

*Mabel L. Lamb*  
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**Girl Scouts of Milwaukee Area, Inc.                      Milwaukee, Wisconsin                      1995 - 1998**

***Specialist and Coordinator: Membership and Marketing***

- Established and maintained high community visibility.
- Ensured the delivery of Girl Scouting through the implementation of a comprehensive plan to recruit and retain girl and adult members for assigned geographic areas.
- Exceeded membership goals, achieving an average of 109% annually. Met and exceeded year-end goals for retention and new membership.
- Directly supported the council's fund development efforts. Created innovative and non-traditional approaches to recruit racially and ethnically diverse membership base.

**Michigan Metro Girl Scout Council                      Detroit, Michigan                      1993 - 1995**

***Manager of Membership & Marketing***

- Designed and implemented research-based marketing plan to recruit and retain girl and adult members. Exceeded goals annually.
- Directed the implementation of fundraising campaigns and product sales for assigned geographic areas, exceeded goals annually. Recruited, trained and supervised volunteers and employed staff as assigned.

**Girl Scouts of Milwaukee Area, Inc.                      Milwaukee, Wisconsin                      1992 - 1993**

***Membership Specialist***

- Ensured the delivery of Girl Scouting in assigned areas through the implementation of a comprehensive plan to recruit and retain girl & adult memberships-exceeded goals annually.
- Established and maintained high community visibility. Directly supported the council's fund development efforts.

***Community Service & Organizational Membership***

<b>Sherman Park Community Association</b>	Member	2018-Present
<b>Adopt-A-Poll – City of Milwaukee Election Comm.</b>	Volunteer	2013-Present
<b>Girl Scouts of U. S. A.</b>	Life Member	1992 – Present
<b>Alpha Kappa Alpha Sorority, Inc.</b>	Member	1985 - Present
<b>Emerge Class of 2013</b>	Graduate	2012-2013
<b>Dartmouth Mom</b>	Parent	2008-2012
<b>University School of Milwaukee -Parent Association</b>		1996 - 2008
* Admissions Committee   * After-school snack shop   * Christmas & Holiday Shop & Decorations		
<b>Jack &amp; Jill of America, Milwaukee Chapter</b>	Past Member	1998 - 2006
<b>Boy Scouts of America, Milwaukee Co. Council</b>	Past Adult Member	1995 - 2001
* Chairperson for the annual popcorn sale 1998-2001 raised a total of \$47,000		