



Growing Guiding Challenge



Welcome to Girlguiding Gloucestershire's growing guiding challenge! We would love to encourage more people to join Girlguiding and hopefully you and your girls will be able to help us with this.

The activity in this challenge pack can be done in one evening and you can adapt it as necessary to suit your unit.

How to earn your 'Growing Guiding Challenge' badge

- Use the activity in this pack to run a meeting with your unit. It has been designed to be done in one evening and you can adapt it as necessary to suit your unit
- At the end of the meeting, ask the girls in your unit to take a poster or postcard home and put it up somewhere public (i.e. at school or at a parent's work place) or give it to someone who may be interested in volunteering with Girlguiding. You may wish to ask them to provide a photo of where they have displayed the poster or let you know what they have done with it as evidence for their badge
- Older girls (aged over 14) and leaders can use social media instead if they wish to - share the Girlguiding recruitment campaign, which is continuing throughout 2019, or make your own as part of the challenge and share that. Don't forget to link to the county Facebook and Twitter pages as well @GirlguidingGlos. You may also want to share any pictures of activities you have done in your unit meetings (ensuring you have all the relevant photo permissions in place)
- An alternative to using the posters if your own unit needs more youth members is to hold a Bring-a-Friend night (see details on Rainbow challenge page)

Posters

Recruitment posters and postcards can be ordered free of charge through Girlguiding Trading Services, either via the online shop or through your local depot. They just charge you the postage.

www.girlguidingshop.co.uk

If you would like to personalise the recruitment posters with local information, this can be done through the Online Design Centre and you would then need to print them for display.

<http://www.girlguidingdesigncentre.org.uk/>

On completion of the challenge:

Don't forget to get your Growing Guiding Challenge badges.

In County: Badges for units within Girlguiding Gloucestershire are free. Once you've completed the activities visit <http://www.girlguidingglos.org.uk/growing-guiding-challenge.html> and fill in the survey for your section. We'll then send you all the badges for your unit.

Out of County: Badges for units outside of Gloucestershire cost £1 each plus postage. These can be ordered by completing the order form on our website. We will then send you an invoice for you to send us your cheque.



Growing Guiding Advertising Challenge for Guides & Rangers



Tonight, your patrol is an advertising agency and you have been presented with two problems:

- There is a big shortage of Guide leaders and you need to attract more adults to become leaders.
- Your Guide Unit are looking for more youth members.

You have £100 to spend on an advertising campaign. You need to decide how you are going to spend your money and plan your campaign. You do not need to spend all of your money but you can if you wish. Let your leaders know what you have chosen and we will provide you with any equipment you need.

You can choose any combination of the following, but you must choose at least two and perform at least a TV advert, radio advert or podcast at the end of the meeting. You must also make sure you cover both problems (although you can use different methods for each, so think about which advertising might work best for each group)

£50 will get you a 30 second TV advert. You will need to plan your advert and perform it at the end of the evening.

£25 will get you a big billboard. You will need a good short slogan and include a picture. You will only be able to tackle one problem on each billboard

£25 will allow you to have a 2-minute slot on a podcast show. You can target both groups if you want to but remember the audience can't see you!

£20 will get you a 30 second radio advert. Remember that your audience can't see you so the words and sounds will need to be good.

£20 will buy you a poster campaign. You can put more detailed information on a poster than on a billboard, but you can only cover one problem per poster.

£15 will pay for an internet blog. You can cover both problems at the same time if you wish. You will need to write out your blog, don't forget pictures!

£10 will buy you space in a magazine for an article. You can choose either to write for a teenage magazine or a general magazine

Growing Guiding Advertising Challenge for Guides & Rangers

Notes for leaders:

Equipment you may wish to provide: A4 paper (poster), A3 sheets (billboards), pens

You may like to start with an introduction to advertising before starting the challenge:

- Think of as many different types of advertising as you can
- What makes a good advert?
- What makes a bad advert?
- Where do you see advertising?
- Can you describe any adverts that you remember seeing? What makes them good?

You can use monopoly money or tokens for them to use when they have decided on which advertising they want to do, once 'paid' for they can't change their minds unless they have any left over! You may also just wish to keep a tally on their instruction sheet of how much they have theoretically spent.

