

## How to Be a Good Girl Guides Ambassador

---

You never know who you are going to meet. That is why in business they encourage you to have an ‘elevator pitch’ ready, which describes your organization in 1 minute. The same is true with Guiding. Every time you meet someone and they ask about Girl Guides, it is your opportunity to tell them what we are all about. With a ‘Guiding elevator pitch’, it is easy to do.

Think of yourself as an ambassador. What can you say to people to get them excited about Girl Guides? You could tell them about our service projects, shoreline cleanups, the fun you have or the adventures your unit goes on. Or you could tell them about the history behind our famous cookies or how each cookie sale empowers girls and gives them new skills! The choice is yours. Just remember you have a small window to pique their interest. Tell them something



they can relate to. If you are speaking to a parent, it is the perfect time to share how Girl Guides has brought you out of your shell and/or helped you make friends. If you are speaking to someone who enjoys being active, tell them how Guiding has taught you to ‘rough it’ in the wildness.

To get your creative juices flowing, here is an example of a ‘Guiding elevator pitch’.

**Guiding offers girls an opportunity to make new friends, challenge themselves, explore the world and have fun while doing it! We’re so much more than cookies. We encourage girls to contribute to their communities and help them become confident, resourceful and courageous young women.**

Feel free to add some talking points to your elevator pitch as well. Think about the numerous opportunities Guiding offers and speak about those. Here a few to get you started:

Travel	Camp
Friendship	Scholarships
Volunteering	Financial Literacy
Fun	Life Skills
Environmental Awareness	Exposure to STEM



Having a personal story to share is another fantastic way to talk about the benefits of Guiding. You already have so many stories, so tap into them. Think of times that stand out and select one of those. Picking something that really made an impression on you will translate into an enthusiastic story that others can get excited about.