

Activity: Advocates Online

Suggested Levels: B J C S A

Objective: Create your own website.

Leader Prep: Investigate website hosting and design platforms like Wix, Squarespace, Wordpress, and others to present to girls.

Supplies:

- Internet connectivity
- Computer, tablet or smart phone

Ways to Include Supporters:

- Ask a web design expert to help you design a website
 - Ask supporters to contribute to the cost of a domain name or email account
 - Ask a media specialist to create content for your website
1. Being online is a great way to build support for your movement, share all the content you've created (videos, flyers, statistics, hashtags), host a kickstarter or fundraiser, and generally help supporters and policymakers feel included in your process.
 2. Get online and check out girlscouts.org. This is the national Girl Scouts website. If a young girl buys a box of Girl Scout cookies, for instance, and wonders if she can join our organization, she can find GirlScouts.org and it will help her connect with her local Girl Scout Council. Try clicking the "About Girl Scouts" link at the top of the page. On this page, you'll find information about who Girl Scouts are, what the organization's purpose is, and how you can get involved. These are all features you may like to have on your website too.
 3. If you support other nonprofit or advocacy organizations, visit their websites too. What do you notice when you first open the website? Are there large photos or colorful words? Do you see statistics or positive messages? Click through the pages on the website to see how you can learn more about the cause, help out, and contribute to the organization.
 4. Now that you've done some research into what a website might look like, you'll want to find out how and where you can host your own website. Investigate companies that sell domain names (the name of your website), help you design your website with templates, and are easy to maintain through an app or a web browser.
 5. Lastly, create a plan of what you'd like to feature on your website. If you're planning an event, you'll want a place to include that on your website. If you created a movie or a flyer, put that on your website too. Need specialized help from supporters? Put those "job descriptions" online too.
 6. Leaders – if you have Senior Girl Scouts, build the Senior Website Designer badge into this activity.



Brownie Computer Expert Badge
Junior Entertainment Technology Badge
Cadette Netiquette Badge
Senior Website Designer Badge