

# Today, tomorrow, together

## Shared goals for Girlguiding and Girlguiding Scotland

Unrivalled  
girl  
experiences



Rewarding  
and flexible  
volunteer  
experiences



Inclusive,  
impactful  
and visible



Sustainable  
and efficient



By 2030 more girls and young women will have had a Girlguiding experience which meets their evolving needs, is girl-led and builds their confidence and wellbeing. We'll tackle gender inequality through positive outcomes for girls and society.

By 2030, we'll attract more volunteers to our fun and flexible opportunities, so we reach more girls. Slicker processes and digital tools will make volunteering easier.

By 2030, we'll reach girls from all backgrounds and work with partners, communities and schools to be more accessible to girls. We'll be known widely for our impact on girls across the UK.

The best way to do brilliant things, is by getting the basics right. We're going to build strong foundations, including: strong structures and processes; empowering girls to lead the way and; new ways of working.

# What is our volunteer offer?



# General support & guidance

Where: Online/by phone/face to face

When: Always on

Who: Volunteers from across Scotland at all levels

General support and guidance is always available to Scottish volunteers by phoning/emailing or popping into SHQ. This may involve signposting volunteers to their commissioner or information on the website, or finding answers and information from colleagues or policies and procedures.



# Helping counties plan for growth

Where: Scotland-wide

When: Every 3 months

Who: County commissioners, county membership growth and county enquiry coordinators

Every 3 months our membership development and growth team prepare reports that county teams can use to track membership activity in their area.

These reports are based on information held in GO and show how many volunteer enquiries, joiners and leavers there have been in the last 3 months. They also show trends in overall volunteer and girl numbers.

We also prepare the Our Plan spreadsheet for each county – this is a resource provided by Girlguiding that contains membership information about every unit. We split it up and send it out to each county so they can share it with their local commissioners.



# Volunteer Recruitment Project

Where: Scotland-wide

When: 2025 - 2028

Who: unit teams and local commissioners

The volunteer recruitment project is a 3-year project which aims to get more people volunteering with Girlguiding across Scotland. Staff and volunteers will be working together to create recruitment plans, test out creative and tailored approaches to recruitment and connect with external organisations that could help us reach more potential volunteers.

We'll also be exploring how we can improve the welcome and induction we give new volunteers and creating resources and training to help support and increase the confidence of our existing volunteers in relation to recruitment and welcome.

Districts or divisions interested in joining the project should contact [growth@girlguiding-scot.org.uk](mailto:growth@girlguiding-scot.org.uk) or visit the [project webpage](#) to find out more.

## Volunteer Recruitment Project



### Understanding local need

Helping districts and divisions to see opportunities to attract new volunteers.



### Working together

Working with district and division teams to create recruitment plans.



### Recruitment activities

Testing out new, more tailored approaches to recruitment both online and in person.



### Welcome activities

Helping districts and divisions to make the welcome we give new people even better.



### Making connections

Making links with other organisations and groups that could help us reach more people.



### Resources and support

Spreading good ideas and best practice across Scotland so everyone benefits.



# Recruiting new volunteers

Where: Scotland-wide

When: 2025 - 2028

Who: unit teams and local commissioners

Our volunteer recruitment officers support local volunteers to encourage more people to volunteer. They help create recruitment plans that reflect local needs and deliver a wide range of awareness-raising and recruitment activities. They advertise opportunities, give talks on the benefits of volunteering and run recruitment stalls in a wide range of community spaces. Their role also involves building relationships with other organisations that engage with people who might be interested in volunteering, including volunteer centres, job centres, schools, colleges and universities, and local businesses, for example.

Our development workers also create trainings to support local recruitment and warm welcome and develop resources where gaps are identified.

In addition to development worker support, we also provide artwork for a range of different recruitment tools created specially for Scottish members to use locally. We also boost Girlguiding recruitment campaigns with our own advertising.

