

## What's involved?

1

### UNDERSTANDING LOCAL NEED

Combining insights from local volunteer teams and GO to better understand the challenges you face when recruiting and welcoming new volunteers.



2

### WORKING TOGETHER

District and division teams working in partnership with Scottish volunteers and staff to create tailored action plans and work towards shared goals.



3

### MAKING CONNECTIONS

Building relationships with organisations to reach potential volunteers, including colleges and universities, volunteer centres, and businesses.



4

### RECRUITMENT ACTIVITIES

Testing a wide range of in-person and online recruitment and awareness-raising activities in project areas, tracking and sharing what works well.



5

### WELCOME ACTIVITIES

Supporting local areas to tackle volunteer enquiry backlogs. Trying new ways to welcome and recruit volunteers, and refining our Scottish online welcome sessions.



6

### RESOURCES & SUPPORT

Creating resources and offering support and training to ensure the project has impact across all levels of guiding and in all areas of Scotland.



## How can you support the project?

- 1** If you've got contacts within organisations that could help us reach potential volunteers, please share them with us.
- 2** Please share what's worked well for you so we can tell others about it! We're particularly keen to hear about examples of where you've recruited people who are brand new to guiding.
- 3** If you've got an innovative idea for how we can be more creative in our approach to recruitment, we'd love to hear it and add it to our ideas pool.
- 4** If your district or division does something locally to give a warm welcome, we'd love to know more.  
If you received a warm welcome into guiding in the last few years, please tell us what made it special so we can try to give others a similar experience.

## How to get involved in the project

Email **[growth@girlguiding-scot.org.uk](mailto:growth@girlguiding-scot.org.uk)**  
to chat to the team, or complete an  
expression of interest form, available on our  
webpage or via the **QR code**



## Stay up to date

Check out the project webpage and keep an eye on Scottish e-newsletters for updates.

Follow the project on Instagram **@GGSRecruitmentproject**

Look out for project logos on resources and opportunities!