



WE DISCOVER, WE GROW

Girlguiding



# Our plan

for membership  
growth and retention



Being  
our best

Girlguiding's plan for 2020

# Hello



Kim Whitmore



Fliss Callanan

Girlguiding offers amazing opportunities for girls and young women to discover their potential. Volunteers like you are vital in inspiring and supporting girls to become the young women that they want to be.

Our plan for 2020, 'Being our best', includes the ambition to strengthen guiding and grow our membership so that even more girls can benefit. We need your help to achieve this.

To do this, we need to inspire more people to volunteer with us, give our volunteers a reason to keep coming back and reach out to new communities. We need to open more units - and help units to stay open - to move girls off our waiting lists faster and to help more girls to stay in guiding as they grow. And we need to shout out about all the amazing things we do and share the incredible benefits and opportunities girls get through guiding.

Every one of us has an important role to play in strengthening and growing our

membership. We need to work together, sharing our success and working out creative solutions. To achieve this, we want every county across Girlguiding to agree local growth goals and share their plan for membership growth for 2020.

We've created this booklet to help you and your team create your plan for growth. We hope you find it inspiring and useful in growing your area.

Thank you so much for all you do. Every time you help a new member to join or an existing member to continue their journey, you're making a difference. We're all so proud of Girlguiding and understand what our movement has to offer, so let's give these opportunities and experiences to more girls, young women and adults.

Kim Whitmore and Fliss Callanan  
Lead Volunteers for Membership Growth and Retention

## How to use this growth planner

This booklet has been put together to help you and your local team plan for membership growth - covering both membership recruitment and retention. It is full of handy tools and top tips as well as space to write down your ideas and plans too.

Work your way through the booklet with your local team - whether at unit, district, division or county level. This booklet has been designed to use as and when you want to do some growth planning. Feel free to fill it all in from cover to cover, but you could also decide to just focus on a few areas that you want to look at locally. Why not use this booklet to start a discussion at an area meeting or use sections to work with local unit teams as well as wider volunteers who support growth and retention by developing local training programmes, managing new enquiries, planning recruitment events etc.

1

The first few pages help you think about guiding in your area.

2

There is then space to think about what you have already achieved, the challenges you face and the potential opportunities in your local area.

3

The next section is all about your fantastic ideas - work together to think about what could help you grow.

4

Write down your plan of action and share with local members and supporters.

5

In the final section we've included some useful tools and space to reflect on how it's going.

6

We end by saying thank you very much for all your enthusiasm and dedication. Because of your planning more girls will discover their potential.



Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has. Margaret Meade



# Guiding in my area

GO reports, internet searches as well as your local knowledge will help you put together a picture of what your local area looks like. You can then use this to help strengthen and grow your membership. You don't have to fill it all in now ... pick a section and let's grow!



Membership data for internal use only

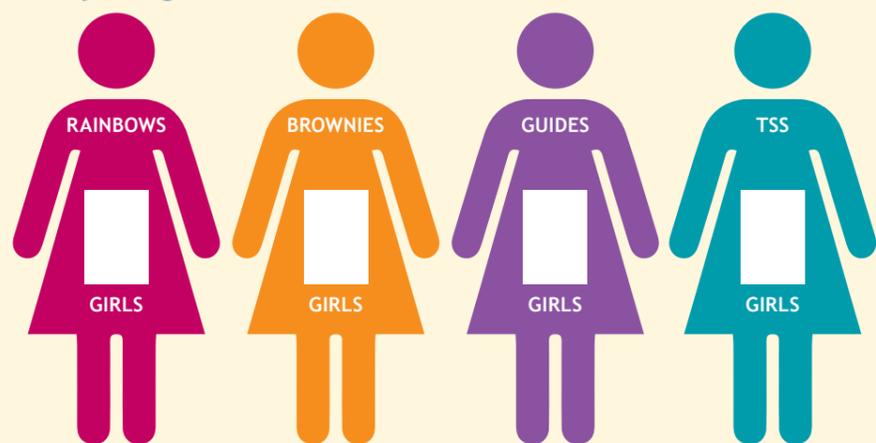
When you see this symbol it means the resource is available on our website - search for 'growth plan'.

## TOP TIP

- Ask your local volunteer teams to update and fill in any missing data before you get started e.g. unit capacity (which can now be easily updated by a leader on the unit details page).

Area:

Our young members:



## AMAZING!

That's  girls and young women discovering their potential! There's a handy membership tracking tool for recording membership numbers over time on our website.



We have  units in our area

Rainbows  Brownies  Joint  
 Guides  The Senior Section

In the last year:

units closed and  units opened.