Part of the  
**Volunteer** ✓ — ✓ —   
**Recruitment Project**



# Welcoming new volunteers

Where: Scotland-wide & online

When: Always on

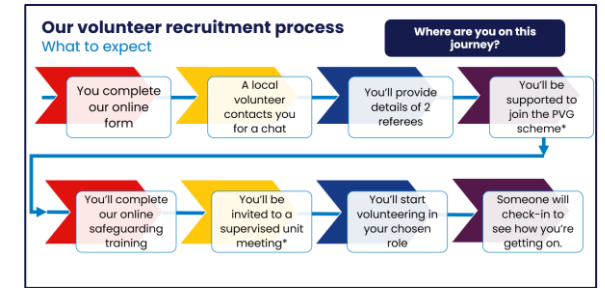
Who: Anyone registering interest as a potential volunteer

Each week our membership and grants administrator contacts adults who have registered interest in volunteering with us. Each new enquirer receives a friendly 'hello' email with details of what to expect next and encouragement to contact Scottish Headquarters should they get stuck along the way.

New enquirers are also invited to join a *Getting Started With Girlguiding Scotland* zoom session. These sessions are delivered by a team of Girlguiding Scotland volunteers and our volunteer recruitment officers. They give prospective volunteers more information about our recruitment & vetting process and what being a volunteer with Girlguiding involves – both in terms of the impact they can have on our young members and the benefits they can gain as an individual.

Part of the

## Volunteer Recruitment Project



**What does it mean to be a member of Girlguiding as an adult?**

**Shared values**

- Caring
- Challenging
- Empowering
- Fun
- Inclusive
- Inspiring

**Shared code of conduct**

- Sets out how we work with others in Girlguiding (including other volunteers, parents and young members).
- Makes our responsibilities clear.

**The Girlguiding Promise & Law**

- Our Promise has changed over the years.
- You can choose whether or not to make your Promise.

**Our uniform**

- We're a uniformed organisation!
- All our sections have their own uniform.
- Adults also have a variety of uniforms.

**...and behind the scenes**

**Our membership system (GO)**

- This is where we keep records for members.
- You will use GO differently depending on your role.

**Membership subscriptions**

- Our annual subscription to support the running costs of guiding at all levels.
- Paid by each member, both the girls and adults.
- Units also collect "subs" from the girls, this is how we pay for unit running costs including badges and resources.

