

CEO of External Affairs for GSUSA document: please view highlighted sentences

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Fundraising Internationally with Timothy Higdon

May 01, 2011 By Susanna Johnson



Timothy Higdon, Chief of External Affairs for Girl Scouts of the USA, leads the coordinated efforts of the Fund Development; Communications and Marketing; and Public Policy, Advocacy and Research Groups. He has responsibility for the Girl Scouts 100th Anniversary Campaign efforts, and the overall strategy to position Girl Scouts externally as the premier leadership experience for girls.

Prior to his appointment at GSUSA, Higdon served as Deputy Executive Director for External Affairs at Amnesty International USA, where he provided leadership for national and international fund development, communications and marketing, with responsibility for raising \$40 million annually.

SJ: In your current role with Girls Scouts USA, how much does globalization play into your fundraising strategies and initiatives?

TH: **Girl Scouts USA is the largest member of the World Association of Girl Guides and Girls Scouts (WAGGGS).** We have over 10 million girls in one hundred plus countries participating in the scouting and girl guides programs. In the United States, the Girl Scouts have a presence in every residential zip code. **Girl Scouts USA is moving to leverage this partnership with WAGGGS to involve more girls on a global level.** With a global movement like WAGGGS you also have greater fundraising opportunities. You may get a bigger gift when you combine two or three sectors like a local, national and global gift. When working with large and complex international organizations, you must eliminate boundaries and breakdown the balkanization of large institutions like the Girls Scouts or Amnesty International. Over the next five years, Girl Scouts is launching a one billion dollar campaign across the movement. This will require us to cross boundaries and make partnered calls to donors **on the local, national, and international level to achieve this goal.** Synergy is truly at play—the whole is greater than the sum of the parts.