

Girls' Rights Collective UK creates **online community** to advance and amplify girls' rights initiatives

Key stats

36%

Engagement rate

82%

Activation rate

64

Events organized in 2023



Organization overview

 200 Employees

 Industry: Non profit

 Headquarters: London

Meet the customer

Girls Rights Collective UK is part of Plan International UK, a global children's charity striving for an equal world. It is dedicated to promoting and advancing girls' rights across the UK.

The challenge

In the UK, countless dedicated professionals are championing girls' rights and making remarkable contributions to advancing gender equity. However, their efforts often exist in isolation. Recognizing an opportunity to drive

progress through connection and collaboration, the Girls' Rights Collective UK sought a way to unite these professionals on one centralized online platform.

The solution

With Hivebrite, Girls Rights Collective UK has built a centralized network to unite professionals in the girls sector nationally.

Members can connect with peers, collaborate, and share best practices to advance and amplify the impact of initiatives relating to girls' rights.

The girls' sector is diverse, comprising numerous sub-categories. The community offers 21 specialized sub-groups covering topics such as mental and physical health, education, and political engagement to offer members more targeted resources, exchanges, and support.

Using Hivebrite's Group feature, each group can operate independently within the centralized global community. Group leaders can post news, organize events, share resources, and create forum discussions specific to their group. Events and content from the different groups can also be shared in the broader community to boost reach and engagement.

The Collective hosts monthly virtual networking sessions, quarterly in-person events, and regular training sessions and member-led workshops to build capacity in the girls' sector. Event management is drastically simplified with Hivebrite's event module and training resources are available through the community's media center.

The outcome

"Hivebrite's platform is incredibly user-friendly. I particularly appreciate the tiered membership payment options, meaning we can add features as our community evolves. The onboarding support from the team behind the platform has been invaluable – everything from tech and IT, to engagement strategies and behavioral psychology. Their support and expertise has been instrumental in supporting me to cultivate a community that people want to be part of."

Katy Massey,

Partnerships Officer and Community Manager, Plan International UK

As of January 2024, the community counts 351 members with an impressive **36% engagement rate** and **82% activation rate**.

Throughout 2023, the community averaged 651 visits per month and organized 64 events underscoring the value it brings to members.