# Supporting relocating volunteers

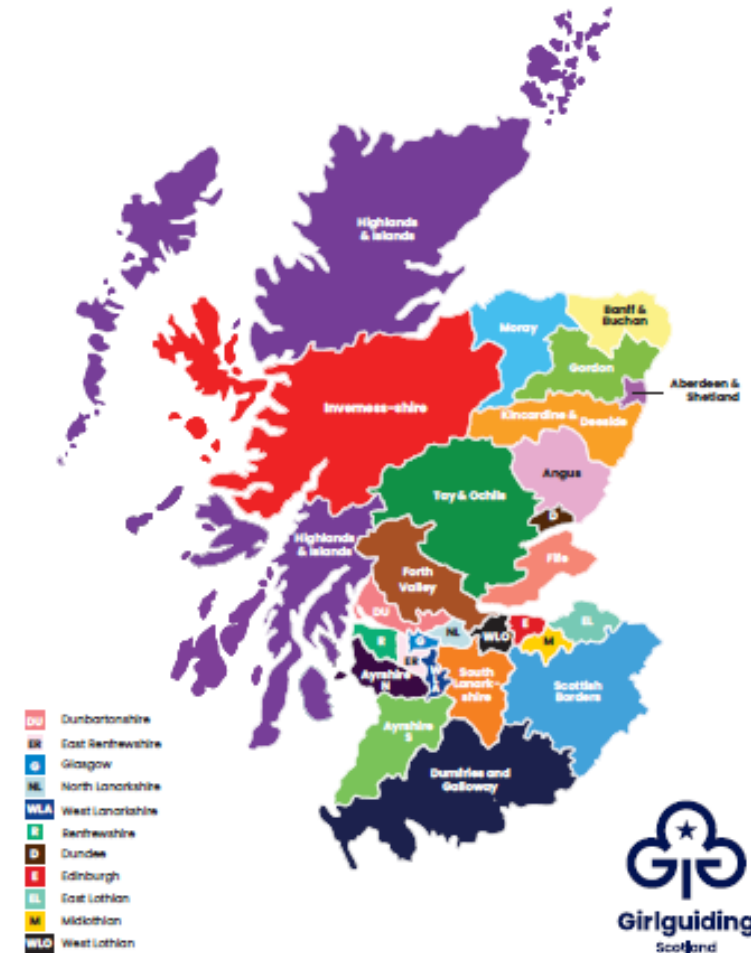
Where: Scotland-wide

When: Always on

Who: Volunteers relocating within or moving into Scotland

Our membership and grants administrator helps existing volunteers find a guiding home in their new area by connecting them with a local commissioner.

Relocating volunteers can get in touch through our [volunteers on the move form](#) or contact us directly by phone or email.



# Triaging membership enquiries

Where: Scotland-wide

When: Always on

Who: Unit leadership teams and commissioners

Each year, more than 10,000 girls age 4+ register to join a local unit. In most cases, our parents/carers deal directly with volunteers who provide information about joining and likely waiting times.

Where parents/carers need a bit of extra help to register, or where local contact is delayed, our membership and grants administrator at Scottish Headquarters is on hand to help by phone or email. We also support parents to access GO and find out about transferring girls between sections.

We also support leaders and commissioners with basic GO queries. And if we can't help, we'll put volunteers in contact with the right team at Girlguiding's headquarters in London.



# Local commissioner induction

Where: Online

When: Quarterly

Who: New local commissioners

We have developed a 4-session online induction for new local commissioners. They have the chance to join with a cohort of other new local commissioners and have sessions from experienced trainers to help support them in the first few months of the role.



# One team conference

Where: Golden Jubilee Hotel, Clydebank

When: Sept 2026

Who: Those holding speciality roles in their county

Every 2 years we get our speciality role holders together for 1 or 2 days of training and motivation. As well as spending time in their speciality groups with the relevant lead volunteer, they have time as a whole group to hear more from Girlguiding Scotland and to delve deeper into specific topics like governance, growth and events for girls.



# County commissioners

Where: Across Scotland

When: Always on

Who: County commissioners

All county commissioners receive an induction by the SCC team and senior staff.

There are regular county commissioner training and peer support events. In 2025 this is in the form of 3-day events themed around the essentials, enquire, welcome, stay and develop, and a 2-day peer support and training event.

All county commissioners receive ongoing support from the SCC and her team, and from staff.



# County trustee training

Where: Online

When: Every other month (excluding summer and Christmas holidays)

Who: Any new county trustee (member of a county executive)

A general induction to the role of a trustee provided by Girlguiding Scotland as a 1.5-hour, online training session. New trustees are expected to attend within the first 6 months of them joining the executive.



# Support with property

Where: Online/face to face

When: Always on

Who: Any volunteers involved in the maintenance and management of guiding properties in Scotland

Property guidance is available at all times via the Girlguiding Scotland website: [Guidance for guiding properties in Scotland - Girlguiding Scotland](#) and from the property support group.

The property group are also delivering online drop in sessions for volunteers involved in running guiding properties. These sessions will offer an opportunity for peer support and for questions and guidance on specific topics.



# Peer networks

Where: Online

When: Always on

Who: All those in speciality roles

We have created a series of peer support networks for those in speciality roles. Each speciality has a different model, suited to that group, this may include a Facebook group, WhatsApp community or regular online or face to face meetings.

The lead volunteer and staff partner shape and lead the network but much of the content and support is peer delivered. These networks aim to provide a supportive safe space for role holders to share and learn from each other.

There are peer support networks of:

- Archivists
- Treasurers
- Volunteers involved in managing guiding properties
- County growth and enquiry volunteers
- Leader in training coordinators
- Training advisers
- Young leader coordinators
- Walking advisers
- Residential/Outdoor advisers (coming soon)
- GO coordinators
- Lead volunteers for equity, diversity and inclusion
- DofE advisers
- Peer educator coordinators
- International advisers (coming soon)
- Volunteers involved in organising county events

# Ignite hub

Where: Online

When: Always on

Who: All members

We have created Ignite Hub as the go to destination for inspiration and advice to help volunteers in their role.