We have  in pipeline.

Do we need any new units or are any groups at risk of closing?

## TOP TIPS

- If you hold a level support or commissioner role you'll be able to see reports for your level and role. A GO statistical summary report is really helpful for looking at your group/area girl and volunteer membership - including looking at breakdowns by age, role and unit. You can also use the tabs - for example the level 'details' tab - for a quick overview of your numbers.

We have  inspiring volunteers:

- |   |  |
|---|--|
| <input type="checkbox"/> Commissioners      | <input type="checkbox"/> Unit helpers  |
| <input type="checkbox"/> Leaders            | <input type="checkbox"/> Young leaders   |
| <input type="checkbox"/> Leader in training | <input type="checkbox"/> Recognised volunteers<br><i>(none member)</i>   |
| <input type="checkbox"/> Other volunteers   | <input type="checkbox"/> Parent rota helpers<br><i>(this isn't available on GO so you'll have to ask units if you want to look at this info)</i> |
| <input type="checkbox"/> Supporting members |  |

## TOP TIP

- You might find it useful to have a look at how many leaders in training and young leaders doing their Young Leader qualification you have in your area. Where are they on their volunteer training journeys and do they need any support? The qualifications and qualifications modules report or the in progress leadership qualification list on GO can help you look into this.

## New enquiries

How many girls are currently waiting to join? Where are they on their journey?

Girl enquiries on GO   
of which  are of guiding age?

New enquiry:	Contacted:	Waiting list:	Meetings arranged:
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How many volunteers are currently waiting to join? Where are they on their journey?

Volunteer enquiries on GO

New enquiry:	Contacted:	Meetings arranged:	Awaiting recruitment check:
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## TOP TIP

- The GO enquiry report can help your area manage your enquiries. Your country/region office also have some historical enquiry data at county level.

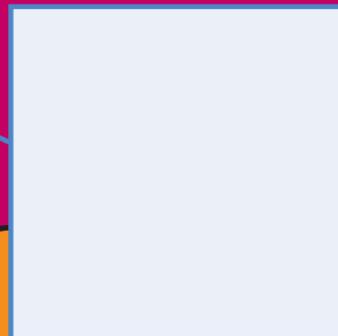
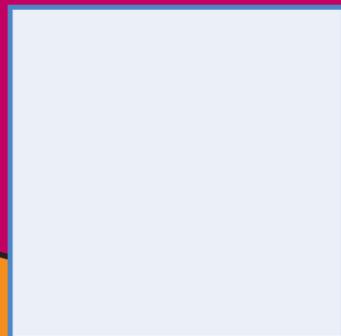
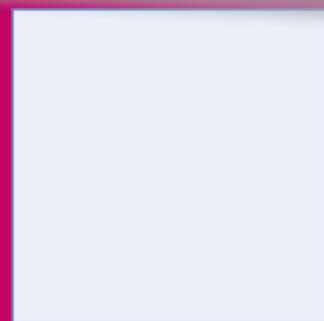
# Volunteers

## Achievements & learning

Write down your achievements to help recruit or retain volunteers (both young and adult) in your area over the last year.

For example:

- A great recruitment stall during Volunteer Week.
- A fun event for parents to find out about guiding.
- Welcome packs and inductions for new volunteers.



## CHALLENGES and OPPORTUNITIES

What challenges do you face in retaining current adult and young volunteers as well as recruiting new volunteers?

For example:

- It can take a long time for our leaders in training to complete their Leadership qualification.

Write about any opportunities - from attending a fun informative training to linking up to a local event or community partner.

For example:

- Find out who is currently doing their Leadership qualification.
- Make sure everyone has the support and mentoring they need.



Remember it is not what you have but what you give that brings happiness.  
Olave Baden-Powell



### TOP TIPS

- It is useful to think about the volunteer journey - from recruitment to welcome and induction through to training. Search for 'toolkit for a warm welcome' on the website.
- From a group thank you event to a personal card - you'll find lots of great ideas for saying thank you to volunteers on the Girlguiding website.
- Providing training opportunities, mentoring support and encouragement as well as new opportunities to develop or more flexible volunteering options are important for keeping volunteers enthused and engaged in guiding. Search for 'retaining volunteers' on the website.

