



Introduction

As part of its Membership Growth Strategy towards Vision 2020, WAGGGS is committed to growing the global Girl Guiding and Girl Scouting Movement from 146 countries to 154 and expanding its reach from 10 million to 12 million girls worldwide.

Through its unique, innovative, Member-driven approach, WAGGGS is the world's largest voluntary organization working to support every girl to be the best she can be. WAGGGS recognizes that its volunteers are the key drivers of the Movement and are essential components of its success. In order to sufficiently support its Member Organizations to engage volunteers to deliver the Vision and Mission, WAGGGS is fully committed to developing volunteer skills, capacity and capabilities.

WAGGGS has designed several knowledge products on thematic priorities within volunteerism such as; recruitment, retention and promotion of the status of volunteers. This collection of Volunteerism Resources comprises of materials, toolkits, research studies and guidelines produced by WAGGGS' expert staff and volunteer teams at world, regional and national level. Contributions from the non-for-profit sector more broadly, as well as governments and external agents have also been collected in this resource kit. Aimed at presenting the most relevant, dynamic and creative solutions to the modern challenges of volunteerism, this collection of materials seeks to address issues of engaging and expanding the pool of volunteers in the ever-changing context of an increasingly time-poor world.

For WAGGGS, one of its most strategic priorities is to improve the image and perception of volunteerism, and to support its Member Organizations to do so at national level. Through enhancing the management of current and new volunteers, alongside advocacy work to promote and elevate the status of the volunteers across all levels of society, WAGGGS believes it can create enabling environments for volunteerism to thrive.

The following catalogue of resources is far from exhaustive; however it can help MOs struggling with challenges regarding volunteerism to take positive steps towards progress. All resources are open-source and are available online for download. Review the brief introductions linking content to Girl Guiding and Girl Scouting and begin exploring new ways to involve volunteers, access creative solutions to key challenges in our current ways of work and observe success stories on attaining success and growth for WAGGGS' most crucial asset: Its committed volunteers.

1. Descriptions and analysis of the status of volunteerism in WAGGGS

- **Pathways to Membership Research (NorthStar Report)**

WAGGGS World together with the NorthStar Consultancy, 2014

Available in English: <https://www.waggs.org/en/resources/northstar-report-2014-membership-pathways-research/>

Useful for understanding first hand experiences and challenges for volunteerism within WAGGGS,.

Summary: Qualitative and quantitative research reveal key challenges for volunteerism amongst parents of our young people, external stakeholders, Member Organizations and volunteers themselves. Evidence from Malaysia, Madagascar, Oman, Poland and St Vincent indicated the following findings from volunteers:

1. **Sociability:** Volunteers value socializing with their colleagues and meeting new friends.
2. **Self-development:** There is vast appreciation for leadership opportunities and challenging positions that WAGGGS offers.
3. **Easier joining:** Both new and more experienced volunteers seeking professional vacancies within Member Organizations require more accessible procedures for joining WAGGGS.
4. **Time utilization:** Volunteers are time-poor and require more structured support from their MOs on time management.
5. **Certification:** In a competitive market volunteers require incentive and recognition of their contributions through accreditation that can supplement their professional careers.

2. Descriptions and analysis of the volunteer environment by external actors

- **State of the World's Volunteerism Report 2015**

United Nations Volunteers 2015

Available in English: <http://www.volunteeractioncounts.org/en/swvr-2015.html>

Useful as a reference when advocating for the importance of volunteerism (especially with girls and young women) with external stakeholders, such as local councils and governments.

Summary: The first global review of the influence of volunteer voices to help improve the way people are governed. The report shows that volunteerism provides a key channel for engaging people to develop their surroundings at local, national and global levels. The report highlights five major policy threads when considering volunteerism:

1. **Volunteerism is enhancing voice and participation; accountability and responsiveness with a range of actors and at all levels.**

Volunteerism provides a real gateway into engaging more voices; supporting civil society initiatives and complementing government efforts to widen participation.

2. **The playing field for volunteerism must be level.**

Volunteerism has its own power dynamics and hierarchies. Volunteer spaces are gendered, with different volunteer groups having differential access to funding and support. Women are featured in a number of ways in the Status of the World's Volunteerism Report 2015 (SWVR2015). As a result of gender politics, women claim their spaces in communities through volunteerism, and yet they find obstacles and have difficulties in gaining access to key spaces. This means that their voices are still not heard. It is through volunteering that marginalized groups can have access to decision-making bodies.