Through a series of videos and podcasts, members can access easy to digest information in a time that suits them. Currently the hub has content on RENO, planning a sleepover, our plan data and more, but we have much more content planned.

The hub is designed to ignite volunteers' passion, build their confidence and help them plan future adventures for our young members!



# Walking and outdoor first aid training

Where: In person, 2 weekends throughout the year

When: TBC

Who: Any interested

We run 4 weekends a year (2 walking and 2 outdoor first aid) in various locations throughout Scotland.

The weekends aim to support volunteers to complete their training in either outdoor first aid (16 hour) or level 2 walking training or assessment.



# Trainers

Where: Across Scotland, online and in person

When: Always on

Who: Any interested

Our 58 trainers deliver various sessions across the country, this includes online sessions for Girlguiding Scotland, both optional and mandatory and in person sessions at county days or sessions for district or divisions. Our trainers are backed by the learning and development team, they support the trainers and those interested in becoming trainers and counties needing support to deliver trainings locally. They are also always looking for new and innovative ways to deliver our training in the future.

They can deliver sessions ranging from safer guiding, first response to promise activities for unit to songs and games and almost anything in between.



# County support team

Where: Various

When: Meets 4 times per year, support at all times

Who: Support to commissioners and other volunteers

The county support team provide support and guidance across a number of topic areas including, financial compliance, safeguarding, county governance, property, and, equity, diversity and inclusion. They also ensure that Girlguiding Scotland is compliant in reporting across various areas to Girlguiding.



# Resources for county executives

Where: Online (Girlguiding Scotland website)

When: Always on

Who: County trustees/members of the county executive

A hub on the Girlguiding Scotland website to support county executives with governance and compliance, property, finance, and staff, and communications. The hub contains guidance, examples, and templates, as well as links to useful content on other websites from external agencies and Girlguiding.

<https://www.girlguidingscotland.org.uk/for-volunteers/resources-county-executives/>



# Awards

Where: The committee meets twice per year

When: Online / face to face

Who: All members

The Girlguiding Scotland awards committee meets twice per year to consider nominations for awards for adult and young members across Scotland.

They can approve awards at Scottish level, and can agree to submit UK level awards to the UK awards committee (who also meet twice per year).

The adult member / volunteer awards they consider nominations for are:

- The Scottish Chief Commissioners award
- The Laurel award (UK)
- The Silver Fish award (UK)

The chair of the committee also considers nominations for the Growing Guiding Award.



Scottish Chief  
Commissioner's award



Silver Fish award



Laurel award

# Support to Scottish-level volunteers

Where: Online, phone, face to face

When: Always on

Who: Scottish trustees, committee members, lead volunteers and other Scottish appointment holders

All Scottish level volunteers receive an induction to their role and ongoing support and communication to enable them to undertake their role.



