

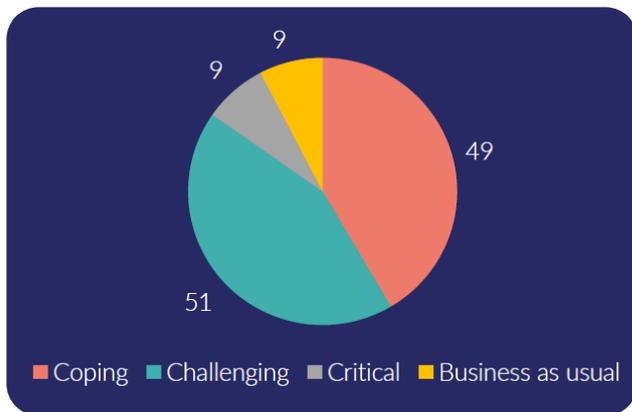


WAGGGS MEMBERSHIP ENGAGEMENT COVID-19 | OUR RESPONSE UPDATE

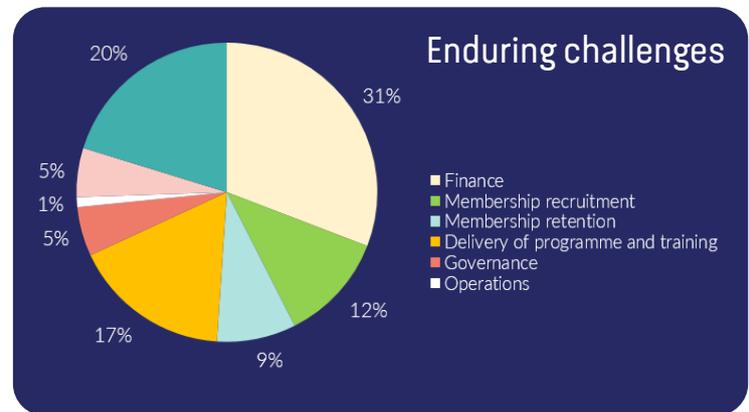
We conducted an initial report in May 2020 to establish the impact of COVID-19 on our Movement. Following that time, seismic changes continued to affect all of our ways of working. We conducted an additional investigation to find out how the ongoing COVID-19 pandemic was impacting on all of you, and what interventions we needed to take. We collected information on the impacts on finances, Membership, activities and longer-term plans. We discovered that many of you are still coming to terms with the impact of COVID-19, and have yet to assess the longer-term implications. Just over half of respondents stated that they have not yet assessed how membership has been affected by COVID-19, and 40% are unsure of what the impact will look like at the end of 2020. The information below is based on the responses of 118 MOs who completed the survey in full, and an additional 6 who partially completed the survey (124 in total).

Overview

In the Phase I report we assessed the status of our MOs in three categories: coping, challenging and critical. In the Phase II report we revisited these categories, with the addition of "business as usual", to find out if there had been a change. While the amount who consider themselves in a critical position has decreased, there has not been much change in number of those in a challenging situation.



You told us...



We responded...

We are facing a significant financial impact from COVID-19

One of the biggest challenges Members anticipate for the coming year is financial; over 50% reported a major financial impact from COVID-19, and Membership fees are anticipated to be the biggest financial challenge for the coming year.

We have offered access to reduced Membership Fees for 2021 for MOs who are facing difficulties and have created an additional set of financial support options, including the possibility to set a Repayment Plan for outstanding Membership Fees. We are working with each individual MO in need to support them through the application process and we are connecting with individual givers and Members who are in a position to support other MOs, to ensure help is available to as many of you as possible.

We don't know what the future holds

For many of our Members, this is a time of uncertainty. 70 respondents to our survey told us that they don't yet know what the longer term impact of COVID-19 is going to be for their MO.

We continue to have ongoing conversations with all MOs, to ensure we can keep offering tailored support where needed. These conversations will help us to shape future interventions and tools, to help the Membership continue to grow and sustain through this time. The third phase of the engagement campaign will take place in early next year, giving us a nine month overview of how COVID-19 has affected us all.

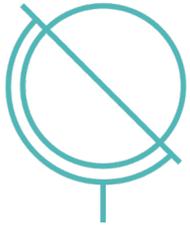
We want to be more connected as a Movement

While we are adapting our Guiding activities to work online, the Movement has started to connect in more ways than ever before.

