



Your Voice Your World

The road to advocacy can take many routes, but in this journey it follows eight sequential steps that the girls can easily fit into their busy lives—now and anytime they want to advocate. Each step builds on the one before, giving the girls new insights, stronger skills, and greater confidence.

The 8 steps to Advocacy do not have to be accomplished in the exact order given in the Advocacy Central chart on pages 8–9 of the adult guide, though that is likely the smoothest path to success. There are also no limits on the amount of time the girls choose to spend on each step. They can take as much or as little time as needed. What's most important is for the Ambassadors to do what they find intriguing, exciting, and engaging.

First, though, they will decide whether to journey forward on their own or as part of a team. If you are advising Ambassadors who are journeying solo, encourage them to collaborate as much as possible with friends, teachers, mentors, and other community members. Even those journeying with other Ambassadors may want to proceed with minimal adult guidance. Still, be ready to be needed. Even older teens can want, and flourish with, adult coaching and guidance.

No matter how Ambassadors travel through this journey, if they complete the 8 Steps to Advocacy, the prestigious **Girl Scout Advocate Award** is theirs.

The 8 Steps to Advocacy are:

1. Find your cause
2. Tune in
3. Harmonize
4. Identify the Big Ears and set up a meeting
5. Prepare your pitch
6. Make your pitch
7. Close the loop and give thanks
8. Reflect and celebrate

Details of these 8 steps can be found in the girl book pages 16–18.

Here are some ideas for sample sessions for the **Your voice, Your World** journey. They are merely suggestions and are not meant to be the only way to take this journey.

It is extremely important that you let the girls make all of the decisions about how this journey will be earned from planning how to start to making the final plan as to how to receive the **Advocate Award**.

This journey encourages the girls to establish a friends, mentors, teachers, and family network so you as the leader will be able to step back and guide rather than lead.

Page numbers in the headings refer to the page the session starts in the adult guide.

Session 1: **Introduction, Find Your Cause** page 35. Girls begin creating and leading their own advocacy experience as a team. They could:

- Participate in a ceremony they have planned to share hopes and wishes for their community and to choose a person who inspires them to research
- Explore the difference between service and advocacy
- Explore the 8 Steps to Advocacy and what the **Advocate Award** is
- Participate in a group discussion about what they would like to accomplish on this journey and decide how they will take the journey, either alone, in pairs, or as a group

Session 2: **Community Needs and Personal Causes** page 43. Girls use their values and community connections to choose an advocacy issue for their journey. They could:

- Participate in a game of Community Pretzel to learn about community connectedness
- Explore “Advocacy” and how it relates to community
- Participate in a discussion about what “pulls their heartstrings” and start narrowing down their issue
- Practice public speaking by choosing one part of the Girl Scout Law that means the most to them and explain why
- Plan an outing to a location for session 3 that has access to research sources

Session 3: **Tuning in on an Issue** page 49. Girls make a team decision and focus in on one realistic angle of their advocacy issue. They could:

- Read the quote on page 6 of the girl book that refers to the “butterfly effect”
- Participate in a discussion about what it would be like if thousands of Ambassadors decided to make a small change in their community
- Participate in the Butterfly Chain-Tag activity on pages 50 and 51 in the adult guide

- Participate in the “Time Crunch” activity on page 53 in the girl book
- Research the advocacy issue they have chosen
- Using page 52 in the girl book assess their research

Session 4: **Building a Network of Partners** page 57. Girls understand the importance of partners and have a plan to build their network. They could:

- Share their research with the group
- Participate in a brainstorming session to find possible solutions to their issue
- Focus on their advocacy issue to create talking points to advocate to others what the issue is and how it could be solved
- Determine who could serve as partners to help solve their advocacy issue
- Participate in a teambuilding activity to learn how to build their network
- Plan on contacting their potential partners to be ready for session 5 with details

Session 5: **Reporting Back on Partners and Possible VIPs, and Planning the Perfect Pitch** page 65. Girls are ready and confident to present their pitch to VIPs. They could:

- Share their VIP lists with the group and talk about what influence their VIPs have and what they could and will do to assist them to advocate their issue and to help with the solution
- Practice public speaking again and get pointers and tips from their team
- Do step 5 of the Advocacy Central planning guide to create and refine their pitch
- Participate in a role-play where each girl takes a part of the girl and the VIP

Session 6: **Closing the Loop** Page 73. Girls identify the most important actions to keep a “ripple effect” in motion. They could:

- Assess their Pitch and make any changes to it to make it effective
- Make their Pitch and carry out their **Advocacy Project**
- Brainstorm ideas to pass on their advocacy work to the media, younger girls, their community
- Close the loop by brainstorming ways to keep their “butterfly effect” going
- Plan a closing celebration

Session 7: **Reflect, Reward, Celebrate** page 79. Girls

recognize their power to make a difference and inspire others. They could:

- Participate in a reflection session to evaluate their advocacy work
- Unveil their “passing it on” solutions
- Participate in an award ceremony and celebrate their efforts and their hard work

A good **Advocacy Project Plan**:

- Gives the girls the opportunity to expand their network
- Is realistic based on the girls’ time and interest
- Identifies a specific problem and involves the girls in a specific solution
- Uses the Ambassadors’ unique skills and talents
- Helps the girls learn something they can apply to their lives
- Contributes to sustainable impact
- Gives girls an opportunity to advocate, and to educate and inspire

To help customize this journey please visit the GSUSA web site at www.girlscouts.org/journeys where you will find journey maps. Badge Activity Sets and the Girl’s Guide to Girl Scouting are available at your local Girl Scout Shop or to purchase on line at www.girlscoutnocal.org/shop.