As a unit you can decide if you want to judge each other's advertising campaigns and vote for which one you think was most effective

Links to the programme:

If any Guides wish to take things further, they could look at doing the Media Critic, Vlogging or Personal Brand badges. For Rangers, they might like to try the Digital Design and Blogging badges.



Growing Guiding Advertising Challenge for Brownies



Tonight, your six is an advertising agency and you have been presented with two problems:

- There is a big shortage of Brownie leaders and you need to attract more adults to become leaders.
- Your Brownie Unit are looking for more Brownies.

As a six, your group needs to decide which kind of advertising campaign you'd like to do and which of the above problems you will tackle.

Your advertising options are:

A 30 second TV advert. You will need to plan your advert and perform it at the end of the evening.

A big billboard. You will need a good short slogan and include a picture. You will only be able to tackle one problem on each billboard

A 2-minute slot on a podcast show. You can target both groups if you want to but remember the audience can't see you!

A 30 second radio advert. Remember that your audience can't see you so the words and sounds will need to be good.

A poster campaign. You can put more detailed information on a poster than on a billboard, but you can only cover one problem per poster.

A magazine article. You can choose either to write for a teenage magazine or a general magazine

Growing Guiding Advertising Challenge for Brownies

Notes for leaders:

Equipment you may wish to provide: A4 paper (poster), A3 sheets (billboards), pens

You may like to start with an introduction to advertising before starting the challenge:

- Think of as many different types of advertising as you can
- What makes a good advert?
- What makes a bad advert?
- Where do you see advertising?
- Can you describe any adverts that you remember seeing? What makes them good?

Links to the programme:

If any Brownie wishes to take things further, they could look at doing the Charities badge (choosing Girlguiding as their charity to raise awareness).



Growing Guiding Challenge for Rainbows



Activity 1: This activity is best done in small groups of about 5 girls.

Stick some of the flip chart paper together to form a sheet of paper as big as a Rainbow. Ask one of the girls to lie down on the paper and get another girl to draw round her so you end up with an outline of a girl on your page.

Next give each girl a pen and ask them to think about what are the most exciting and fun things they do at Rainbows. Ask them to write or draw these things inside the Rainbow outline.

At the end of the meeting you could display your paper Rainbow on your noticeboard or take a photo of it and use it in social media promotions.

Activity 2: Explain to the girls that you need their help to find new Leaders for Rainbows. In order to find the right person, ask the Rainbows what makes a good Rainbow Leader. Get one of your Leaders or Young Leaders to write these words onto a flipchart sheet.

A Leader or Young Leader in the unit could then use these words to encourage new volunteers to join Girlguiding. Use a word cloud website such as www.WordArt.com or www.Wordle.net to create a visual that can show potential volunteers what the girls think is important in a volunteer. Don't forget to share this with your Rainbows as well. You could use your word art for posters, social media, etc.

Activity 3: If your own unit is short on girl numbers, why not hold a Bring-a-Friend night.

Hold a Rainbow Chat and ask the girls to help plan the evening for their friends to visit. What games would they like to play? Should they have a theme? What activities would they like to share with their friends? What should be included on the invitation?

Create an invitation for the girls to take home and share with a friend. Ask them to tell a friend about the fantastic things they do at Rainbows and invite one person to come along to visit. Make sure your invitation says where and when the evening will take place, what the friend should wear, and if there is anything special they need to bring with them.

Be sure to have a letter ready for the new friends to take home at the end, telling them how they can become regular Rainbows.

Don't forget to follow the [Girlguiding rules](#) on the website regarding permission forms for your visitors.

Growing Guiding Advertising Challenge for Rainbows

Notes for Leaders:

There are three simple activities for Rainbows on the previous page. We suggest Rainbows complete at least two of these. You may choose your activities depending on whether your unit needs new girls or new Leaders, or both!

Explain to the girls that we need their help to tell other people about how fantastic Rainbows is.

For activities 1 & 2, you will need flip chart paper and felt tip pens.

Links to the programme:

If any Rainbows wish to take things further, they could look at doing the Drawing or Helper badge.