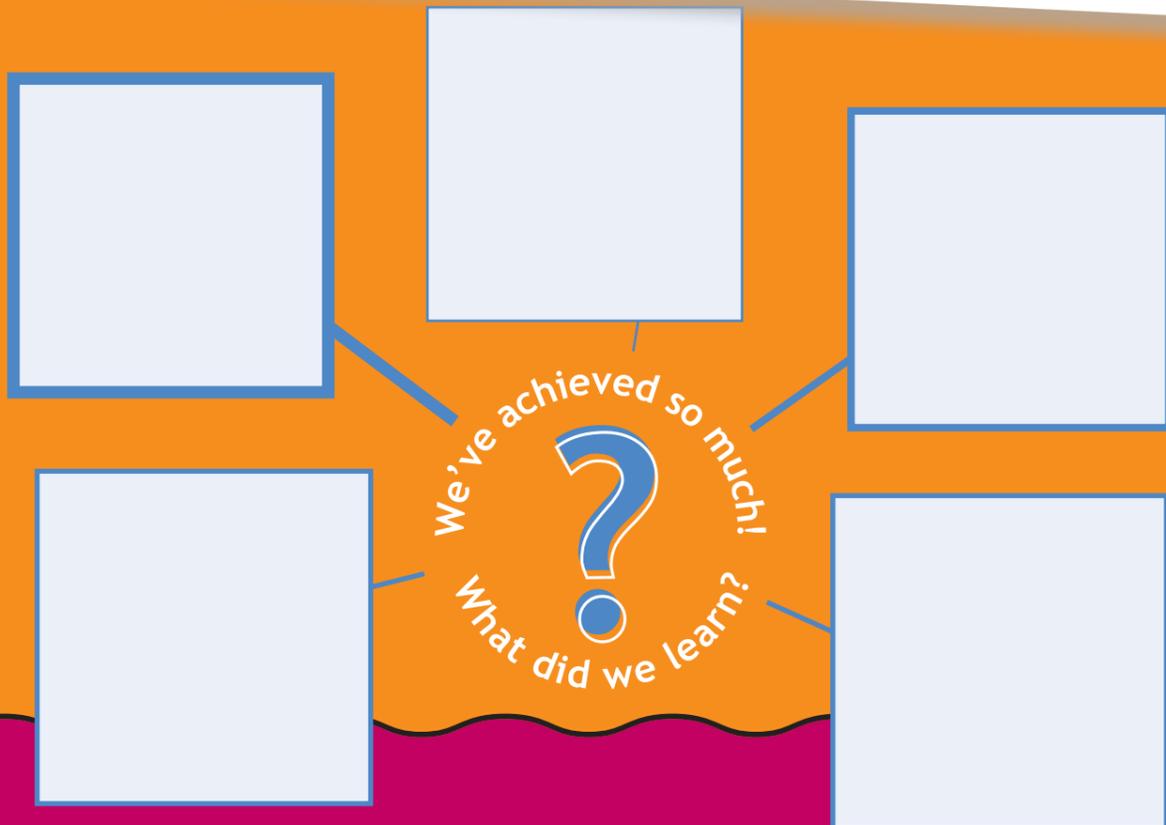
# Girls

## Achievements & learning

Write down your achievements to help more girls and young women in your local area join the adventure and stay in guiding.

For example:

- A great school assembly and book bag leaflet that filled a local group
- A fun night of activities introducing The Senior Section and youth leadership opportunities to Guides



## CHALLENGES and OPPORTUNITIES

What challenges do you face in retaining current young members as well as recruiting new members?

Write about any opportunities - from helping girls at key transition points to working with community partners.

For example:

For example:

- Not enough places at Guides for all Brownies to move up - long waiting list for current and new girls

- Explore opportunities for new Guide unit.  
- Speak with leaders - can we make unit larger, run back to back or alternate weeks?



As soon as I saw you I knew an adventure was going to happen.  
Winnie the Pooh



### TOP TIPS

- Building our skills - and those of our leadership teams - makes sure we're delivering great guiding. If you hold a level support or commissioner role you'll be able to see opportunities to build volunteer confidence and provide support. Search for 'developing members skills' on the website.
- Get your girls involved in every part of guiding with our useful participation tools and training guides. Search for 'youth participation' on the website.
- Supporting girls to move up to the next section and providing a welcoming and supportive start to their new adventure is incredibly important. To find ideas and tips search for 'retaining girls' on the website.

# Ideas and inspiration

Write down your ideas against the growth areas you want to focus on - big or small! If you are at an event find out what has worked well for others.

