% reduction in overhead related to forms processing while experiencing a 40% increase in form volume

Increased Compliance
Increased reporting compliance

Improved Accuracy
Simplified internal reporting process and increased accuracy of information reported

Raised Participation
Increased communication of available activities, resulting in higher participation by girl scouts

About Formatta

Formatta software captures and moves important information, previously trapped on paper forms and paper equivalents, into core business systems quickly and affordably.

The Girl Scouts' technology requirements included:

- Visual form design application
- No-cost software for users to securely fill and submit forms electronically
- Server-based functionality for automating form publishing, processing and reporting

According to Hendricks, "The Formatta solution is very flexible and didn't force us into an all or nothing deployment scenario, enabling us to introduce e-forms, and automate processes in a controlled manner."

"Getting through the learning curve for designing and using the forms was easier than expected," said Karen Skole, manager of customer service. "The troop activity notification process was not popular with troop leaders, sometimes taking weeks to complete. Now our troop leaders can send us notification of a trip or outing minutes before they leave simply by filling out an e-form and submitting it electronically. This enables troops to take advantage of program opportunities that come up at the last minute, leading to more activities for the girls to participate in."

In addition to making things easier for volunteers, the benefits of e-form automation are also evident within the Girl Scouts' management and IT organization.

Overhead for processing forms has been reduced by 50% while the volume of submitted forms actually increased by 40%. By exporting captured form data to Microsoft Excel, reporting has been greatly simplified, providing program managers with more accurate and timely information for managing activities and responding to emergency situations.

"It is such a pleasure to have a troop leader call you just to let you know how much easier it is work with the Girl Scouts," commented Skole. "It's nice to know that you are making a positive impact on people's lives."