About

This Girl Can celebrates active women who are doing their thing no matter how they do it, how they look or even how sweaty they get. Launched in 2015, the campaign has successfully persuaded nearly three million women to get more active – and the campaign continues.

In October 2018 This Girl Can launched a new phase of its award-winning campaign that’s working to drive down the gender gap in sport. #FitGotReal aims to build on the campaign’s achievements so far, as well as specifically reaching out to women of backgrounds and ethnicities who feel left behind by traditional exercise.
What are This Girl Can Ambassadors?

Individuals willing to help Get Berkshire Active and partners amplify (shout about) and activate (make things happen) the campaign locally.
Who are This Girl Can Ambassadors?

Local women considered ‘like me’ from a variety of backgrounds.

We invite women of all shapes, sizes, ages and abilities to apply and you don’t need to be sporty or regularly active to get involved.

These individuals might get in touch with Get Berkshire Active through a variety of channels and programmes.
This Girl Can Ambassadors - Recruitment

- Local college
- Social Media
- Direct Email
- Local group or club
- Project 500
- Satellite Club
- Ever Active
- Local Workplace
What does a This Girl Can Ambassador do?

This Girl Can ambassadors can be involved in our work (or that of our partners) in a variety of ways.

Any involvement should either help amplify or activate the campaign.

Ambassadors are expected to make a pledge* and are required to sign a code of conduct.

*A commitment detailing how they will amplify or activate the campaign locally
Amplifying and Activating the campaign

Activities within the workplace

Encouraging friends and family

Delivering or supporting a female only Satellite Club

Social Media posts

Blogging or vlogging

Deliver a festival at school/college/uni

News article

Delivering or supporting a female only Ever Active session
What will they get out of being a This Girl Can Ambassador?

Experience being involved in a national and local campaign or project.

Insight and knowledge regarding barriers currently preventing women and girls from being more active.

Access to training via our Project 500 programme which seeks to increase the number of female coaches/instructors/leaders.
Next Steps

For more information contact:

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