Warm welcome  
& induction

Retain  
volunteers

Inclusive

Empowering  
young leaders

Shorter time  
on waiting list

Fun,  
adventurous  
programme

Inspiring  
training

Saying  
thank you

Recruitment  
drive

Reaching  
new girls

Helping girls  
move up

## TOP TIPS

- Online recruitment is an increasingly important way to engage potential volunteers and girls. Check out the website for support and templates - '[recruiting volunteers online](#)'.
- There are lots of flexible ways to run units - from holiday units to volunteer rotas and running alternative nights. How could you grow guiding flexibly? Search for '[flexible](#)' on our website.
- Search for '[volunteer roles](#)' to access all our volunteer role descriptions. Handy for recruitment and induction. There's even a role for a membership growth coordinator...
- Girlguiding is committed to being an inclusive organisation. You'll find lots of helpful guidance and tools on our website by searching for '[including all](#)'.
- Are there any local partners who might be able to help? Local businesses, your local volunteer centre, schools, a council or community organisations.
- Thinking about opening a new unit? Search for '[starting a new unit](#)' for advice, guidance and info on grants.

# Organised fun ...is the best kind of fun

Write down you top 3-5 growth goals for the next year. Use the timeline boxes below to think about what you will do when.

## OUR GOALS

For example 1. Recruit new volunteers for existing groups and to open a new Rainbow group

We'd love to hear about your #GrowthGoals @growingguiding

2. In the next THREE MONTHS we will...

1. This MONTH we will...

4. In NINE MONTHS we will...

3. In the next SIX MONTHS we will...

5. By this time NEXT YEAR we will have achieved...

### Which of our national growth goals will you help make happen?

- Inspire more people to volunteer
- Give volunteers a reason to keep coming back
- Reach out to new communities
- Move girls off our waiting lists faster
- Help more units to open/stay open
- Support more girls to stay in guiding
- Shout out and share the magic of guiding

### HOW WILL YOU...

GET BETTER AND BETTER AT ALL YOU DO

WORK TOGETHER AS A TEAM TO IMPROVE LOCAL PROCESSES

WORK TOGETHER TO ENSURE THAT MEMBERS FROM ALL BACKGROUNDS BENEFIT FROM WHAT WE DO

LISTEN TO GIRLS AND PROMOTE THEIR VOICE



# Our plan for growth

We're going to grow this year by...



## Our growth goals

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### What will we do?

For example, we will try using online Facebook adverts to recruit new volunteers for groups in need of more volunteers.

### How much will it help us grow?

Three new volunteers.

### What do we need to make it happen?

Text and a picture for the advert.  
Budget to pay for advert (£20).

### When will we do it?

March.

### Who will make it happen?

Membership growth coordinator (post advert).  
County treasurer (pay for advert).  
Division commissioner (manage enquiries).

### Which goal?

1

### Anything else?

### How's it going?

Two people interested in volunteering.  
Going to change advert and try in other areas.



She turned her can'ts into cans and her dreams into plans.  
Kobi Yamada



# Tools to help you grow

You'll find lots of tips and tools on our 'growth plan' webpages. As well as fun activities to explore growth in our 'growth trainers toolkit'. Here are a few that might be of interest...

## Volunteers in your area

You can use a template like this to find out more about your local volunteer teams. Do you need more volunteers? Are there opportunities to reorganise or link local groups to create more opportunities for girls?

Area/unit (number of girls)	Volunteer leaders/ assistant leaders/ leaders in training	Wider volunteers and supporters	Volunteers needed	Notes
For example: Anywhere Brownies (14)	1 leader 1 unit helper	3 parents on a rota	2 new leaders	Leader moving house later this year. Volunteer posters and leaflets put up in local area.

## Training for growth

What local training and support is available at the moment for volunteers? Is there anything you'd like to try or any gaps you'd like to fill?

Mentoring for leaders in training

Building confidence

Opportunities for young leaders

Training for leaders in training

Delivering a great programme

## Room to grow?

You can use a template like this to find out more about your local groups. Are there long waiting lists and opportunities to open new groups? Do all the groups work together to support girls to stay in guiding as they get older? Is there an opportunity for girls to move up the sections - or a section missing? Do any units have spaces for new girls?

Area/unit	Number of girls	Waiting list	Meeting day/time	Unit capacity	Transition groups	Notes
For example: Anywhere Brownies	18	5 (3 of Brownie age)	You can find this info on the meeting days and frequency report on GO	24	1st and 2nd Anytown Rainbows and Anywhere Guides. You'll need to ask local groups where their girls transition up from and to as this info isn't on GO	- New volunteer started last month and we can now offer more spaces - Written to waiting list families

## Moving up and moving on

Helping girls to stay with us and to move up the sections when they are ready is really important for growing our membership and helping girls get the most from guiding. Below is a great tool we've borrowed from Scouting Nederlands to use at a local level. It will help you to look at the movement of girls and volunteers into a unit/area over a year. Feel free to add more notes and arrows.