3. **An enabling environment is the *sine qua non* for volunteerism.**

Creating an enabling environment ensures that marginalized groups can be taken on-board in decision making. Technical, legal, political and social contexts must be right to enhance volunteerism. An enabling environment enables more people to access decision making through volunteerism. Vice versa, sufficient volunteer engagement can change the world. Key obstacles for volunteering for many underprivileged members of the community, such as women, are illiteracy and lack of mobile technology.

4. **Collaboration, alliances and multi-stakeholder partnerships are essential for volunteerism to succeed.**

Systematic result in the report: Collaboration between governments and civil society has led to successful adoption of laws and structures. As volunteers use their time, knowledge and expertise to address social, economic and environmental global challenges they can complement, challenge and question the efforts of the government and wider civil society. At global level volunteer groups with common agendas collaborate and express their voice. The future will deepen partnerships between the different group; local grassroots constituents, national policy-making and global forums, are effectively promoting voice and participation, accountability and responsiveness among the diverse global governance actors.

5. **Deepening understanding through research is critical.**

One challenge is defining and describing the immense range and diversity of the types of volunteerism. A second is capturing the size, scope and scale of volunteerism through quantitative measures. A third is capturing the nuances, distinctions and complex contributions through more qualitative case studies. All three challenges would benefit from further interrogation.

- **Key Facts and Statistics about Volunteering in Australia**

Volunteering Australia, 2015

Available in English: <http://www.volunteeringaustralia.org/wp-content/uploads/VA-Key-statistics-about-Australian-volunteering-16-April-20151.pdf>

Useful to inform on what kind of information about volunteerism in a country is relevant – and what the numbers look like in Australia. Are they similar in your country?

Summary: An Australian based report with universal information. It reflects the sentiments expressed in the NorthStar report and the WAGGGS Europe Region Volunteer Toolkit.

3. **Toolkits on how to improve volunteerism in Girl Guiding and Girl Scouting**

- **Facilitating and Improving the Volunteer Environment - 5 Steps for Volunteering in Girl Guiding and Girl Scouting**

Europe Region WAGGGS, 2012

Available in English and French: <https://www.waggs.org/en/resources/facilitating-and-improving-volunteering-environment-toolkit/>

Useful to provoke critical thinking and discussion around volunteerism practices in your MO.

Summary: Provides tools to enable WAGGGS Member Organizations to discuss how volunteers are supported in their organizations. Provides practical tools for developing volunteer policies and practices on different aspects of volunteering including recruitment, quality of volunteering and recognition of the skills and competencies gained through volunteering.

- **Growing Leaders in WAGGGS - Succession Planning Toolkit in a Volunteer-led Organization**

WAGGGS World, 2011

Available in English, French and Spanish: <https://www.waggs.org/en/resources/succession-planning-toolkit/>

Useful source of inspiration for creating a tailor-made succession planning strategy to keep your organization vibrant and relevant to girls and young women, to enable them to respond to change and grow.

- **Toolkit on Recruitment and Retention of Membership**

WAGGGS World together with Europe Region WAGGGS, 2001, c. 60 pages

Available in English: <http://www.euopak-online.net/wp-content/uploads/2012/12/MEMBERSHIPTOOLKITEN.pdf>

Available in French: <http://www.euopak-online.net/wp-content/uploads/2012/12/MEMBRESHIPTOOLKITFR.pdf>

Use for planning growth activities in your MO.

Summary: The toolkit concentrates on good examples of national strategies, local and small-scale projects. There are useful tools for carrying out market analysis of your MO, its surroundings, strengths and weaknesses, applicable both to volunteers and age-groups or age sections (e.g.: such as brownies, rangers).

4. Toolkits and support on advocacy – on volunteerism

- **Strategic Partnerships and how to build successful partnerships**

WAGGGS World, 2010

Available in English, French and Spanish: <https://www.waggs.org/en/resources/strategic-partnerships-toolkit/>

Useful for strengths of working in partnerships with external organizations.

Summary: A toolkit that provides an A to Z on building partnerships. Examples include partnership projects between WAGGGS MOs and external partners such as in Thailand with Thai Health Promotion Foundation, Burundi with UN Volunteers and Australia with Clean Up Australia Ltd).