

A few ideas for raising the profile of Girlguiding locally and finding new members without having to try too hard!

1. Hold a Bring a Friend Evening with both the girls and the leaders taking along a friend.
2. Use your Girlguiding Lincolnshire South County shopping bag every day.
3. Hold regular Bring a Parent Evenings.
4. Give parents two Girlguiding UK leaflets and ask them to pass one on to a friend who they think would make a good leader or supporter and keep one for themselves.
5. Give a short report about your unit's activities at the Parish/Town Annual Meeting.
6. Re-design your unit notice board. Make it bright and colourful with lots of information about the Centenary events. Change the information frequently so that people will look at it often.
7. Book one of the four sets of County Marketing Boxes and the new Centenary Duck Game box to use at promotional events.
8. Be seen with the girls having fun and enjoying the out of doors.
9. Put up a selection of Girlguiding UK posters in the local area and change them several times a year. There is no need to design your own as they are free to order from Trading Services in the quantities you need.
10. Give only Girlguiding UK gifts as thank you presents and prizes.
11. Ask permission to leave guiding leaflets and postcards in public places, such as libraries, sports centres, surgeries, schools, council offices, volunteer bureaus, hotels, restaurants, Tourist Information Centres, Sure Start centres, supermarkets, local colleges, shops, your unit meeting place, places of worship, bus stations, public houses, museums - and loads more!
12. Hold a tombola with lots of Girlguiding UK gifts as the main prizes.
13. Take part in all local community events, such as carnivals and galas, fundraising events and community improvement projects.
14. Talk positively about Girlguiding when out in public, you never know who could be eavesdropping and who may become a leader as a result of overhearing your enthusiasm!
15. Hold a Division/District Open Week, with selected units open to visitors on each night of the week. Work together to provide a programme of activities that is representative of modern guiding.
16. Respond to all invitations for the unit to participate in community events, even if the unit is unable to do so. A lack of response creates a negative and poor image of guiding.
17. Send reports about local activities to the local newspaper or community magazine and newsletter. Contact your local PRA or County Marketing Team for advice on how to present a positive image of modern guiding.

18. Use the Girlguiding heading and logo on all correspondence with parents and other agencies. The correct font to use is Trebuchet.
19. Create an interesting display about Girlguiding's Centenary somewhere in your community.
20. Send out regular newsletters to parents about the unit's activities. Include quotes from the girls and leaders.
21. Appoint a local Ambassador for Girlguiding or reacquaint yourselves with any lapsed Ambassadors. (Find out why they were allowed to lapse in the first place.)
22. Ask parents and friends to share a skill such as craft and physical activities with the Unit - don't be seen to be too inclusive and capable.
23. Regularly update parents of girls on waiting to join lists as to their progress on the lists and organise evenings for them to visit to keep both girls and parents interested.
24. Talk about your involvement in Girlguiding at every opportunity - if you don't already!
25. Organise a local guiding fun day/morning/afternoon/evening during the school holidays and invite local councillors, teachers and youth workers to visit.
26. Use Girlguiding items in your everyday life i.e. key ring, coffee mug, car sticker, notecards, bag charms, croc buttons, etc.
27. Look at your waiting to join lists and decide if there is likely to be a bottleneck at some point. Work together to plan a strategy for dealing with this.
28. Involve the girls themselves in the search for new leaders.
29. Start making plans **now** to open a new unit ready to accommodate all the girls hoping to join us because of the Centenary year! (The Scout Association's numbers have increased four years running as a result of their Centenary celebrations.)
30. Set aside some time to have a really good look at the Growing Guiding section in the Member's Area on Girlguiding UK's website. If you need advice on how to recruit new helpers, retention of leaders, starting a new unit, templates, logos, press releases, dealing with the media, etc, then you will find it in this section along with ideas on how to run a flexible rota of leaders, multi section meetings, and....well, just go and have a look for yourselves and see!

Discuss all your Growing Guiding needs and plans with your Commissioner and PRA before you put any of the **odd** numbers into operation. Your Commissioner may be aware of other units with similar needs and a team working together over a wider area to plan an event/activity means less work for busy Leaders and helpers and more time for everyone to enjoy the Centenary and beyond!