Girl recruitment toolkit

Q3 2023

Girlguiding

Overview and key dates
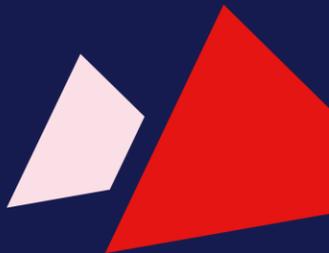
Overview
What's in the toolkit

As the new terms starts for guiding and girls are back to school, the Girlguiding central marketing team will be launching a targeted paid girl recruitment campaign. This campaign will be focussed on reaching prospective, interested parents and carers, looking for after school club options for their girls.

We've developed this toolkit for volunteers to provide guidance and support for those planning and running their own local girl recruitment drives

In this document you'll find:

- Overview and key dates
- Key messages and how to use them
- Assets to be used on social media
- Example social media posts and suggested layout
- Supportive resources to share with new volunteers and prospective parents

Key dates
What's happening and when

The central Girlguiding team will be launching a targeted paid girl recruitment campaign on 1 September 2023 until 30 November 2023. The campaign will run across TikTok, NextDoor, Google Search, and Performance Max.

Campaign updates:

- TikTok and NextDoor are two new marketing channels we're trying this year – we hope to reach younger and local audiences respectively with these two channels

- Our marketing ads will be shown to people aged between 18 to 65 that have an active interest in parenting or afterschool clubs

With this toolkit, we're supplying the following updated marketing materials:

- A selection of images to help recruit young members for Rainbows, Brownies, Guides and Rangers

- Section specific videos which can be shared from our YouTube channel

- A selection of social post examples to help inspire your online girl recruitment efforts

- Social media channel headers for Rainbows, Brownies, Guides and Rangers

Key messages
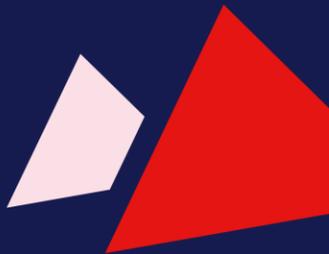
Key messages about Girlguiding
What do we want to say

- At Girlguiding all girls are welcome. We inspire girls to discover & become their best. We help girls think big, be bold, try their best, have fun & be part of a team. Join Girlguiding today

- At Girlguiding all girls are welcome aged 4 to 18. They have fun, learn more, give back, hang out & can be themselves. Find your local group

- Girlguiding gives girls the chance to have fun, build friendships, try challenges & go on adventures. Register your daughter today

- Girlguiding, a club for girls aged 4 to 18. She'll have lots of fun, from camping outdoors to being creative and trying out new challenges. Sign up today

- All girls can do anything at Girlguiding. Register your daughter for Rainbows, Brownies, Guides or Rangers for adventure, fun and friendship

Note: All social media posts should have a call to action, linking through to the registration page for people to sign up: Register a child | Girlguiding

Key messages about Rainbows
What do we want to say

- At Rainbows it's all about learning by doing, from caring for animals to exploring nature. Register your daughter today

- We help all girls know they can do anything at Rainbows. Sign up your daughter for exciting activities for ages 4-7. Find your local Rainbows group

- All girls are welcome at Rainbows. They try out lots of different ways to have fun. From finding out about their family tree to learning how to express themselves by creating their own drawings. Sign up today

- Girls can be a helping hero and earn their helper badge by helping at home or planting in their local community to help care for the environment. Join our community today

- Join Rainbows, for girls aged 4 – 7. Discover what your daughter can do at Rainbows. She'll have tons of fun learning in a colourful safe space

Note: All social media posts should have a call to action, linking through to the registration page for people to sign up: <u>Register a child | Girlguiding</u>

Key messages about Brownies
What do we want to say

- All girls aged 7 – 10 are welcome at Brownies. There's something for every girls & moments she won't forget. Nonstop fun, learning & adventures – a world of firsts. Register your daughter today

- At Brownies your daughter can try all sorts of activities, she'll experience a world of possibilities and make lifelong memories together with friends. Join today

- All girls are welcome at Brownies, they'll have lots of fun trying out activities together, from baking yummy treats to dancing along with new friends. Brownies

- At Girlguiding Brownies, girls make their own plant paradise to earn their grow your own badge! Join your local group

- Brownies help to show your daughter that all girls can do anything. Girls take part in fun challenges to learn about aviation, from creating a sunspot viewer to seeing how far their own crafted aircraft can fly. Sign up today

Note: All social media posts should have a call to action, linking through to the registration page for people to sign up: Register a child | Girlguiding

Key messages about Guides
What do we want to say

- At Guides, girls can earn their Girlguiding history badge, by learning about girls who've made a positive change in our history. Sign up today

- Guides is a fun filled space – Laugh, learn and be yourself with friends. All girls aged 10 – 14 are welcome. Join guides, all girls can do anything

- We help all girls know they can do anything – Discover what you can do with guides. Find your local Guides group

- All girls are welcome at Guides aged 10 to 14. Girls have the chance to challenge themselves, by learning how to transform rubbish into useful everyday things and become a campfire connoisseur! Find your local group

