



**NORÆC**  
NORWEGIAN AGENCY FOR  
EXCHANGE COOPERATION

# THE YESS ALUMNAE GUILD STRATEGY 2024-2026



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## Strategic Pillars

# List of Acronyms

<b>CSW</b>	Commission on the Status of Women
<b>MO</b>	Member Organization
<b>WAGGGS</b>	World Association of Girl Guides and Girl Scouts
<b>YESS</b>	Youth Exchange South to South



# Foreword



**Robina A. Sentumbwe**  
Global Programmes Manager



**Dear YESS Alumnae and the wider YESS Family,**

It's my greatest pleasure to present to you this Alumnae Guild Strategy 2024 to 2026. From only 11 young women in 2015; to 266 in 2023 and expected to increase to 450 alumnae by 2026, the YESS Alumnae Guild is truly a promising and growing force to reckon with; particularly on speaking about and taking action on issues that are important to girls and young women.

My hope and honest desire is that all the YESS Alumnae have that proud sense of connection to the YESS Girls' Movement; and that they continue to use every opportunity to keep the Girl Guiding & Girl Scouting Fire burning.

This strategy is carefully designed to: foster the sense of 'YESS family' connection among the alumnae; ensure that you are all guaranteed a strong support system in most areas of their lives (including personal development and career) and that you have a sustained passion, enthusiasm and opportunity to give back to the YESS Girls' Movement; and the wider Girl Guiding Movement through an inclusive & flexible engagement plan.

Special acknowledgement and appreciation goes to all the different stakeholders who have given their valuable input to this strategy; and to all those who will put this strategy to life with a renewed focus to keep us going in our journey of a lifetime as a YESS Family and very importantly as international change agents on issues important to girls and young women.



# About The World Association of Girl Guides and Girl Scouts (WAGGGS)

WAGGGS is the largest voluntary Movement dedicated to girls and young women in the world. The Movement represents 8.9 million girls and young women from 152 countries.

For more than 100 years Girl Guiding and Girl Scouting has transformed the lives of girls and young women worldwide, supporting and empowering them to achieve their fullest potential and become responsible citizens of the world.

WAGGGS delivers programmes in five Regions including Africa, Arab, Asia-Pacific, Europe and Western Hemisphere regions. One of WAGGGS Programs is the Youth Exchange South (YESS) Girls' Movement.

