



WAGGGS MEMBERSHIP ENGAGEMENT DURING THE COVID-19 PANDEMIC

COVID-19 RESPONSE: SUPPORTING OUR MEMBERS

The coronavirus pandemic, COVID-19, has had unimaginable effects around the world. As the world continues to navigate its impact, WAGGGS has been working with Member Organisations to understand and respond to the effects on our Movement.

Over the last two months, we spoke to leaders from 115 Member Organisations (MOs). Over 95% of those have had to suspend in-person activities; all are looking at new ways of engaging with your members; and many are reviewing, funding, fee structures and future sustainability.

We looked at the impact that the COVID-19 pandemic has had across operational areas and identified priority areas of common needs for all Members in all regions.

YOU TOLD US...

...WE RESPONDED

We need to move Girl Guiding and Girl Scouting online safely.

79% of you have made the move to "virtual" Girl Guiding and Girl Scouting. Many lacking the initial infrastructure, capacity and guidelines to do so.

79%

We created a safe space online called [#ForHerDigitalWorld](#), bringing together tips from Surf Smart for staying safe online, guidance on conducting online meeting and webinars, and best practice tools for Members to implement locally. We delivered regional webinars on Digital and Online Girl Guiding - Girl Scouting, providing online spaces for you to share and discuss best practices, experiences and challenges with other MOs in your regions.

We need support in Crisis Management.

Around 1 in 7 MOs identified Crisis Management as one of four immediate needs. You told us that you need help in producing guidelines and implementing crisis management processes.

With the support of Capacity Building volunteers, we put together a [Crisis Management pack](#), including resources for leadership, communications, fundraising and crisis management, followed up by regional webinars on specific topics. We have put in place [consultancy support](#) available to all and every MO for individual help and guidance.



How can we deliver programmes and resources differently?

41 Members identified specific goals to improve the girl experience through programming, with a need to adapt materials for online, create resources for girls to develop and grow, and support with delivering advocacy differently.

36%

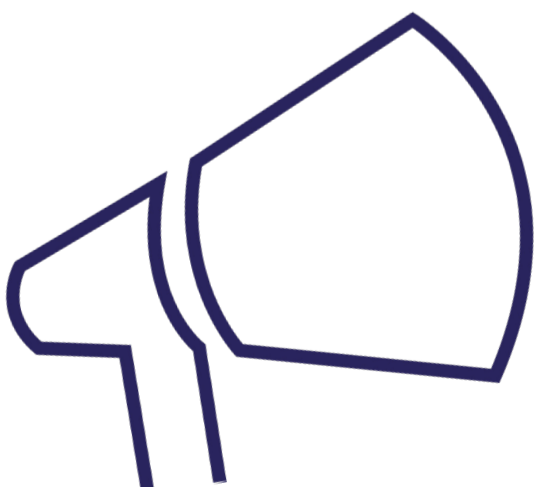
Throughout June, we ran webinars with the WAGGGS Stop the Violence teams and [Advocacy Clinics](#) dedicated to Members. We have delivered regional webinars on topics including Digital and Online Girl Guiding - Girl Scouting, and Advocacy. We worked with external partners to adapt funded programmes for online delivery, including Free Being Me, Menstrual Hygiene Management and Girl-Powered Nutrition.

We're concerned about membership figures.

1 in 5

At least 1 in 5 Members expect a decrease in membership figures as a result of COVID-19. Factors impacting retention include families unable to prioritise Girl Guiding and Scouting due to limited cashflow and the challenge to continue to deliver innovative programming in the current climate.

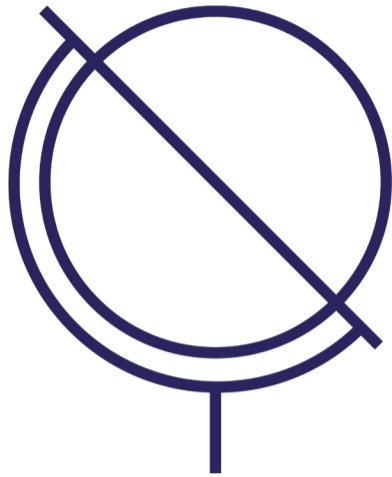
We are working with Members across Africa and Capacity Building volunteers to develop recruitment and retention strategies guidance as part of the wider Youth Exchange South to South (YESS) Program. We're also supporting individual members with consulting support through our expert capacity build volunteers.



We want to improve visibility of Girl Guiding and Girl Scouting

Several MOs identified an opportunity to enhance the external visibility of our work. You told us that you need support in building capacity in external relations and advocacy.

WAGGGS produced a [global Position Paper](#) exploring the specific risks and vulnerabilities that girls face, how public health crises can deepen gender inequalities and our call to action to decision makers. Alongside the Big 6, we released a [joint statement](#) on the power to do good. We have also been running dedicated Advocacy clinics for members, and working on an individual basis with members through consultancy support.



We need to diversify our funding.

More than 1 in 5 Members see diversified fundraising as a short and long-term priority. With changes in government priorities, lack of disposable income for families, and potential decline in individual giving, there is a challenge to find new and innovative ways to plug these gaps.

1 in 5

We have built specific resources for members to support you in [sourcing new partnerships](#) and raising funds through [individual giving](#) in a time of crisis, and organised regional webinars to address the subject. Our capacity build volunteers are also working directly to support specific funding applications and build capacity in developing and nurturing strategic partnerships.

We need significant financial aid.

Many MOs have yet to assess the long-term impact of COVID-19 on your finances. However, 65 Members (57%) anticipate a decrease in income in the short term. And already 33 Members identify a need for emergency funding or support with paying WAGGGS Membership fees in the future.

Our expert capacity building teams are working with individual members to support in diversifying funding and completing local funding applications where appropriate. Our financial planning for 2021 also explores options for fee levels in 2021 to provide relief support to MOs within our financial reality. The World Board expects to reach a decision on this by October 2020.

How will we adapt to a 'new normal'?

57%

More than half of Girl Guiding and Girl Scouting organisations around the world told us that you need our support in adapting processes and guidelines to a COVID-19 world.

We have put together guidelines for moving online [#ForHerDigitalWorld](#), alongside leadership, fundraising crisis management advice, advocacy support and regional webinars during and after COVID-19. The Europe Region produced a guide for resuming activities safely “_____”. We have also shared resources for girls, including the girls’ [COVID-19 Survival Strategies Handbook](#) and we’re working to adapt all of our WAGGGS programming to suit the current situation and a post-COVID world.



LOOKING AHEAD

Despite the present and ongoing challenges of COVID-19, there are significant areas of opportunity to leverage the behavioural and socio-economic changes to come:

- new fundraising and partnership opportunities,
- investment in systems and technology,
- new content and new delivery models for programming,
- diversifying membership,
- revitalising the image of the Movement, locally and globally.

WAGGGS, as a global organisation, remains committed to adapting our strategies and actions to respond to your needs, and to communicating regularly by sharing tools, resources and plans.

