



It's Your World Change It

Ambassadors - Your Voice, Your World

Basic Description

- Asks girls to be an advocate – lifting their voice as a force for positive change in the world
- Describes 8 steps for advocacy
 - Step 1: Find Your Cause
 - Step 2: Tune In - time to research your cause
 - Step 3: Harmonize – identifying and forming partnerships, networking
 - Step 4: Identify the Big Ears – identify the VIPs who can help take action
 - Step 5: Plan the Perfect Pitch – put your advocacy message together as well as information on being an advocate in your own life
 - Step 6: Raise Your Voice, Make Your Pitch – girls present their message to the VIPs, also includes tips on talking
 - Step 7: Close the Loop – assessing your pitch, follow up with VIPs, look at outcomes
 - Step 8: Reflect, Reward, Celebrate – exploring careers in advocacy
- Great snapshots on women advocates throughout book
- Throughout book there are “Take 5” breaks that provide opportunities not related to advocacy – some are fun, one relates to healthy living, one evaluates skills

What do they earn and how do they earn them?

- Advocacy Award
 - Complete the 8 steps of advocacy

Possible Field Trips or Community Partners

- Ideas for advocacy
- Workshops taught by women who advocate for a living
- Kansas & Missouri state legislators and visits to the state capitals
- Shadowing opportunities for girls to work with women advocates
- Sites of government – state capital, Washington D.C., city hall meeting

Additional Programming Ideas for Troop Meetings

- Research more on women advocates listed in the book
- A few more ideas are listed on page 15 of the leader book

Other Thoughts or Helpful Hints

- It is recommended that each girl have a copy of the Journey book
- The Advocacy Award is not described in girls' book – mentioned slightly on page 51 – covered in more detail on page 7 of the adult book
- Includes information on writing press releases – Troops can always practice writing press releases and can even request assistance from the council PR department. For large stories or major city papers/ other major media sources (i.e. radio & television), please turn any press releases or stories in to the council PR department for review. For local neighborhood news/church, bulletins/etc., it is recommended to confer with the PR department but not required.

Interest Project Patches & Other Program Connections

- Leadership IPP
- Global Girl IPP
- Public Relations IPP
- Desktop Publishing IPP
- The Play's the Thing IPP

Please note: Other Interest Projects and Program can fit in as well. This is just a list to get you started.

Note to leaders & mentors: By this time in the Girl Scout experience almost everything should be girl-led. We recognize that girls in high school are very busy and have many activities going on. The girl book states on page 53 that they need to consider their busy schedules when planning their advocacy project. They do not have to spend a huge amount of time on this project. The Leader book also stresses the importance of a meaningful process and not necessarily huge projects (page 7).