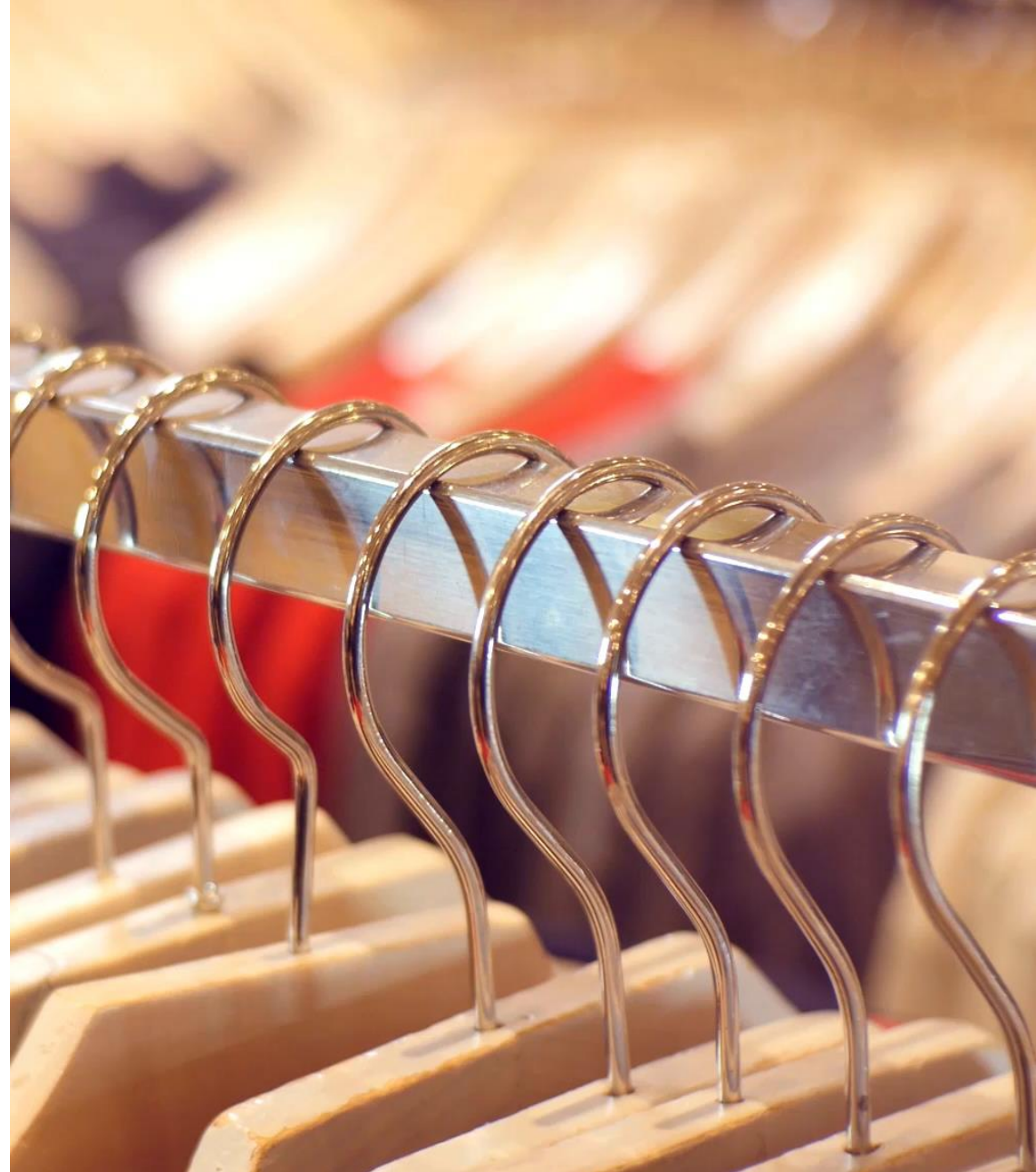
# Retail

Where: Online, Edinburgh store, local depots, events

When: 24/7

Who: All volunteers and parents

Online customers receive very competitive shipping rates. The Edinburgh shop offers the opportunity to local counties to have a shop-takeover day, where they staff the shop, and all walk-in customers receive 10% discount. Local depots receive a broader range of products than available through Trading services.



# Good Guiding Fund

Where: Scotland-wide

When: 2 rounds per year until at least 2027

Who: All members

Exclusively available to Scottish members, the [Good Guiding fund](#), aims to support volunteers to deliver good guiding across Scotland. It was created by combining different funds to offer a simplified route to access funding for essential running costs like rent, uniform, subs and resources. The fund also supports local and international trips, recruitment activities and thanks and recognition for volunteers.

Since 2023, Scottish members have benefitted from grants worth £360,000.

We're grateful to The Gannochy Trust who have awarded Girlguiding Scotland £50,000 per year to support the delivery of The Good Guiding Fund from 2025 to 2027.

"Buying uniform for our unit helpers and new leaders [with this funding] as supported them to become part of the team and has allowed us to include parent helpers at unit meetings more, now that it's clear which adults are "official" volunteers. Building this team has been a vital part of keeping the unit open, without having a regular leader to take charge of the running of the unit."

