

# Growing Guiding questions

## What has worked for you to recruit new adult members?

- Using parents on a rota
- Volunteer centres Do-it.org
- Networking/ promoting guiding
- Positive publicity
- Facebook, Twitter and other social media

## What has worked for you to recruit new girls?

- Bring a friend evening
- Schools
  - Leaflets in book bags
  - Posters

## Spreading the word- how?

- Media
- Schools
- Promoting at events
- Social events
- Uniform visible in the community
- Bag packing
- Waitrose green tokens
- Community gardens
- Word of mouth
- Spreading the passion
- Internet, Facebook
- Participate in local events
  - Remembrance Day
  - Lord Mayor's Show
- Advertising
  - Posters
  - Leaflets
  - Bring a friend

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## Share your best programme ideas

- Chip and / or penny hike
- Virtual trips
- Crafts
- Running games
- Food
- Singing
- Cooking
- Mud!
- Water activities
- Picnics and walks
- Junk modelling
- Pirate treasure hunt
- Dressing up
- Outdoor cooking
- Time without boys
- Swimming
- Debates
  - Anything topical

## How do we encourage the girls to move up?

- Encourage good communication between section leaders
- Visitors day at WS
- ALL go to the next section up meeting/s
- Taster days of next section activities
- Joint activities
- Brownie *Go for It!* Day
- Helps if sections meet on the same night
- Move a group of girls up together

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## What stops us growing units?

- Other commitments
- Money
- Image
  - Selling ourselves
  - Old-fashioned image
  - Competition with Scouts
- Mentors for leaders on ALQ
- Availability of meeting places
- Lack of girls in some areas
- Bag packing
- Lack of leaders
  - Time
  - Other commitments
    - Work, family
- Paperwork
  - Sharing jobs could be an answer