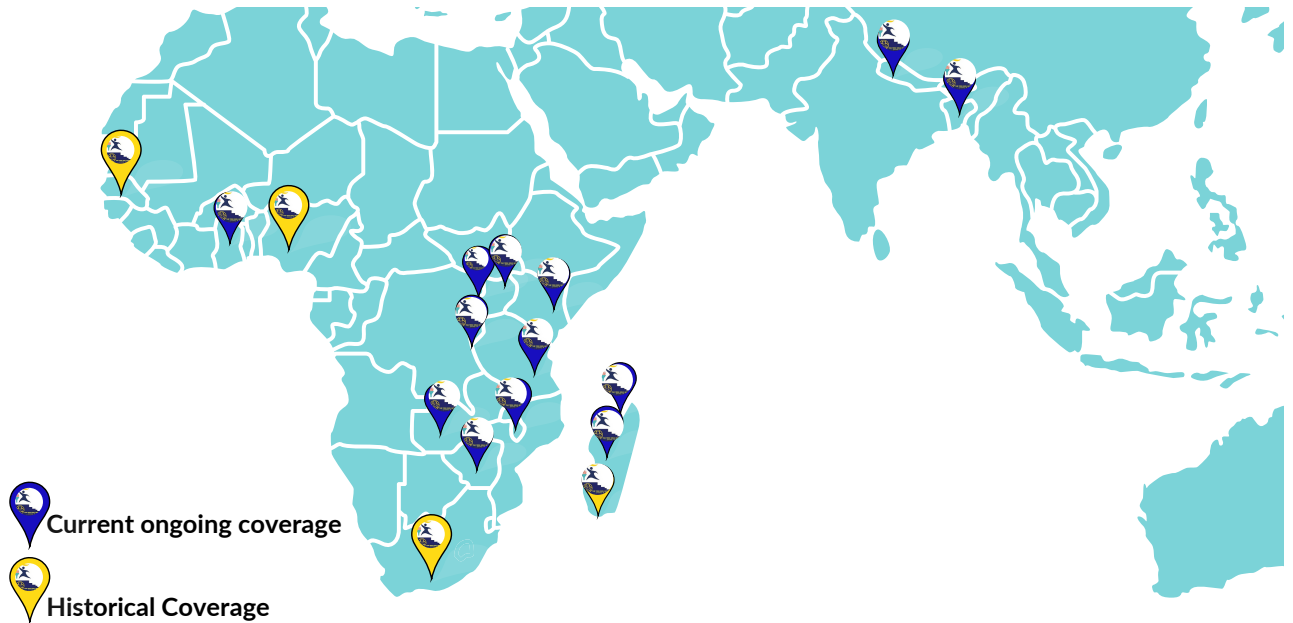


## About the YESS Girls' Movement

Dubbed the journey of a lifetime, the YESS Girls' Movement is WAGGGS' international exchange programme for young women (18-35 years) - undertaken in collaboration with NOREC, a Norwegian Government Agency.'

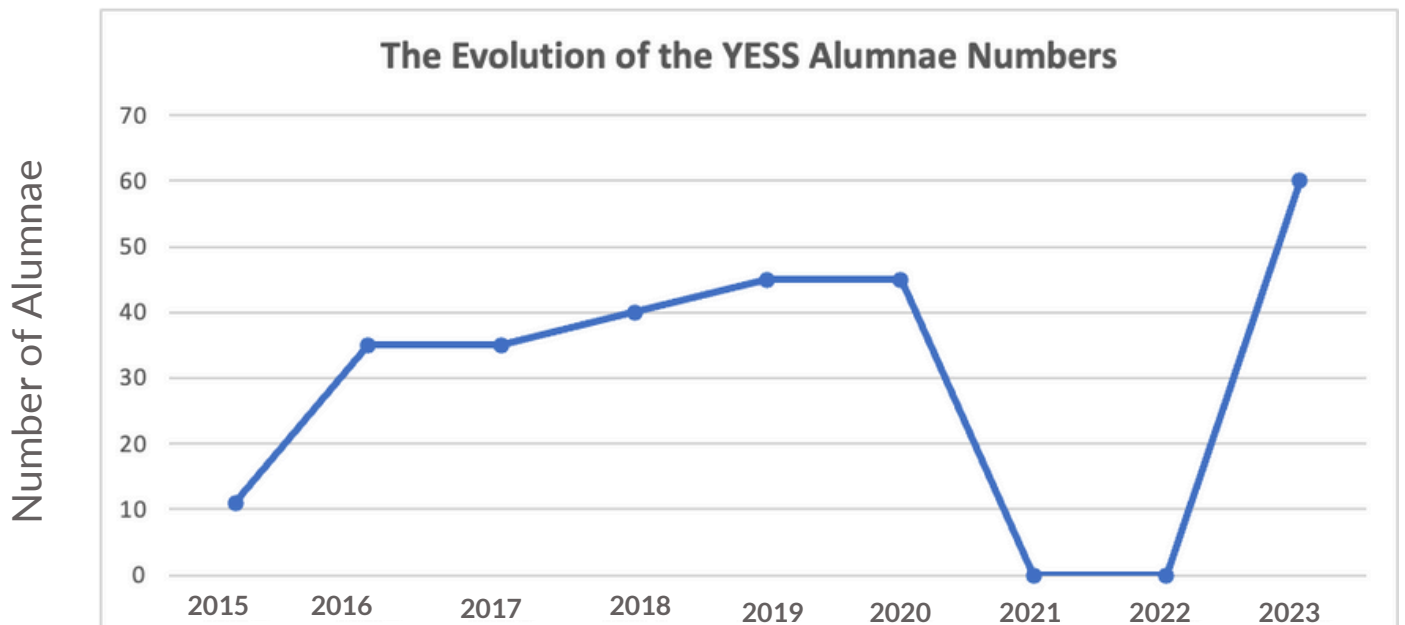
From 2015 to 2023, the programme has given 266 Girl Guides and Girl Scouts from 17 WAGGGS Member Organisations across Africa and the Asia-Pacific regions a once in a lifetime opportunity to live and volunteer in another country for six months to one year. Over 300 other young women serving on the National YESS Task Forces have also had the opportunity to lead, grow and impact through the Programme.

