

# Growth & Retention for Units



# What we will cover today

HQ Recruitment

**Growing Membership** 

County Recruitment

Retention

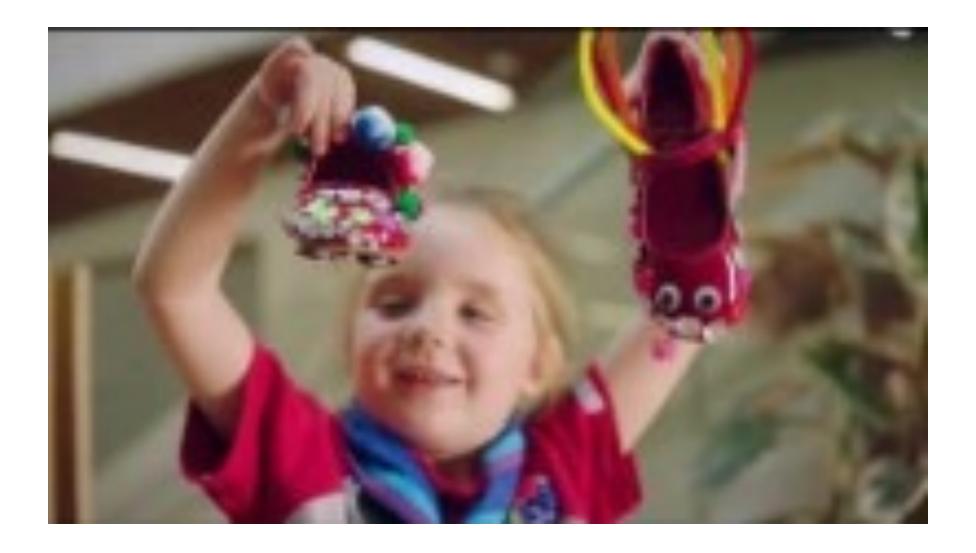
Marketing Toolkit

Sharing Ideas

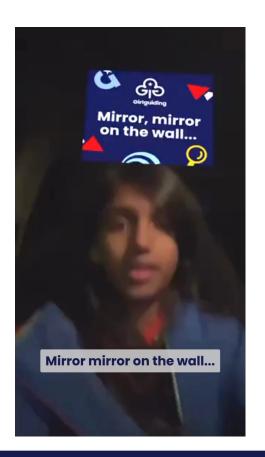
HQ



# **Girlguiding Recruitment Campaigns**



# **Girlguiding Recruitment**



Iouisepentland \* Follow agirlwithjesus . Original audio louisepentland 26w Super honest moment- when I used to think of Girl Guiding I thought it was learning to tie knots (I don't know why (8) or slightly naff church halls with craft activities. Darcy tried Brownies back in 2018 and didn't feel much connection with it so I assumed it wasn't for us. UNTIL PEARLIE! Well actually, until I fell off an electric scooter outside a pub Christmas 2020 and met a woman who a long way down the line encouraged me to try Pearl with Rainbows (the scooter night is a story for another time (a) and fast forward- SHE LOVES IT! Huge thank you to that lady- she knows who she is  $\Box$ § 9,906 likes

Social Media

Ambassadors & Influencers

'Georgina and the Dragon' statue revealed for International Women's Day A female version of the "George and the Dragon" statue has been unveiled ahead of International Women's Day Lucy Brimble \* Tuesday 07 March 2023 21:46 GMT \* . Comments Sign up to our free IndyArts newsletter for all the latest The "Georgina and the Dragon" model shows a powerful young girl rearing on a BMX bike as she triumphantly slays the dragon, which symbolises several stereotypes females still face today.

Press

Designed in collaboration with Girlguiding Advocates, the statue was revealed in St John's Wood beside a traditional male version as a mark of



# **Branding**

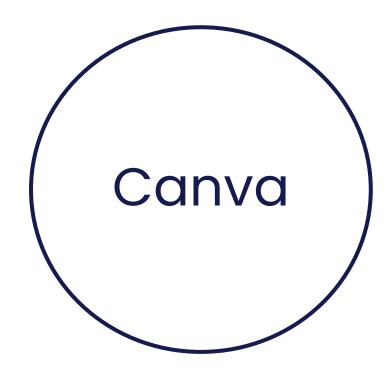
Our masterbrand: helping all girls know they can do anything



