

Ambassador Journey Guide

It's Your World—Change It!

Your Voice, Your World

1. The Purpose of Your Voice, Your World

i How often have you seen something that really needed to be changed and wondered, “Why isn’t someone doing something about that?” This Journey gives you the guidance to be that someone—an advocate with the power to start the first flutter of real and lasting change. While creating your own ‘butterfly effect’, learn skills such as networking, planning, and speaking up for what you believe in.

2. Take Action Project

i To complete *Your Voice, Your World*, finish the Journey and complete a take action project. This is the time where you get to be the change you want in your community!

Examples:

- **Public Policy:** Does your city have any policies that you think need changing? Now is the time to take action! Contact your local representatives, create political groups, and incite the change.
- **Community Development:** Community Cleanups, Historic Preservation, and Homeless Assistance are all areas of impact for your community.
- **Environment and Energy:** Are you an environmental activist? Do you find yourself reading articles about deforestation and pollution, waiting for someone to do something? Now is the time to take action! You can create a state-wide ordinance for forest protection or create a biodegradable educational pamphlet explaining how we can be more environmentally conscious.
- **Education:** As older girls you know that navigating high-school isn’t very easy. Girls can feel confused about the material and nervous about college. Why not create a study group system so everyone can receive the help they need? Or start a college-readiness club at your school to help people find scholarships and navigate the application process.

3. Advocacy Award

i Go beyond your take action project, you have the opportunity to earn the Advocacy award. To achieve this award, complete the eight steps for advocacy by creating a sustainable plan, pitch, and put it into action. Pages 6 to 10 in the Journey manual provide additional details and resources for this award.

8 Steps for Advocacy

1. Find your cause—identify what you are passionate about.
2. Tune in—time to research your cause.
3. Harmonize—identifying and forming partnerships.
4. Identify the Big Ears—identify the VIPs (very influential people) who can help take action
5. Plan the Perfect Pitch—put your advocacy message together as well as message to the VIPs.
6. Raise your Voice, Make Your Pitch—present your message to the VIPs.
7. Close the loop—assess your pitch, follow up with VIPs, and review the outcomes.
8. Celebrate—you have not only created a sustainable and measurable impact plan but have pitched it to VIPs, gained valuable leadership and communication skills, and creating lasting change in your community.

4. Field Trip Ideas

i Take some time to connect with your community to identify its diverse needs.

Examples:

- Find out about Habitat for Humanity.
- Get in touch with local Humane Societies and shelters.
- Local Libraries are a great resource for inspirations and community connections.
- Ronald McDonald House and the Children's Hospital can be a good place to do a deeper dive into healthcare.
- Visit tech schools and colleges for ideas

5. Your Voice, Your World Ending

i Now that you have learned about advocacy and done a take action project that was sustainable and measurable, you have completed *Your Voice, Your World*. Congratulations! Take time to reflect over everything you have learned so far and make sure to share it with your fellow Girl Scouts! If you've completed two Journeys, now is the time to consider looking Gold. Good luck!