One third of respondents took advantage of WAGGGS offerings to connect with other Members in the global Movement, and many MOs have developed their own resources, which they have shared with the rest of the Movement. We will continue to build a place for the Movement to come together and share, through the development of a new community and learning platform which will be launched in 2021.

We want support in building capacity for fundraising

A key area of development for Members is in capacity building in fund development. Members identified that training from WAGGGS in this area was of key concern for them over the coming year.



We developed a series of webinars that provide an introduction to Fundraising, and Development of Strategic Partnerships Webinars were delivered in Asia Pacific, Europe, the Arab Region and the Western Hemisphere. Webinars in Africa will take place in the coming weeks. These webinars are tailored to each region and available in the four official WAGGGS languages, to help support the development needs of MOs. We have also created resources which can be accessed and downloaded in areas where video streaming isn't possible, including "Tips to keep your fundraising going during the coronavirus pandemic" and "Individual Giving Cultivation Cycle". The Capacity Building Fund Development team is available to support individual MOs by providing consultancy service in any of WAGGGS official languages. The Membership and Regional Support team continues to have individual conversations with MOs, to continue building an understanding of your urgent needs and requirements over the coming months. In addition, we continue to look for partnership opportunities so that more MOs can benefit from a funded programmes initiative.

Online guiding isn't possible for all of us

A key area of development for Members is in capacity building in fund development. Members identified that training from WAGGGS in this area was of key concern for them over the coming year.

WAGGGS is a global Movement, and the inclusion of all MOs is central to our mission. We are working to develop new ways of sharing programmes and activities with you, which can work in low-bandwidth areas, or can be delivered via mobile technology and easy to download. We will also ensure that all materials we share with you are available in all four official languages.

We are facing a reduction in membership

Many MOs are anticipating a reduction of membership next year, with 70% telling us that this is due to not being able to deliver on face-to-face activities.

We are focussing our efforts on creating new ways of Guiding online, including investigating ways of presenting more inclusive offerings for people with limited internet access. We continue to adapt our existing programmes to work in an online space, including key points in the year like International Day of the Girl (IDG) activities, many of which took place online this year. 64 MOs took part in IDG this year and 1.2k people attended the online live panel discussion. We are exploring new ways of supporting you to retain your members and volunteers, including via delivering international opportunities to younger branches. We will continue delivering resources and webinars on subjects such as Keeping Volunteers Motivated, Recruitment and Retention, and how to promote Girl Guiding and Girl Scouting to different audiences.

Matters of Governance have been affected by COVID-19

Over 60% of respondents to the survey told us that their National Board Meetings have been affected by restrictions brought in because of COVID-19, and another 50% said that they have affected AGMs or similar. As a result, many Members have made the decision to conduct Governance activities online or extend terms where possible.

We have strengthened our Governance Capacity Building team so that advice and support is available to all who request it. Circumstances meant that we had to postpone our World Conference this year, but we have adapted our ways of working so that in 2021 the World Conference will be conducted online. We are currently working on the best ways to deliver this as well as adapting the usual offerings to ensure that as many Members as possible are able to attend.

We need more support

Many MOs told us that they would value support and training on fund development and capacity building. Many also mentioned that they were not aware of WAGGGS resources that are available to them, including 19% who told us they were not aware of Our Digital World online resource, and 30% who told us they were not aware of WAGGGS special consultancy support service offered to MOs.

We have created a number of resources to help support you available in all of the official WAGGGS languages. These include webinars and documents, and you can find these resources on our website. We will soon be launching a simpler version of the Capacity Building Assessment Tool. This will be recommended to be used by MOs who have lower capacity or are potentially at risk. In addition, we have created a dedicated Support Team who can offer you one-on-one support and advice on any of the Capacity Building areas WAGGGS Global Programmes Team is also available to advise on the implementation and delivery of any of WAGGGS programmes.

If you would like to discuss your support needs, talk with a Governance volunteer advisor, or the Capacity Building Fund Development team, or if you would like to discuss any other information in this document, please contact your Regional Coordinator, or send a message to membership@waggggs.org.