



RECRUITING VOLUNTEERS

RECRUITING YOUNG LEADERS

Young leaders are leaders of the future and are extremely valuable to any unit. They bring with them many skills and an ability to relate to their contemporaries.

The best places to recruit new young leaders include:

- Schools
- Colleges
- Sixth Forms
- Local Guide units

Contact schools, colleges and sixth forms about the possibility of taking part in an assembly to talk about the volunteering opportunities available with Girlguiding North West England. If possible, have an information stand afterwards, as well as some flyers to hand out to the girls.

If an assembly isn't possible, you could attend the school to hand out leaflets about volunteering or provide them with leaflets to hand out on your behalf. They may also have a notice board where you could display some information about Girlguiding, or a newsletter through which you could circulate some information about volunteering.

If they hold careers or other fayres, you may be able to hold an information stall there, focusing on the benefits of volunteering on their future career.

Don't forget local Guide units are a great source of young leaders. Speak to the leader of the units local to you to discuss the best way to approach them about volunteering.

Region Growth Challenge

Why not have a go at the Region Growth Challenge and encourage everyone to get involved - young members, volunteers and parents - everyone can help to grow!

How many of the challenges can you do? Don't forget there is an all-important badge for everyone who takes part!

Parents/Carers

Parents/carers are a great source of volunteers, so don't be afraid to approach them about volunteering opportunities in your unit.

You could send a letter to parents/carers about volunteering opportunities, or why not have a jobs board available so that parents can see how they can get involved; if they can see that

there are small tasks that they can help with, they may be more likely to get involved. A good place to put this is where parents/carers wait to collect their girls.

Whilst some parents/carers may not be able to volunteer every week, they may be happy to be part of a parent rota and to give their time once a month, for example.

Another option is to have a skills pool. Have you got parents who can offer their skills every so often to run an evening?

Don't forget not all volunteers need to volunteer in the unit meeting place; some parents/carers may be able to help in other ways - they could look after your GO records or take photographs at your events, for example.

Parents/carers may also have contacts in local businesses which might help to recruit further volunteers or even gain funding.

For more information on involving parents/carers, visit the Girlguiding website [here](#).

Using Opportunity Websites

There are a variety of websites where you can post your 'job' vacancies for free. Some of these include:

- Indeed
- Charity Job
- Do-it

Girlguiding have produced a full list of these websites [here](#).

For advice and guidance from Girlguiding on how to attract volunteers online, visit the website [here](#).

RECRUITING YOUNG MEMBERS

Schools

Contact schools in your local area to help with the recruitment of young members. Some of the things you could do include:

- Offering to do a talk in an assembly - using young members who attend the school to help is a great idea, so they can 'sell' Girlguiding to their peers. Be sure to take resources with you and do an interactive activity, to ensure the participants are enthused by it.
- Sending in recruitment materials to be sent home with each child at the end of the day.
- Putting up posters around the school advertising Girlguiding and its opportunities.
- Asking for an advert for new members to be placed in the school newsletter.

RECRUITING BOTH YOUNG MEMBERS AND VOLUNTEERS

Press/Magazine Articles

One of the most useful, effective ways to gain exposure and drive recruitment is through media engagement, be it through newspapers, radio, or magazines. Don't forget our key messages when involved in any engagement with the press:

- We are for all girls
- We give girls their own space
- We change as the lives of girls change
- We give girls a voice

We also change the lives of volunteers; in giving their time, they have lots of fun, gain new skills and take part in some amazing experiences.

If you are writing a press release, be sure to accompany it with some high-quality photos to capture all of the fun you have in your unit. Remember, you are trying to convey a sense of belonging that people want to be a part of.

Be sure to ensure that any press releases are positive and convey a positive message about Girlguiding. For more support with writing about Girlguiding, see the Girlguiding website [here](#).

Social Media

The different social media platforms are great for getting the word out there about your unit, how awesome it is and what you do. Share your posts in local groups as well as on your unit pages. For more help on promoting your unit using social media, visit the Girlguiding website [here](#).

***Do ensure that you have the necessary permissions in order to use images of young members in the press or on social media.**

Recruitment Resources

There are posters and postcards available on the [Girlguiding Shop](#) that are free to purchase, but ask you to pay for P&P.

Get your young members to post postcards through doors, hand them to friends and put posters up in shops, libraries, community buildings, schools etc.

Recruitment Stands

Are there any events in your local area that you could have a stall at? [Here](#) is some guidance on how to run a recruitment stall at an event.

Flexible Guiding

Remember volunteering with Girlguiding doesn't have to be at a weekly unit meeting; there are lots of ways to get involved! It is important to remember that people should be able to volunteer as much or as little time as they wish to, and should be welcomed to join no matter how little time they have available to help. Find out what a prospective member can offer and think about where and how you could best use their skills and time; this could be doing accounts, looking after your social media, buying resources, undertaking admin tasks, running an evening once in a while or helping out at an event. Find out more about flexible volunteering [here](#).