"This funding allowed us to help support guides and leaders to attend a residential event . Without it one leader would not have been able to attend at all. This was a new leader to guiding who now has gone on to [complete the leadership qualification]. Everyone tried new things during the event particularly caving! The funding allowed the cost of the event to be reduced. For some it was their first residential event as the schools have been not been offering this."



**Good  
Guiding  
Fund**

# Generation CashBack

Where: Areas of deprivation or disadvantage across Scotland

When: April 2023 – March 2026

Who: Guide and Ranger units

Generation CashBack is a project funded by Scottish Government and delivered in partnership with Youth Scotland, Boys Brigade Scotland and Scouts Scotland. It's designed to give disadvantaged young people aged 10+ more opportunities.

As well as bringing huge benefits to Guides and Rangers across Scotland, an important part of the project is increasing the capacity of leaders.

Our development officer, Anna, guides leaders through the process of completing a needs assessment, asking for funding and completing evaluation forms. She also provides wider support with recruitment, budgeting and fundraising; signposts resources; and develops training to help make it easier to run a unit.

"The CashBack support has made such an enormous difference to us – over lockdown the unit had had to pause so I started with nothing – we had 6 pens to our name! Through the CashBack support we've had a sleepover, a two-night trip and we're heading to London in a couple of weeks! We've done so much local stuff as well. ... Without the CashBack money we wouldn't have been able to give them these opportunities and I would have been much more stressed about making Rangers happen."



Development officer, Anna

# Friends of Girlguiding Scotland New Unit Grants

Where: Scotland-wide

When: Always on

Who: New units

Thanks to funding from Friends of Girlguiding Scotland, we are able to offer grants of up to £250 to new or re-opening units across Scotland. The funding can be put toward:

- First aid accessories/ kits
- Equipment to help unit administration
- Promise badges for Leaders and girls
- Programme and support resources including badge books
- Guiding wear for leaders, unit helpers and young leaders
- Training costs to enable leaders to attend 1st Response, A Safe Space or relevant programme trainings
- Age-appropriate set-up equipment such as craft materials, sports equipment and games

Units can [apply](#) within 3 months of opening.



# Supporting volunteers to access external funding

Where: Online

When: Always on

Who: All members

We know that the prospect of applying for funding can be overwhelming for many volunteers. To help make things easier, we've created an external funds hub which contains lots of information about funding options that are compatible with guiding activities. Each quarter we update the hub to make sure the opportunities listed are still up to date. The hub explains what type of activities each fund supports as well as any published deadlines.

We also produce [case studies](#) with successful applicants to help inspire other members to apply for support.



**“The grant made starting in January possible – we were able to pay our subscriptions bill and resource the unit with activities and badges for the girls.”**



**“We’ve already been able to do a lot with this funding. We can keep our costs to the girls low and continue to make sure that we’re accessible to the girls who need Guides the most.”**

# Transformational Leadership Project

Where: Various

When: Fixed term project until March 2026

Who: Support to commissioners, other volunteers who support volunteers and anyone who could take on these roles in the future.

A range of pilot projects including new resources, events and communication campaigns, all with the aim of improving the experience of our commissioners and ensuring that we have a pipeline of people ready to take on commissioner roles in the future.

By March 2026, we'll have identified which of these pilots are most effective in achieving our aims. From this we can then decide which are suitable to be scaled up or rolled out across Girlguiding Scotland.

<https://www.girlguidingscotland.org.uk/for-volunteers/transformational-leadership-project/>



Part of the  
**Transformational  
Leadership Project**



# In the pipeline

Some of the things the operational board are currently scoping:

A **digital thanks and recognition** workstream covering e-cards which members or parents can send to each other/volunteers, a thank you wall, award recognition wall and branded email signatures.

Scaling up how we support local teams with **recruitment and welcome**.

Creating a workplan to encourage more volunteers to achieve their **Going Away With** qualification, ensuring more girls have the opportunity to have residential adventures.

Supporting counties to encourage volunteer to undertake the **leader development programme**.

