

GIRLY RAMBLE

Empowering You To Lead

Your official guide to being a Lead Walker and Brand Ambassador.

agenda



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The Core Mission

More Than Just A Guide. You Are Our Voice.



While your first priority is the physical safety and emotional well-being of the women on our trails, your role goes far beyond navigation. You are the loudest voice and greatest champion of the Girly Ramble sisterhood.

As a Chapter Ambassador, you are an active driver of our growth. This means championing our mission within your networks to help our followership thrive, and enthusiastically taking on media roles assigned by HQ.

YOUR ELEVATOR PITCH:
When speaking to the media or curious locals, use this:

“We are Girly Ramble—a community dedicated to creating safe, inclusive outdoor spaces for Black women to lower stress and build genuine sisterhood. We are actively growing, and you can join the movement at girlyramble.com”.

01

Our Values

At its heart, Girly Ramble is driven by unapologetic sisterhood and radical inclusivity, ensuring the healing power of nature is accessible to Black women of all ages, bodies, and fitness levels. We prioritize mental wellness over physical performance, creating zero-judgment spaces where the focus is on lowering stress and finding peace rather than hitting grueling fitness targets. By guaranteeing that no woman is ever left behind, we replace the intimidation of the outdoors with genuine connection, safety, and joy.

Our Vision

Our vision is to break down the historical and social barriers that keep Black women from experiencing the healing power of the great outdoors. By creating safe, joyful, and guided nature experiences, we aim to build a nationwide movement where walking in nature becomes a foundational pillar of self-care and community for Black women.



1.5

your role on the trail

VOLUNTEER AMBASSADORS

EMPLOYED CHAPTER LEADS

Flexibility Choose the walks you want to lead. No mandatory minimum hours.	Commitment: You are contracted to lead specific walks and handle pre/post-walk administration at your agreed rate.
No Out-of-Pocket Costs Pre-approved travel and post-walk meals are fully covered by Girly Ramble.	Ambassador Duties Your paid hours include capturing social media content, managing Chapter WhatsApp groups, and acting as the official media representative.
Sisterhood Perks To say thank you, you receive free access to Self-Care events, early merch access, and an exclusive Ambassador uniform.	Uniform & Gear You will be provided with full official Girly Ramble outdoor wear which must be worn during all working hours.



02

Capturing The Vibe

THE GOLDEN RULE OF CONSENT

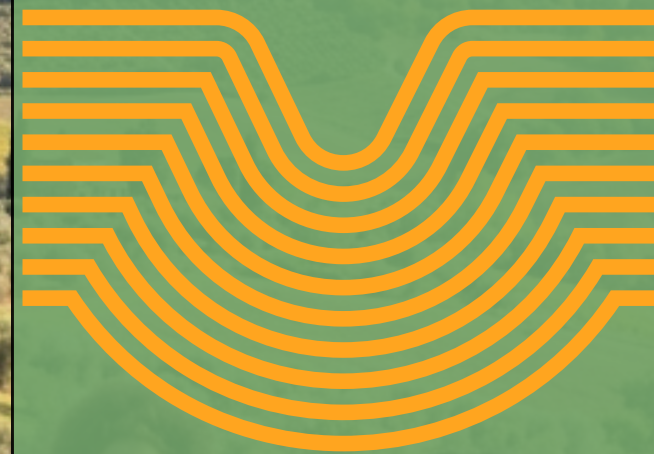
Always check your Live Admin Manifest before the walk. Anyone with a red 📷 NO MEDIA flag next to their name must be kept out of all photos, videos, and press shots.

03



BE CAMERA READY

Always wear your official Girly Ramble uniform/merch when leading walks or speaking to the press.



THE "MUST-HAVE" SHOTS

Try to capture a wide landscape shot, one group selfie at the halfway point, and a 10-second candid video of the ladies chatting.



STAY ON MESSAGE

When interviewed, always pivot back to our core values: Sisterhood, mental wellness, and breaking down barriers to the outdoors.

Health & Safety Protocol

No matter your role, safety is non-negotiable. You are responsible for the well-being of the group from the meeting point to the journey home.

THE DIGITAL REGISTER

You must verify all attendees via the Admin Hub QR Scanner prior to departure. Do not leave the meeting point until everyone is accounted for.