## Your local area

Getting to know your local area is a great way to attract more support, recruit volunteers and offer more girls opportunities in guiding. Local government or community websites or data websites (e.g. Office for National Statistics (England and Wales), Scotland's Census or the Northern Ireland Statistics and Research Agency) have lots of handy info on them.

What have you found out about your local area? Are there any communities where girls can't/don't currently access guiding?

Who are your local partners/potential partners?  
For example:  
- Schools, volunteer centres, businesses, local authorities, other charities, community venues etc.

### TOP TIP

● Data mapping is a useful tool for identifying gaps in guiding and looking at opportunities (e.g. schools, venues), but should not be used for tracking individuals or identifying potential members locations. For help search 'mapping toolkit' on our website.

# One year on ...

## how's it going?

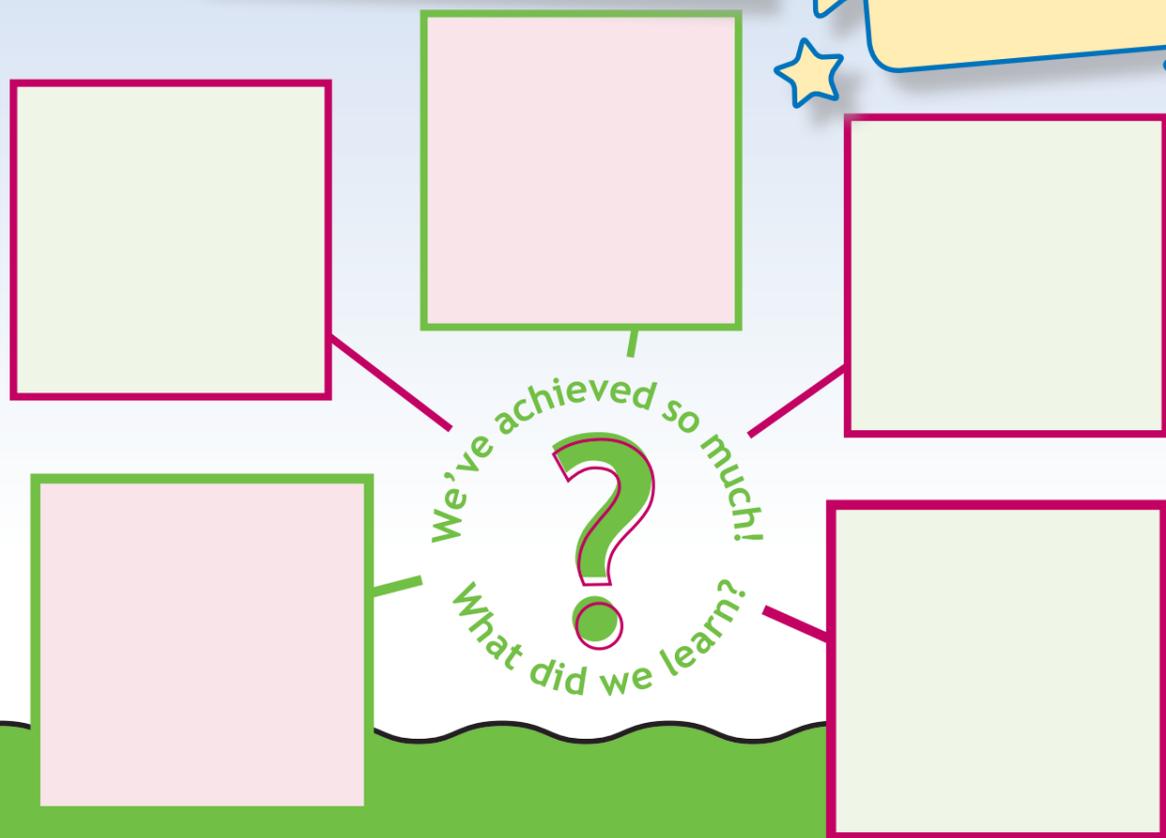
What did you do? Have you grown? What worked? Would you do anything differently? Is your local area stronger as a result?

Blank lined writing area for reflection.

We now have:

- amazing volunteers
- adventurous groups
- girls having fun and discovering their potential

And we are going to celebrate by...



Just to say

# thank you!

for helping create amazing opportunities for girls to discover their potential and be a powerful force for good.





WE DISCOVER, WE GROW

**Girlguiding**



If you have questions or want to share stories about growth and retention

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**Being  
our best**