



PR and marketing

Shouting out about Girlguiding is the best way to ensure that we have enough volunteers to enable all girls to move to the next section and to stop units from closing. There are plenty of ways to spread the word in your area from using the national recruitment campaign posters to sharing social media content. Use these ideas to help boost volunteer numbers so that more girls can stay in guiding.

3

Key Search Terms:

- Making Guiding Happen
- Marketing • Growth
- Recruitment

Information online: *Recruitment Campaign Guide; Our Plan for membership growth and retention.*

www.girlguiding-midlands.org.uk

PR and marketing

Talk about Girlguiding

The best people to encourage volunteers into Girlguiding are those already involved. Encourage leaders to share their passion and enthusiasm for the organisation with those around them. You never know who you might inspire to join.

Find leaders in your district who are confident in talking about the organisation and who seem to enthuse and inspire those around them easily. How do they do it? What do they say? Ask if they'll run a short session at a district meeting to support and encourage other leaders to follow suit.

Remind leaders that sharing their stories and enthusiasm in daily life can bring rewards too.

3



PR and marketing

Social Media

Social media has two functions :-

For private communication:

- For members to chat, share, encourage, and enthuse.
- For unit leaders to share information with parents quickly and effectively.

For sharing a positive image with the general public:

- To provide a means to promote the exciting opportunities available as a Girlguiding member.
- To generate interest and involvement in the wider public.

If you use social media in your guiding activities, make sure you follow Girlguiding's guidelines available online for setting up and using social media, setting up groups on Facebook and staying safe online.

3



PR and marketing

Marketing and recruitment resources

Marketing guidelines and campaign materials such as postcards, posters and flyers are available from Girlguiding. They can be ordered free from the official Girlguiding online shop or alternatively, contact your local volunteer shop.

You can download images in the Online Print Centre and create local campaigns.

You may be able to borrow Girlguiding banners and other recruitment resources from your division or county to make a big statement at an event.

Look online for help with recruitment, for example the downloadable Recruitment Campaign Guide which tells you all you need to know to plan and run a successful campaign.

The resource Our Plan for membership growth and retention is also downloadable from the Girlguiding website and helps you to identify the current situation within your area, where it wants to be and how to get there.

3



PR and marketing

Recruitment activity

Regular emails from Girlguiding, your region, county and division will give you the most up-to-date information about forthcoming events and campaigns. Have a read to see what's going on that might benefit your local area.

Talk within your district and decide on an organised approach to displaying posters and flyers to best effect. For example, you could leave old guiding magazines in the GP surgery or dentist waiting room.

Look at upcoming local and community events and see whether any offer opportunities for advertising and recruitment. Perhaps events taking place in an area where volunteers are most needed, or events happening on days of the week when units need volunteers. Is WiFi access available so that you can encourage people to sign up on the spot?

Units don't always need extra leaders, they often need help with particular tasks. Before any campaign, plan so that you're clear about what you need help with and then you'll be ready to offer opportunities for those who would like to help but don't want to be unit leaders (see Recruitment Campaign Guide).

3



PR and marketing

Invite a parent week

Quite often parents are unaware of all the fun their daughters have at their units, and they are also a group of people who are likely to offer help and become a volunteer with the organisation.

As a district or division, why not try bring a parent week? Agree a week that suits your area and then ask each unit to invite parents along to their normal unit meeting to take part in the activities with their daughters.

During the evening, the commissioner or one of the leaders tells the visitors about guiding in their area (how many units there are, how many girls benefit each week from the opportunities that guiding offers, and so on) and it's an opportunity to ask if anyone wants to help!

Make clear that it can be flexible, helping at a unit once a term or becoming a unit treasurer.

For unit leaders there's no extra time commitment, they just need to plan an activity that is fun for girls and parents, like a team quiz. Parents will see the fun their daughters have and learn a bit more about what happens in the unit and how they could help.

3

Try this in
your area!