



WAGGGS COVID-19 ENGAGEMENT REPORT PHASE IV

Over the past two years, the global COVID-19 pandemic has had a significant impact on the Movement. Two years on, we conducted the fourth phase of our engagement report. The report was based on responses we collected from a survey we sent to Member Organisations (MOs) last year. The intention of the report was to review how MOs have adapted to the changes of COVID-19, assess the effectiveness of the support WAGGGS has offered over the past 20 months and to identify MOs areas of need and expectations from WAGGGS. These areas will be captured in the 2023-2025 regional plans. 112 MOs (including 10 component associations) responded to our survey.

Thank you for all those who took part and made their opinions heard. Here's what you had to say.

You felt connected

"Our regional team have kept us connected during the pandemic and given us great opportunities for learning and sharing for the growth of our MO."



"Leaders' training has been difficult, not everything can be done online. This is now having an impact on leaders' readiness to perform their roles".

Adapting was challenging



You asked for support with involving young women in decision making within Member Organisation/Component Associations.

This is a clear outcome of the work achieved under Motion 32 and an area that the Capacity Building team is currently working on.

You shared ideas on how WAGGGS could unite MOs as a global Movement

"Build spaces to connect in an informal way."

"Collaboration on international connections for girls, raising image and visibility together."

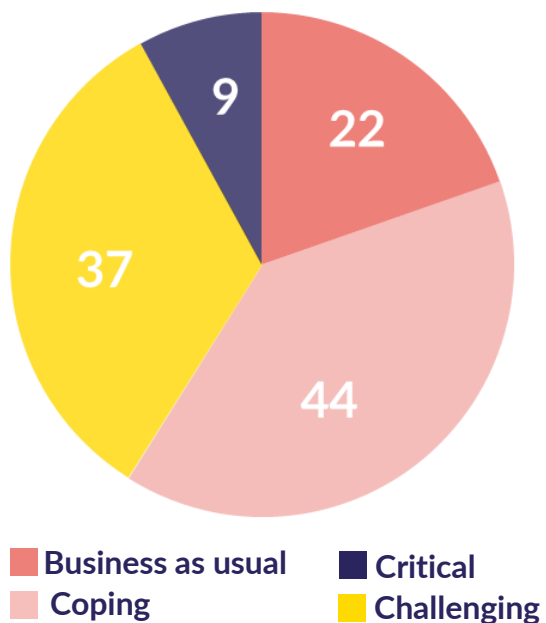




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Member Organisations' Status

We asked Member Organisations how they would describe the status of their MO against our four categories (see graph). **37 MOs described their situation as challenging** and **9 critical**, due to the effects of COVID-19. For many, this situation proved to be a very difficult and challenging time, still, most were able to deliver a mixture of face to face and online activities and some even experienced growth in membership.



*"[We have delivered] national adult trainings virtually but **this has been a challenge** for those in areas with limited or no internet coverage."*



*"We tried to adapt to online activities but **didn't get much attention** from the members as they are doing everything online now as well and it's just **overwhelming.**"*



*"Lock down has made families aware that it is important to do activities outdoors. The wish to do activities with other people seems to be the main reason **our membership has grown** after the pandemic."*





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Challenging Times

You told us your **most challenging areas are:**

FINANCE | 67%

Causes for challenge: Government restrictions meant that MOs were **limited in their sources of income**, unable to rent facilities, receive governmental support and fundraise. A decline in membership also meant that there was a **decrease in the amount of membership fees**.

We: Will continue to deliver **fund development training** and resources, and mentor MOs to apply for grants. We have also committed to providing **better communications** about the use of WAGGGS funds through our **new quarterly financial reports**.

Membership recruitment | 65%

Membership retention | 64%

Causes for challenge: External factors like **job uncertainty**, a need to take on extra work for financial reasons and an increase in family responsibilities amongst volunteers. These **factors impacted volunteer engagement** and the **time that volunteers could commit** to their unit/troops. Government restrictions such as quarantining, self-isolation and social distancing also impacted this area.

We: Delivered **capacity building webinars** in crisis management, adjusting Guiding in the new normal and membership retention and recruitment. We are **working on new initiatives** to support volunteer recruitment and retention at MO level.

What you thought of our webinars & training



"We have been able to use the sharing by various MOs to improve the operations and governance of our Association."

84% of MOs shared they were
"Satisfied or strongly satisfied"
with the quality and content of the regional services and activities delivered over the past 20 months.

"Some of them were useful, others were less useful and less motivating."





