

## Top Tips

Think 'TREFOIL' - Some useful tips to remember when recruiting new leaders and young people

T - training	Think about the training on offer to all leaders - existing and new. Is it accessible? Is it timely? Is it good quality? Do they come away feeling they have learnt something new/useful?
R - resources	When recruiting leaders and young people have up-to-date resources, good quality pictures and information on display boards. Use the Online Print Centre to create local logos. Access promotional material from CHQ/region.
E - enthusiasm	'Enthusiasm breeds enthusiasm' Think about who promotes guiding in your area, when doing an event choose people you know will spread the 'right' message. Hold a 'coaching' evening prior to the event to top up knowledge on Key Messages, what we should/shouldn't say when speaking to the public. Work with your local PRA. Use the Key Message cards.
F - flexibility	Offer flexible opportunities - if someone wants to help for a few hours every other week don't dismiss them. They may well end up enjoying it so much they make arrangements to come every week, or their life may change so that they can come more often. Be able to offer training flexibly - if you have an influx of numbers of new volunteers offer something sooner than may be timetabled.
O - open	Think about different communities in your counties, are you open to including them in guiding. Are the opportunities you are offering suitable? For Young People and adults alike.
I - integration	Ensure that new leaders are encouraged to come along to local events/training. It might mean a local commissioner taking them along the first time to introduce them.
L - leadership	Having good mentors ready and available for new leaders, they don't have to have been in guiding for a long time. Consider a drive to recruit new mentors if your areas is low on numbers.

### **Tips for finding meeting/training places**

Try the following places for free/low cost meeting places or training venues

- Community Fire Stations
- Supermarkets
- Local Libraries often have a meeting space at low cost for community groups
  - many may have late night opening one day a week
- Local Coffee Shops may support a one-off event - just ask!
- Local Volunteer Centres/Community Voluntary Action Centres may have meeting space
- Approach local businesses to use their meeting facilities

### **Tips for finding funding for training/uniforms/events**

- Search for Grants available in your local area using Grant Finder  
<http://www.grantfinder.co.uk/>
- Asda - Guiding groups can be nominated to take part in 'Community Life' Green Coin Initiative see your local Asda homepage  
<http://storelocator.asda.com/#!/>
- Local Community Funds/Initiatives (sometimes managed by local councils)
- Big Lottery Fund Awards for All  
<http://www.biglotteryfund.org.uk/funding/Awards-For-All>
- Wilkinson 'Helping Hands' Scheme  
<http://corporate.wilkinsonplus.com/story.asp?id=19>

### **Resources for recruitment events**

- Find out what County/Region resources are available to borrow
- Use the on-line print centre to make area specific recruitment materials  
<https://www.girlguidingprintcentre.co.uk/UserContentStart.aspx>
- Use freebies to draw people to the stand - a big tin of chocolates or sweets, balloons, pens. Invest in some branded resources, some items are relatively cheap to get i.e. pens, bugs etc. <http://www.4imprint.com/>
- Follow Girlguiding guidelines when you develop displays  
[https://www.girlguiding.org.uk/members\\_area\\_go/resource\\_library/pr\\_and\\_resources/pr\\_and\\_marketing\\_guidelines/displays.aspx](https://www.girlguiding.org.uk/members_area_go/resource_library/pr_and_resources/pr_and_marketing_guidelines/displays.aspx)
- Target your stand at who you are looking to engage with - if you are specifically recruiting adults don't offer an activity for children. You could find yourself overrun with children and their parents which might put an adult on their own off