

Magazine articles toolkit

This toolkit will give you a starting point and a springboard for writing a magazine article to encourage girl and volunteer recruitment.

Whenever we talk about Girlguiding, we want to show the best of who we are, what we do and what being part of guiding brings. Our key messaging helps us do this when talking about Girlguiding and each of our 4 sections.

This first section covers how to talk about Girlguiding to encourage girl recruitment. Later in the document, you'll find some examples of how to share the excitement of volunteering for Girlguiding to encourage new volunteers. You can use these extracts to build your article and tailor it to the needs in your local area.

Describing Girlguiding as an organisation

We're over 300,000 girls from 4 to 18 who come together to laugh, learn, explore, and have adventures. We're over 70,000 volunteers who make guiding happen by giving our time, talents, enthusiasm, and care for girls.

We're 25,000 local groups having fun and exploring activities week in, week out – from Aberdeen to Arundel and in between.

Describing what Girlguiding does

Medium length

We show girls from 4 to 18 a world of possibilities big and small. One where every girl can laugh and learn and be herself. One where all girls know they can do anything.

Girlguiding is what each girl wants it to be. It might be the thrill of doing something for the first time. Songs around a campfire. The buzz of getting a new badge. Coming home exhausted and full of stories. It's a space where she can be herself, get creative, explore, and most of all have fun.

Longer length

Girls can do anything.

We help every girl discover this for herself, whether she's 4 or 18 or in between. All girls have a home at Girlguiding – whoever they are, and wherever they are. This is a place where she can be herself, get creative, explore, and most of all have fun. Where she'll make special friends and do things she never thought she could.

Girlguiding is what each girl wants it to be. She can choose her own path through our activities and events. It might be giggles in sleeping bags. Songs around a campfire. The buzz of getting a new badge. The sound of thousands of excited girls at their very own music festival. The thrill of doing something for the first time. Coming home exhausted and full of stories.

We help girls think big and be bold. We catch them if they stumble and encourage them to try again. We show them a world of possibilities big and small. We're for girls, with girls, led by girls. We're Girlguiding.

Girl recruitment topics of focus

There are lots of great things about Girlguiding, but we've picked a few of the top talking points that could be great to touch on in your article. Don't try to talk about everything, just pick a topic or 2 to focus on, the ones you think are most important to your unit or local area particularly.

We're just for girls

In our relaxed and encouraging all-girl spaces, every girl can be herself and feel at home. No pressure, no judgement – just fun and learning with other girls, guided by our inspiring volunteers.

We help girls grow

We fire girls' imaginations through challenges and adventures for all personalities and abilities, from 4 to 18 years old. She'll try new things with friends she trusts and volunteers she looks up to. And this will give her courage, connections, confidence, and memories she'll never forget.

We're flexible

No two guiding experiences are the same. She can choose her own way through our programmes, badges and awards. To her regular meetings, she might add weekend adventures or trips to other places. She can join at any age between 4 and 18 – and if she needs to leave for whatever reason, we'll always welcome her back.

We're a close-knit community

Her best friends will be in her local unit, but with Girlguiding groups all over the country, she'll have ready-made friends in just about every town. And she'll instantly be part of our global family – connected to guiding communities in 150 countries around the world.



We're not standing still

We've been by girls' sides for over 100 years. Today, we're squarely focused on what drives, challenges and excites girls here and now. We listen to what girls tell us, and this guides what we offer and what we fight for.

Recruiting volunteers

At Girlguiding, we help all girls know they can do anything. We're able to deliver these adventures and opportunities to girls in [insert local area] due to the dedication and support of our amazing family of volunteers.

However, with more than 15,000 girls waiting to join units across Anglia we need more volunteers to offer their time, skills and support to help grow guiding throughout our region. Join our growing family of volunteers. No matter how much time you have to give, there's an opportunity for someone who's as awesome as you.

Volunteer recruitment topics of focus

Why volunteer?

Volunteering with us isn't just about campfires and helping girls get their next badge – although those are special moments. It's about empowering girls and giving them new experiences. It's helping girls realise their own potential. You can develop your skills, all whilst having the time of your life.

Who can volunteer?

Anyone can volunteer! There's no requirement to have been involved in guiding before, and we've got lots of opportunities for young people and male members too in supporting roles. Becoming a role model doesn't need a full-time commitment – there are all sorts of flexible ways to get involved. Whether you want to help behind the scenes, at special events, or get involved every week, there's loads of ways to inspire girls with Girlguiding.

What roles are there?

You choose the volunteer role that matches your skills and time available. You can be a leader, a helper, a treasurer, fundraiser, administrator, trainer, the list goes on and on...

Pull quotes from volunteers you can use in your article

"I'm inspirational because I try new challenges in guiding and give girls more confidence!" Jasmine, leader and Queen's Guide



"I'm incredible by giving girls fun opportunities." Doreen, county volunteer, Norfolk

"We're awesome because we help girls to thrive and grow, and because we are all part of a huge family." Volunteer, Bedfordshire

Call to action

Every article should end with a call to action, asking them to find out more. Below you'll find a couple of great links to direct them to.

Find out more about volunteering at girlguiding-anglia.org.uk/join-us/volunteers

Find out more about our sections at girlguiding-anglia.org.uk/join-us/young-members