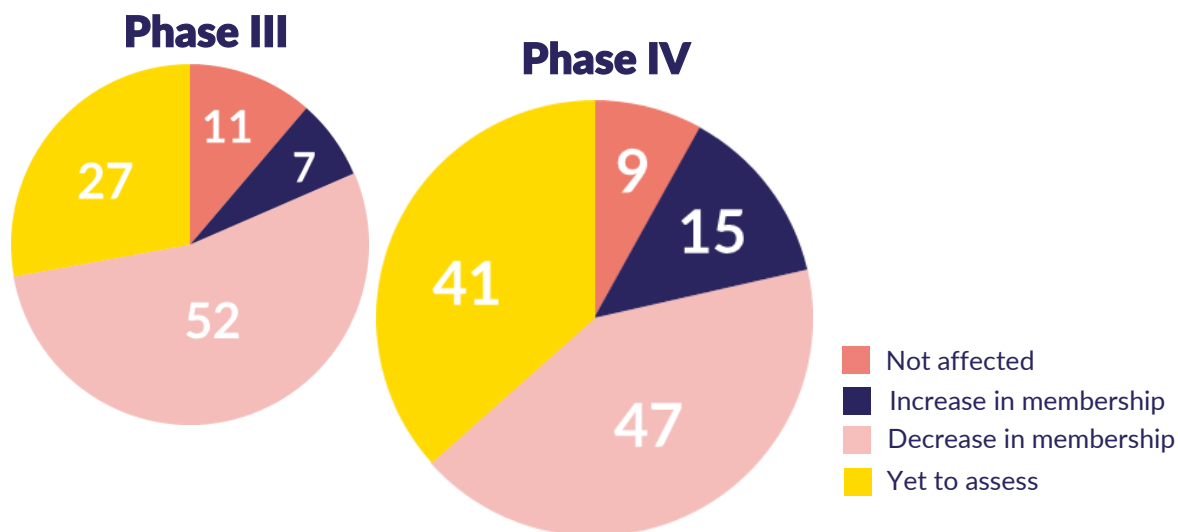
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Membership

Despite *membership* being a challenging area for most MOs, with many facing a decline in membership recruitment and retention. Other MOs experienced **growth and managed to retain their members**.

We asked how the pandemic had impacted membership numbers.

As shown in the graph, **41 MOs still need to assess** this area. Since the last survey (Phase III/March 2021) the number of MOs whose membership numbers have increased has **more than doubled** and **less MOs are experiencing a decrease** in numbers (see graph).



Membership: Positive outcomes

As shown in the graph, the membership numbers of some MOs have not been affected and others have experienced an increase in numbers. These MOs shared the main reasons for achieving retention or growth.

69%



Adapting the membership strategy to fit the current situation.

Using online membership registration system.

38%



63%



Using various communication channels to engage members and non-members.

44%



Providing virtual activities, for members and non-members.



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Room for improvement

You shared with us the areas that you **thought needed improvement**

Technology

*"sometimes with less technology, we are being **left out** (of WAGGGS initiatives)"*



*"**adequate adaptation** of the activities at rural level to improve."*

Regional teams have made efforts to share recordings and session materials with those unable to attend due to internet connection problems. We are considering new ways to address this area and looking at how our programmes can reach girls better no matter where they live or their level of access to the internet.

Communications

Some MOs mentioned they **didn't receive information** about events and other have requested to be informed **as early as possible**.

This area will be improved through the launch of **Campfire**, WAGGGS' new e-learning and community platform. **Campfire** is a digital space where Members can stay up to date with communications from WAGGGS, expand their knowledge through learning courses, connect with other members from around the world and access volunteer opportunities. Our new database has also helped us to ensure our messages have a better reach (and not go into spam).

International Commissioners

*"[the International Commissioner] **do not notify** us of any such events"*



*"**more help** for new ICs...to understand the documents WAGGGS created"*

We have started rolling out regular induction sessions for new ICs and to hold events that also include those with more experience in the role for peer learning. The **IC toolkit** created by Europe Region is being adapted by other regions and will be launching in the next week/months (depending on the region)



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Key Learnings

You shared with us **what you learnt** and your **innovative ideas**.

Online programmes are convenient and comparatively less costly. This can increase engagement, participation, accessibility and efficiency.



Forming committees and having crisis management strategies are necessary.

Developing IT skills that can continuously support the growth and development of programmes is necessary.

Risk management should be applied also at lower levels of the structure and not only for big events.

Reviewing how Guiding operates and is perceived on a national level is important.



Decentralizing structures empowers leaders



We delivered online activities for girls led by the girls themselves; from conceptualization, planning and design to actual delivery.



The raised profile and visibility of MOs at a national level, helps to grow the membership and reach membership target.

We delivered Guiding sessions through National Radio and TV.



The initial investment for online delivery is big, but it is worth it.