Brand & Tone of Voice Guidelines

Online
Design
Centre

Download logos & templates



Simply create professional-looking flyers & documents from existing templates

# County



#### County Marketing & Communications Team



County-specific marketing materials available to download



Supporting with recruitment at local events

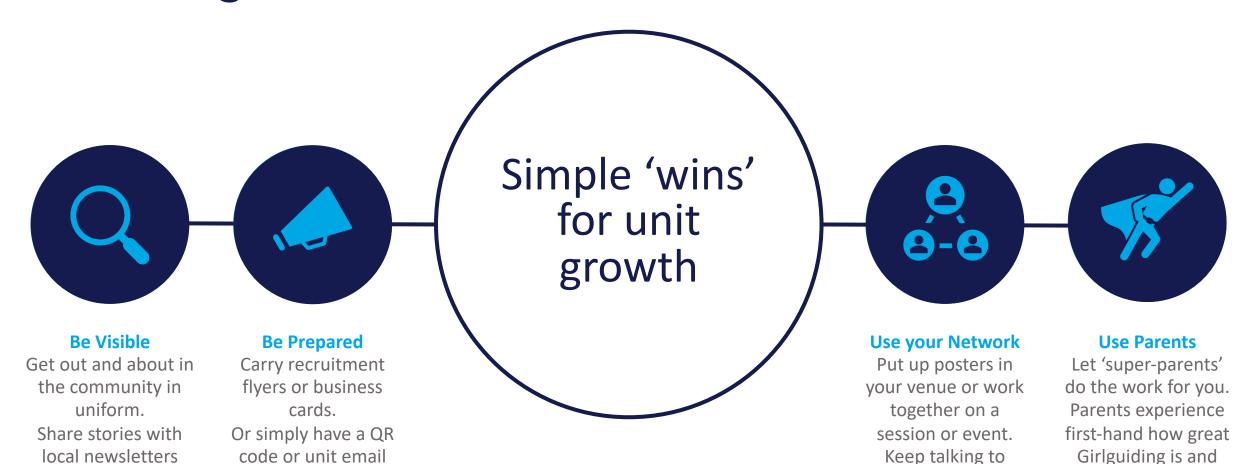
Website & Social Media

Regularly updating county website & social media pages

# Units



### Growing



G Q



and community

groups.





address ready to

share.



















people, you never know who can help.







are often keen to

share.





#### **Unit activities**

Bring a friend night

Community events

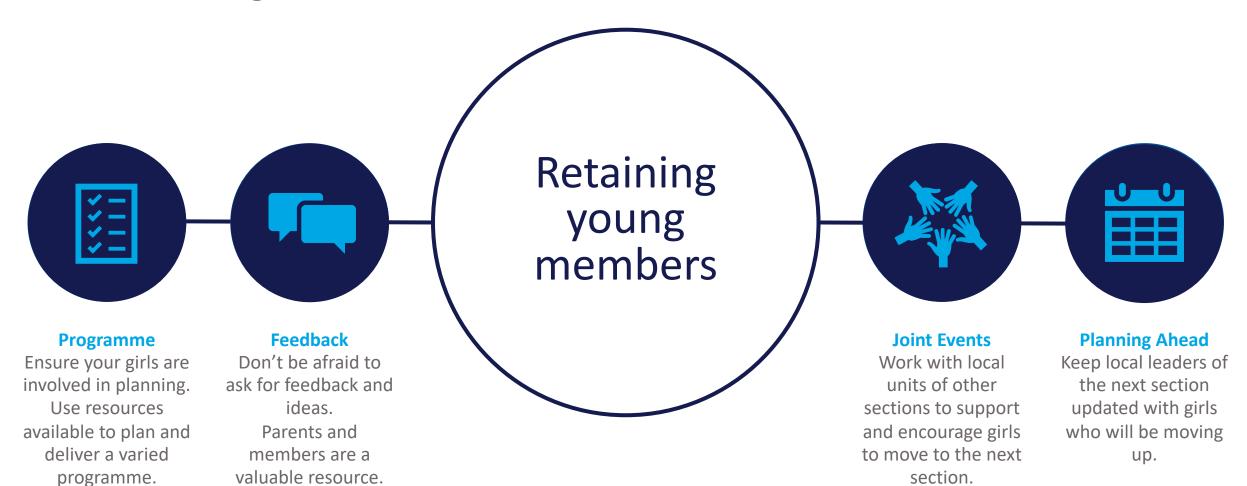
Random acts of kindness

Invite guests

Design adverts

Ask the girls for ideas

# Retaining



G Q





































#### **Useful Resources:**

Girlguiding: Our brand and how to use it

Girlguiding: Recruitment and growth toolkit

Girlguiding: Create a resource (Online Design Centre)



Middlesex North West: Running your unit (including marketing materials)

Middlesex North West: Facebook

<u>Canva</u>