EMERGENCY PROTOCOL

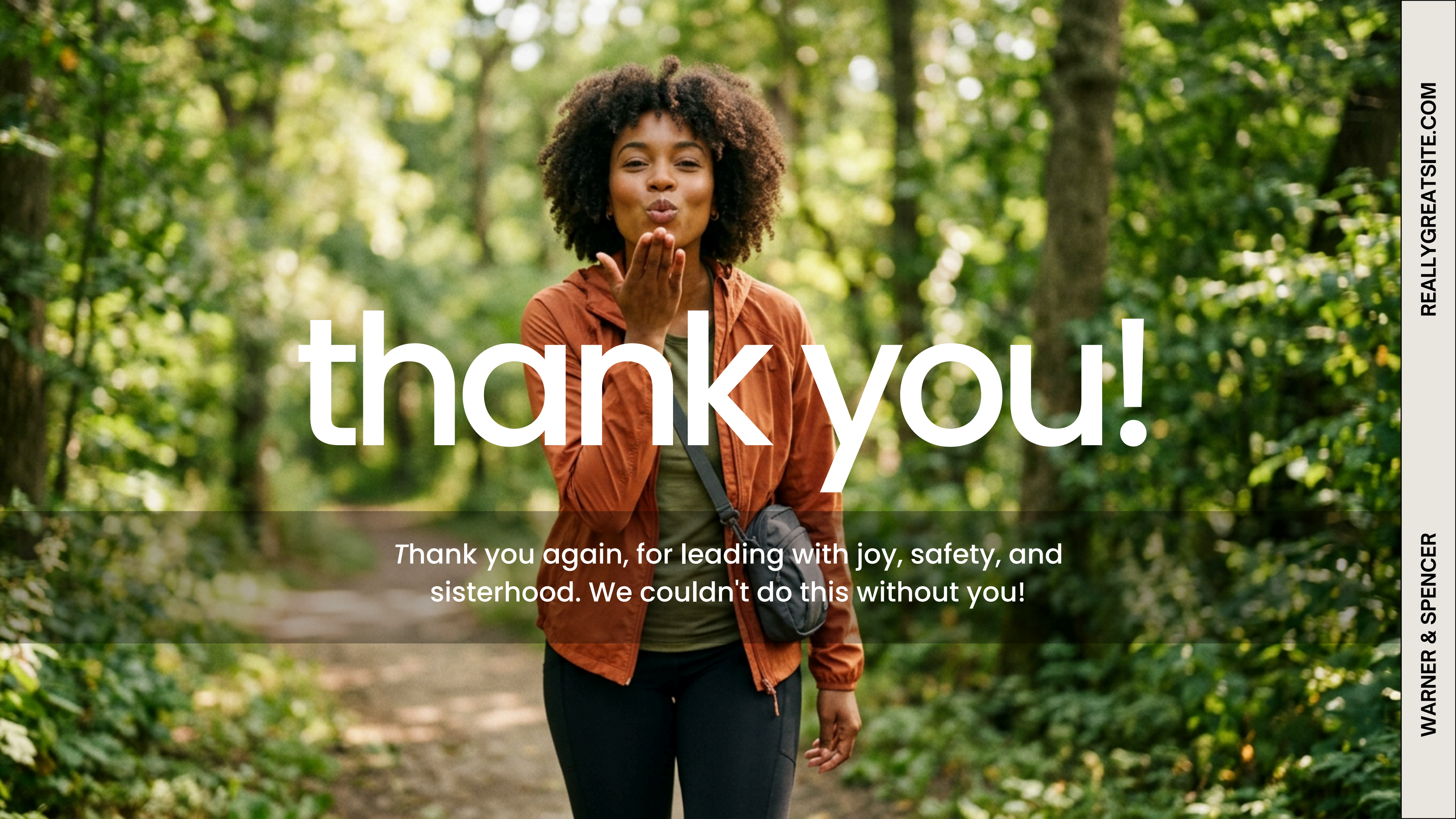
In the rare event of a medical emergency, halt the group immediately. Secure the area, and refer straight to the step-by-step Emergency Protocol located in your On-The-Trail Guide.



04

CODE OF CONDUCT

Familiarize yourself with all yellow ⚠ MEDICAL flags on your manifest. If a walker has a listed condition (like asthma or severe allergies), check in with them privately before the walk begins to ensure they have their medication.

A woman with curly hair, wearing an orange jacket and a green shirt, is standing in a forest. She is blowing a kiss towards the camera. The background is a lush green forest with sunlight filtering through the trees.

thank you!

Thank you again, for leading with joy, safety, and sisterhood. We couldn't do this without you!

contact us



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