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**Girl Scouts of Eastern Pennsylvania Announces Kathryn Benison as Chief Mission Delivery Officer**

**MIQUON, PA (July XX, 2023) –** [Girl Scouts of Eastern Pennsylvania](https://www.gsep.org/) (GSEP), the 8th largest Girl Scout council in the country out of 111, serving over 45,000 girl and adult members throughout nine counties in Eastern Pennsylvania, today announced Kathryn Benison as their new Chief Mission Delivery Officer. Ms. Benison’s employment with GSEP will commence on August 15, 2023.

Benison previously served as Director of Membership and Data Analytics for the past decade at Girl Scouts of Nation’s Capital. At the Girl Scouts of Nation’s Capital (GSCNC), Benison oversaw 26 counties and worked directly with six regional offices and more than 130 service units. Her position entailed developing marketing, retention, and recruitment strategies, as well as executing volunteer training to ensure that all families in the area had access to Girl Scout programs.

Benison has also served on several national committees to help formulate Girl Scouts of the United States (GSUSA) membership and volunteerism strategy, leading to Kathryn being honored as a keynote speaker at multiple national membership conferences. Benison also assisted in establishing a pilot program for a Faith Based Recruitment initiative, aimed to form Girl Scout troops in houses of worship which trained volunteers and staff on how to build successful partnerships that benefit all parties.

“As we look to the future for Girl Scouting, we are excited for Kathryn’s leadership as our new Chief Mission Delivery Officer,” said Kim E. Fraites-Dow, CEO of GSEP. “We are excited to welcome her back to her home state of Pennsylvania and believe her proven success in Washington, D.C. through sustainable membership growth and community building will help grow GSEP’s membership in Philadelphia. Her strong management experience will help provide unmatched customer service and value to our members, drive our strategy forward, and sustain and grow the Girl Scouting impact across our 9-county footprint in Eastern Pennsylvania.”

“I am extremely proud to return home to serve as Girl Scouts of Eastern Pennsylvania’s Chief Mission Delivery Officer," said Kathryn Benison. “Cultivating courage, confidence, and character, I hope to empower girls to unleash their boundless potential and shape a world of endless possibilities.”

Kathryn attended George Washington University and began her career in risk management before joining the staff at Girl Scouts of Nation’s Capital.

**About Girl Scouts of Eastern Pennsylvania**

Girl Scouts of Eastern Pennsylvania (GSEP) is the largest girl-serving organization in Pennsylvania and builds girls of courage, confidence, and character, who make the world a better place. What was started in 1912 in Savannah, Georgia by founder Juliette Gordon Low as one small, yet dedicated troop of diverse girls has grown into 2.8 million Girl Scouts across the U.S. today. GSEP serves nearly 30,000 girls in partnership with more than 15,000 volunteers in Berks, Bucks, Carbon, Chester, Delaware, Lehigh, Montgomery, Northampton, and Philadelphia counties. Today, 80 percent of women in leadership and executive roles in the U.S. were Girl Scouts. Girl Scout alum comprise 70 percent of women in the U.S. Congress. For further information about Girl Scouting, how to join, volunteer, reconnect, or donate, call 215-564-2030 or visit [www.gsep.org](http://www.gsep.org/). Follow @GirlScoutsEPenn on Twitter, Instagram and Facebook.

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