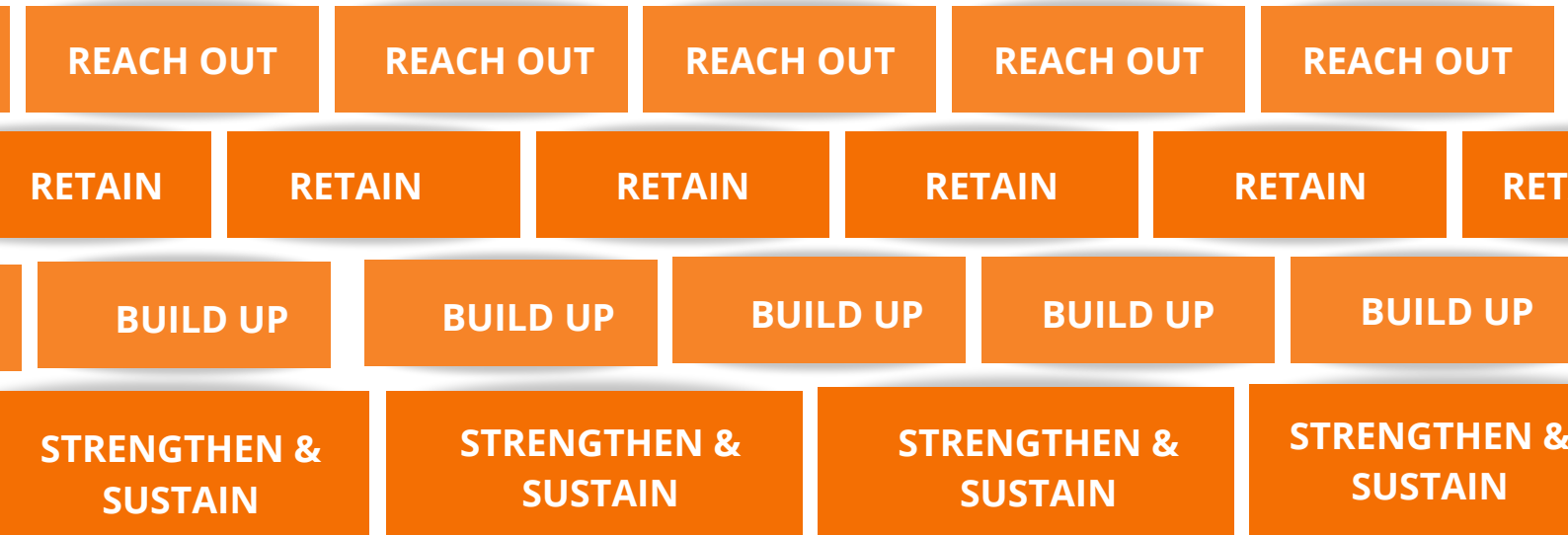




Getting started with membership growth & development



MEMBERSHIP GROWTH



"Why should membership matter to me?"

Guiding offers girls and young women amazing, life-changing opportunities. We know that guiding helps girls build confidence, reach their potential and make a positive difference to their community and the world. That's why we want to change the lives of even more girls by giving them the chance to belong to Girlguiding.

Focusing on membership doesn't only benefit future members. By ensuring we have strong foundations, we'll help our existing units to thrive, deliver great guiding opportunities and make volunteering a rewarding experience too.

Membership needs to be supported by everyone in a district, division or county. Having someone to take the lead or a team to generate ideas is great. But, it's not just down to commissioners or membership coordinators. Everyone can play a role in making sure Girlguiding has a bright, vibrant future in their area.



From building blocks to membership mini-goals

Teams should focus on one building block at a time and build from the foundations up. For each building block, a team can create a mini-goal with a set of measures that will help them track progress and celebrate their successes. These mini-goals will be more achievable in the short term than the overall goal of increasing the number of girls in guiding.

Here are examples of mini-goals tied to each of the building blocks:

4 We need to focus on reaching out	We'll create additional demand in new communities and in new areas
3 We need to focus on long-term retention	We'll keep our existing young members and adults in guiding for longer
2 We need to focus on building up our offer	We'll recruit more adults and grow opportunities for girls to meet waiting list demand
1 We need to focus on strengthening & sustaining units	We'll make sure we have strong processes and structures in place to support recruiting, retaining and training all the adults we need to help our existing units thrive

Local teams will need support to set their own membership mini-goals and to come up with plans that will deliver these goals. In 2022, every county will be provided with a quarterly update containing information that can be used to identify growth opportunities and challenges at unit, district, division and county level. If you'd like help with creating a growth plan using this data set or would like to talk about how the data can help you measure progress, please get in touch with the Scottish Membership Growth and Development Team (Membershipadmin@girlguiding-scot.org.uk)

Ideas and inspiration

Had a flash of inspiration or heard a great idea? Note it down here!

The page contains a grid of 20 empty, rounded rectangular boxes with orange borders, arranged in five rows and four columns. The boxes are intended for users to write down their ideas and inspirations.

Our membership goal is...

We aim to achieve this within...

What will we do?

What difference do we hope to see as a result?

When will this activity take place?

Who will take the lead

How will we recognise success?

Review date

Empty response box for 'What will we do?'

Empty response box for 'What difference do we hope to see as a result?'

Empty response box for 'When will this activity take place?'

Empty response box for 'Who will take the lead'

Empty response box for 'How will we recognise success?'

Empty response box for 'Review date'