- Come and join Guides for ages 10 to 14. You daughter will try lots of activities to help build their confidence. From learning how to budget, fix clothes and create new types of mocktails to enjoy. Join Guides, all girls can do anything

Note: All social media posts should have a call to action, linking through to the registration page for people to sign up: Register a child | Girlguiding

Key messages about Rangers
What do we want to say

- All girls are welcome at Rangers, there's lots of fun experiences to try together. From planning a music festival to helping your local community. Sign up for Rangers

- Your daughter will try lots of activities, from connecting with nature to exploring new ideas to make their favourite dishes healthier, there's lots of fun to be had. Join today

- Girls can earn their self-care badge at Rangers by practicing how to meditate and create a relaxing bedtime routine, so they feel calm and rested. Find a local group today

- At Rangers, your daughter learns how to take care of the people and environment in your local community. Sign up today

- With Rangers, the possibilities are endless & girls choose which activities they want to try. Register your daughter

Note: All social media posts should have a call to action, linking through to the registration page for people to sign up: Register a child | Girlguiding

How to use key messaging
Tips and recommendations

The key messages have been written primarily with social posts in mind. However, there is no reason you couldn't build on them in order to draft copy for other communications, such as newsletters or email updates.

Alongside the key messages, you might want to include:

- **Information about Girlguiding** – helpful resouces website links are shared in this document
- **Activities girls may do at Girlguiding**– see the activity ideas in our social post examples for inspiration
- **Information on how to register** (linking to this page: https://www.girlguiding.org.uk/information-for-parents/register-a-child/)
- **Recruitment materials** –such as posters, pull up banners or social media graphics from our online design centre
- **Section specific videos** –share the links from our YouTube channel

Social media guidance

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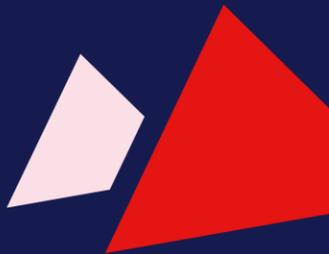
Social media post examples
What you could share

To help support local girl recruitment drives, we've shared examples of social media post layouts on Facebook, Twitter and Instagram.

We've also provided examples of how each type of content can be used on different local social media channels.

Below are the types of social media assets we have provided for use in local campaigns:

- Static media images for Facebook, Twitter and Instagram
- Social media headers for Facebook and Twitter

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Social assets
Inspiring visuals

Here's an overview of the fantastic visuals we're sharing with you to help with local girl recruitment marketing campaigns this year.

Please don't use images from this presentation. We'll supply high resolution imagery along with this toolkit

Social copy
Content inspiration

Here's a glimpse into some social copy post examples you can make use of, readily available in a word document in our toolkit zip file, with even more examples to try out!

Copy for example Facebook / Twitter social post:

Try Girlguiding, your daughter will have lots of fun, from camping outdoors to being creative and trying out new sports!
Start her journey today 👉 [Insert link]

Copy for example Facebook / Twitter social post:

Girlguiding is a place where all girls can embrace curiosity, teamwork, and the joy of being themselves.
Join @**Girlguiding** today for endless fun, friendships and unforgettable memories: [Insert link]

Copy for example Facebook / Twitter social post:

At Rainbows, we're learning by doing! From caring for animals to exploring nature, your daughter will have lots of fun discovering the world around her 🌍 Sign up your little explorer today 👉 [insert link]

Social copy
Content inspiration

Copy for example Instagram social post:

✨ All girls are welcome at @Girlguiding! ✨
A place where girls can embrace curiosity, teamwork and the joy of being themselves! Join the fun today by visiting the link in our bio 👆

Copy for example Instagram social post:

🌱 Planting seeds, petting animals and family tree quests, there's so much fun your daughter could have at Rainbows – where play meets discovery. Sign her up today by visiting the link in our bio 👆

Copy for example Instagram social post:

Rangers is what you make it: you could be rocking wellies to go to a festival today, or whipping up a new recipe tomorrow 🔎. Make friends, make memories, make change in your community 🌍 – join the adventure by visiting the link in our bio 👆

Note: make sure to update the link on your Instagram profile

Static images
Content inspiration

Facebook

Twitter

Instagram

Social header examples
Layout inspiration for Facebook/Twitter

Social header examples
Layout inspiration for Facebook/Twitter

Supportive resources
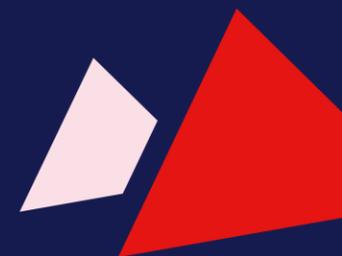
Resources to share

Share our online welcome pack with prospective parents and carers to give them a overview about Girlguiding.

welcome pack

If you're a volunteer that has recently joined Girlguiding and would like to know more information to help answer questions from parents or carers, read and share these links:

Information for parents | Girlguiding

Opportunities for parents | Girlguiding

Finding your nearest unit | Girlguiding

Costs and uniform | Girlguiding

Thank you.

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