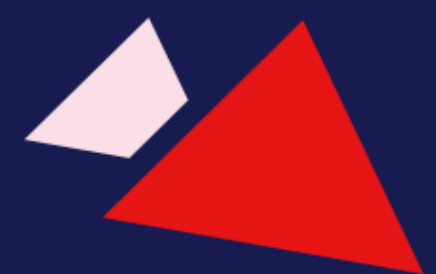




Girlguiding
Middlesex North West
county



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



Social Media



Ambassadors & Influencers

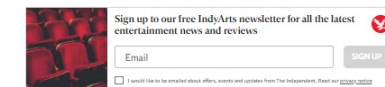
‘Georgina and the Dragon’ statue revealed for International Women’s Day

A female version of the “George and the Dragon” statue has been unveiled ahead of International Women’s Day - inspiring a new generation of girls that they can do anything

Lucy Brimble • Tuesday 07 March 2023 21:46 GMT • Comments



Designed in collaboration with Girlguiding Advocates, the statue is covered in badges that young women have gained across their individual Girlguiding journeys (ESWS)



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.

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

Press



Branding

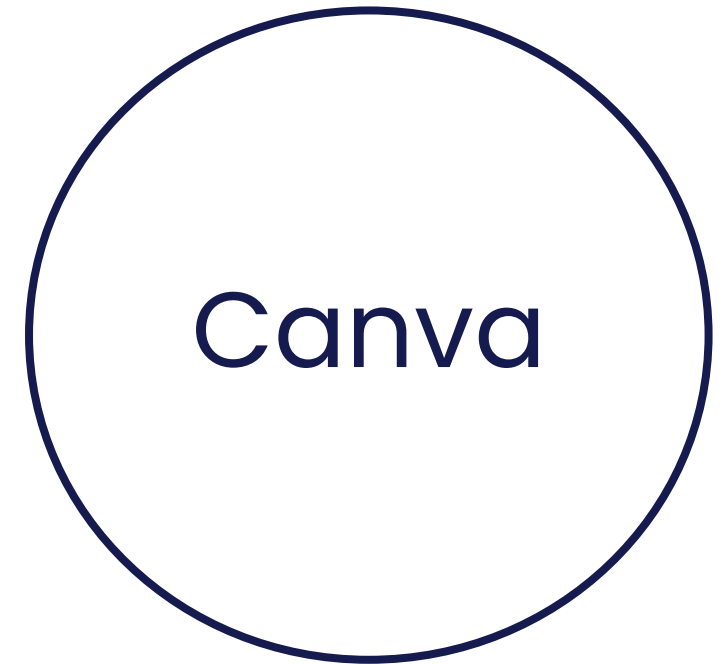
Our masterbrand: helping all girls know they can do anything