# Program Coverage



## About the YESS Alumnae Guild

From only 11 pioneer participants in 2015, the YESS Girls' Movement has a strong network of 266 YESS Alumnae from 17 WAGGGS Member Organisations in Africa and Asia Pacific; and this number is expected to grow to 450 by 2026. This is a significant pool of potential change agents for the Girl Guiding Movement.



# About the YESS Alumnae Guild



## Overall Strategy Goal



To maintain a strengthened network of YESS Alumnae that are motivated to sustain and support the programme results; and to keep the Girl Guiding fire burning in their home countries; and at regional and global levels

## Objectives of the YESS Alumnae Guild Strategy

To create a platform for YESS Alumnae to connect, stay in touch and maintain a unified front as international change agents especially on issues that are important to girls and young women.

To build a loyal network of supporters for the YESS Girls' Movement; and the Girl Guiding and Girl Scouting Movement at National, Regional and Global Levels.

# STRATEGIC PILLARS

At the core of this strategy is the desire to strengthen the network of YESS Alumnae that are motivated to sustain and support the programme results; and to keep the Girl Guiding fire burning in their home countries and globally. We will do this through the following 4 pillars: -



## STRATEGIC PILLAR #1: COMMUNITY AND CONNECTION

We will create and nurture a sense of community and connection between the YESS Girls' Movement and the alumni with a purpose of fostering a sense of loyalty and commitment, as well as build and maintain relationships with the alumni. This will be done through the following:

### ANNUAL NATIONAL YESS ALUMNAE REUNIONS:

Every year, YESS Alumnae in every YESS Country will reunite, connect, review the previous year and plan for the following year.

### JOINT PARTNERSHIP ALUMNAE ACTIVITIES

Activities across the MOs to have a sense of shared purpose among the alumnae community in different countries

### ROLL OF HONOUR:

We will maintain a Roll of Honour, to keep a record of all YESS Alumnae for reference. This will be updated after every three years

### TRIENNIAL YESS ALUMNAE SUMMITS

Re-uniting the alumnae once every three years to relieve their experiences while in exchange; share their current engagements and re-strategise for the next three years

### YESS CONNECTION MOMENTS:

The YESS Girls will capture any connection and networking opportunities during MO and /or WAGGGS events like trainings, Regional and World Conferences. Whenever the YESS Girls find themselves, whether it is an event; or during travel they will capture connection moments; even if it is just a photo opportunity. We will also maintain our social media connection platforms like WhatsApp; ensuring as much as practically possible

# STRATEGIC PILLARS



## STRATEGIC PILLAR #2: SUPPORT SYSTEM

The YESS Girls' Movement will nurture a strong support system for its Alumnae as follows:-

- **Leadership Catapult:** Through our Leadership Catapult initiative, we will identify, encourage, support and mentor alumnae to offer themselves for leadership and other responsibilities at National, Regional and Global Levels.
- Through our **Opportunities Scavenger** the YESS Girls' Movement will search for and provide information or resources on opportunities for personal development & career growth of the YESS Alumnae.
- **Sisters' Keeper:** As much as practically possible, through our Sister's keeper initiative the YESS Family will offer solidarity to the alumnae in not so good times including but not limited to death of a loved one.
- We will Celebrate and publicise alumni milestones and achievements. This will be done through:-
  - The Star Alumnae Awards: We will develop our Star Alumnae Award program where we will publicly acknowledge and celebrate alumnae achievement.
  - Leadership spotlight where alumnae who have leadership and other responsibilities will be showcased through our different platforms including social media and during events among others.
  - Celebrating career, family, social and other achievements

# STRATEGIC PILLARS



## STRATEGIC PILLAR #3: ENGAGEMENT AND PARTICIPATION

- **On Call volunteer working groups:**

Through on-call volunteer working groups, YESS Alumnae will have the opportunity to support and engage in YESS Girls' Movement Program work at the partnership level, coordinated by WAGGGS.