Brand & Tone of Voice
Guidelines



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

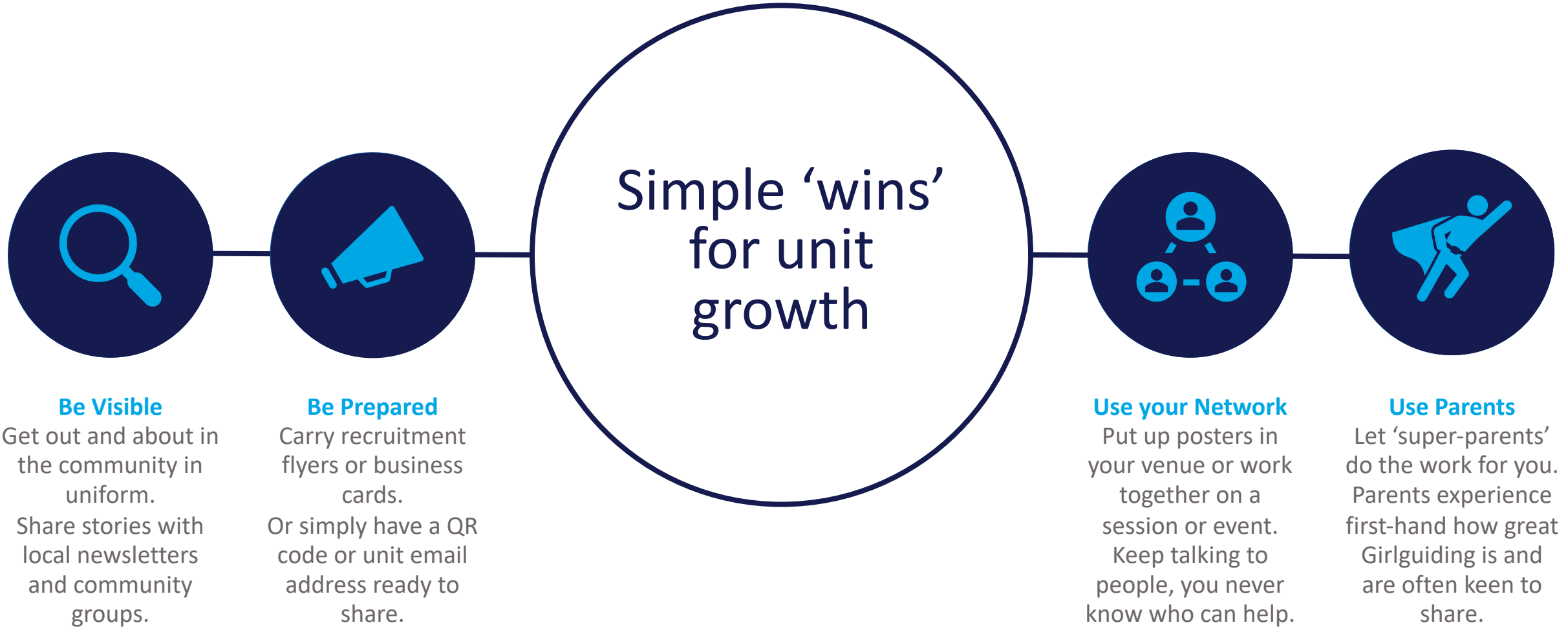


Regularly updating county website & social media pages

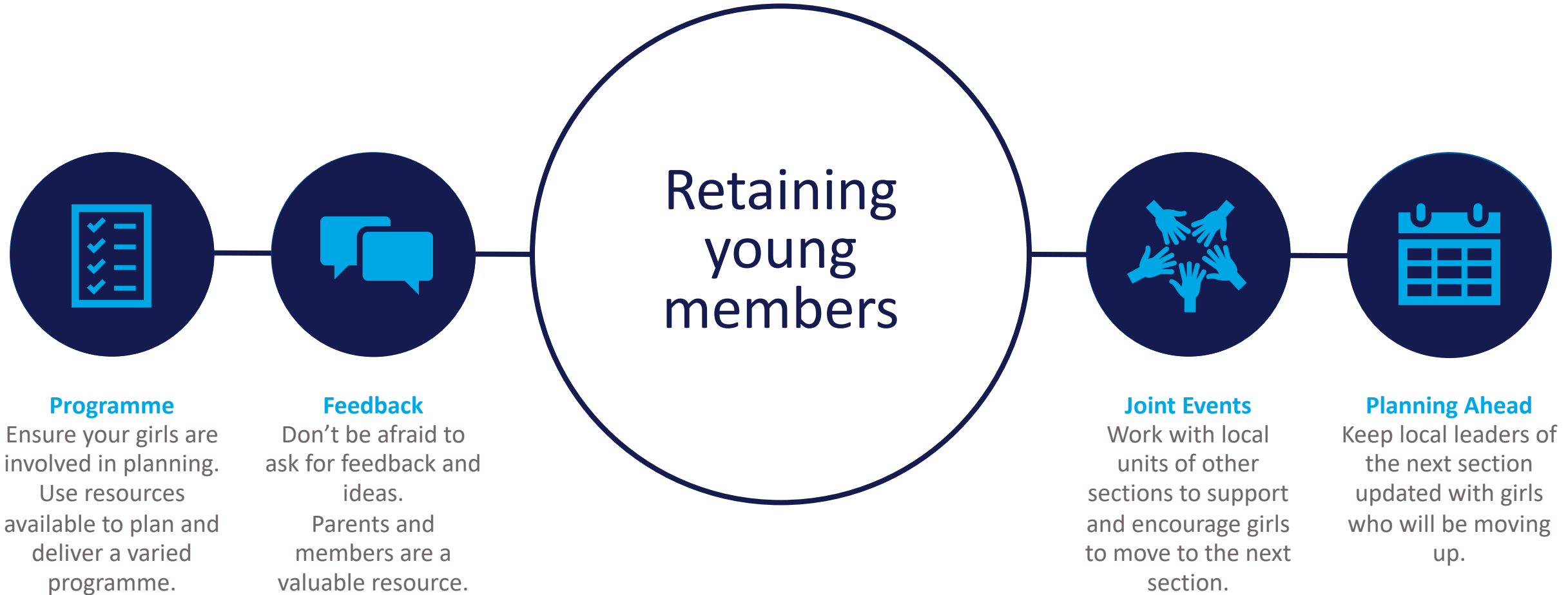
Units



Growing



Retaining





Questions & Sharing

Jade

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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 Website](#)

[Middlesex North West: Running your unit \(including marketing materials\)](#)

[Middlesex North West: Facebook](#)

[Canva](#)