- **Inclusion and flexibility:**

We recognize that most YESS Alumnae are between 19 and 35 years old; a very active age group of young women mostly preoccupied with building & developing their careers; and others having young families among other responsibilities. We will seek to be flexible in our alumnae engagement approaches mostly depending on their feedback and recommendations on what works for different individuals.

- At MO level, the Alumnae Chairperson will by default be a member of the YESS Country Team as an advisor. In addition, MOs will be encouraged to engage their alumnae in different activities



# STRATEGIC PILLARS



## STRATEGIC PILLAR #3: ENGAGEMENT AND PARTICIPATION

- At MO level, all YESS Alumnae will do at least one **'Back to My Roots' Campaign**, focusing on any one of the YESS Core initiatives. Depending on need, availability of resources and willingness an alumnae can do as many campaigns as possible



- At WAGGGS level, beyond just the YESS Girls' Movement YESS Alumnae will be encouraged and recommended to support and/ participate as World Center Volunteers and Global Advocacy Champions. They will also be encouraged to participate in or support other WAGGGS events like the JLS and Hellen Storrow Seminars; Regional & World Conferences. Other opportunities the alumnae will be supported and encouraged to explore include volunteering on Regional and World Board Committees.



- **Dig them out:** Through the 'Dig them out' Initiative we will ensure to search for inactive alumnae using our different networks, understand their challenges or reasons for inactivity and support them to get active. To address the evolving needs of alumni, an effective retention strategy may include targeted outreach efforts, such as alumni surveys or focus groups, to gather feedback and insights into what they value most from being a part of the YESS Alumnae guild.

# STRATEGIC PILLARS



## STRATEGIC PILLAR #4: DUAL BRAND VISIBILITY

Through the YESS Alumnae Guild we will prioritize the YESS brand visibility. We will use a dual brand visibility approach, ensuring to balance between both the program brand image and content as follows:-



- Our brand image tools will mostly be our logo, scarf, T-shirt and branded merchandise and event materials.
- For our content, we will step into the spotlight through social media, website, campfire and other channels. We will focus on attracting the attention of stakeholders and potential partners particularly to the Programme impact and achievements; and calling them to action
- Key to our brand content will be the determination of our targeted personas, and then tailor making the content for the different personas

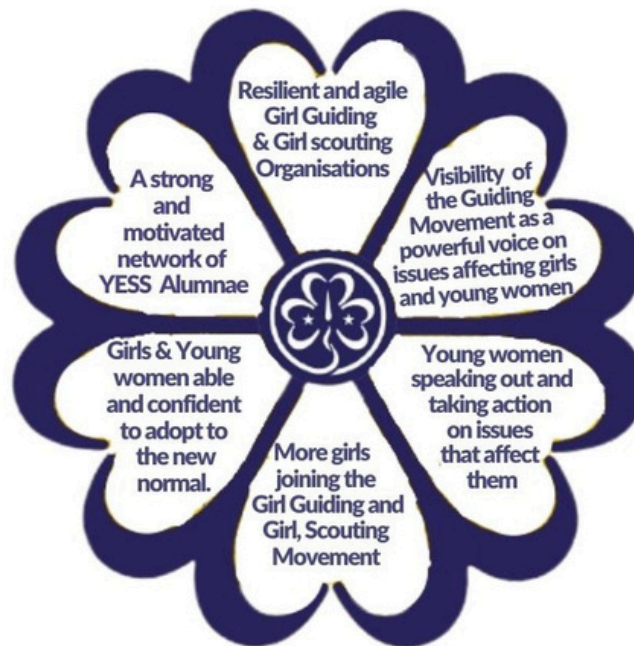
# ABOUT THE YESS GIRLS' MOVEMENT



Dubbed the journey of a lifetime, the YESS Girls' Movement is **WAGGGS' International exchange program** for young women (18 to 35 years) - undertaken in collaboration with NOREC, a Norwegian government agency.

## Our program focus for 2022 to 2026

Program Mission: To create an empowering environment where young women confidently lead, raise their voices and make a difference on issues important to them at local, national, regional and global levels.



- ✉ [Yessgirlsmovement.waggs.org](mailto:Yessgirlsmovement.waggs.org)
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A YESS Girls' Movement Publication

The YESS Girls' Movement is a WAGGGS programme

 <https://www.waggs.org/en/what-we-do/yess-girls-movement/>

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