



WE DISCOVER, WE GROW

Girlguiding

Your guide to:

Recruitment campaigns

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In this document you'll find information about recruiting volunteers and girls We have colour coded this information to make this clear:

Green for
volunteers

Orange
for girls



This document uses hyperlinks to connect to content on our website. Click on underlined links or on the information icons to be directed to the content.

Introduction

Are you looking for new girls for your unit or units in your Division?

Perhaps you need adult volunteers to help out or get a new unit off the ground?

Or do you need to prepare for a national Girlguiding recruitment drive?

Whatever the case, this easy-to-use guide is a great place to start, with lots of tips and step-by-step advice. It will help you prepare for a national recruitment drive or put together a first-class local campaign to recruit new girls and/or volunteers.

Volunteers make guiding happen, so it is important to make sure that you have enough of them if you are looking to recruit girls. Recruiting adults may be the first step you need to take to get more girls in.

Good luck with your recruitment!



Even if you aren't planning on doing local recruitment, as part of a national campaign you'll still need to be prepared for enquiries to increase. See the pages with the 'national recruitment drive' icon throughout this guide to find out what you need to do.

Step 1:

First things first

If you are running a local recruitment drive think about working with other guiding volunteers to make your campaign more successful and share the workload.

Try to create a team of other volunteers right at the start of your campaign to make sure you have the support you need. You can ask the girls to help out with tasks too.

Consider:

- asking your whole unit (including parents) to help you recruit
- bringing your whole District/Division together to recruit
- taking part in national campaigns.

Let the following people know what you're doing so there's no duplication of work, and so they can offer you help!

- Commissioner
- Leaders
- Country and Region team (including PR and Communications teams)
- JoinUs administrators - they'll need to prepare the system for lots of new girls and volunteers joining
- parents.

Keep them updated with your progress as they'll be doing inductions and training with new starters so will need to prepare.

Step 2:

Preparing for a recruitment campaign



I'm looking for/expecting new volunteers...

If you're looking for volunteers, or preparing for a national drive to recruit volunteers, the very first step is to think about what kind of volunteers you need and the opportunities available.

Run through the questions below:

- Where are your volunteer gaps?
- Who needs more support?
- Are there key or priority roles to focus on?
- Do you have any retirements happening?
- How many people are you looking to recruit?
How many new volunteers would build the team you want and give all the girls in your area the chance to join Girlguiding?
- Where are the long lists on JoinUs? Could you open new units? Are there any areas that don't have any Girlguiding units?

Remember, there are lots of roles people can take on - don't assume everyone wants to be a Leader, or can take on a weekly commitment.

You could offer volunteers roles like:

- organising accounts/Gift Aid/admin
- promoting Girlguiding - running a website, Twitter or Facebook, for example
- being a District/Division administrator
- teaching girls a particular skill they're an expert in.

Welcome all help offered! We have lots of roles available in Girlguiding and should be able to place anyone who wants to volunteer with us.

Did you know...?

35% of parents say that they don't volunteer because they've never been asked.

Step 2:

Preparing for a recruitment campaign



Remember that new volunteers will need support and training to get them up and running. Make sure your induction and training schedule is planned well in advance and that everyone involved - including Commissioners, administrators and trainers - is aware of their role.

Get dates in everyone's diaries ahead of the recruitment to ensure there won't be long gaps between recruitment and getting new volunteers involved.

New volunteers may need:

- induction and training
- DBS checks
- A Safe Space training
- programme training
- 1st Response training
- visits to a unit
- a buddy.

Top tip

Make a calendar of recruitment events and share with everyone involved in your plans so everyone knows what's happening when, and can plan ahead.

Step 2:

Preparing for a recruitment campaign



I'm looking for/expecting new girls...

If you're looking to recruit more girls, or expecting them as part of a national recruitment campaign, start by getting a clear picture of how many members and units you already have, and waiting lists in your area.

Make sure all your data is up-to-date on JoinUs - get rid of any duplicate or out-of-date lists. In particular, make sure all units complete the capacity section on GO! so you have a clear idea who has spaces and who doesn't.

Once that's all done, ask yourself:

- Where are the long lists?
- Is this an opportunity to open new units?
- Do you have areas (geographically) that don't have any guiding units?
- Are there units that need more girls?
- Do you need specific sections to help girls transition up?

Don't assume you need more units. Instead:

- Look at flexible alternatives to weekly meetings.
- Do you meet in the right area and at the right times?
- Can groups join together?
- It might be more straightforward to move units and girls around to reduce any waiting lists you already have.

We've got lots of resources available about flexible guiding:

- [Flexible meeting times](#)
- [Holiday guiding](#)
- [Starting new units](#)

Step 2:

Preparing for a recruitment campaign

Ideas for recruitment

Now you know how many volunteers/girls you're looking for and where, you can decide where's the best place to begin recruiting.

Some ideas for both girls and volunteers could include:

- taster sessions
- open days - unit, district, division or county events
- showcasing Girlguiding at a local fair or fete
- posters and banners
- getting media coverage - radio, local papers, local newsletters, local websites, social media
- any places/groups/other events that you can use instead of starting from scratch
- welcome events
- local promotion opportunities (not just outside your unit meeting place) - public noticeboards or estate agent boards, for example
- having a stand in a shopping centre.

Top tip

If you're planning taster sessions or open days, don't forget to complete a risk assessment.

Plan what you're going to do - think about what, how, where, why and when. Make sure it's manageable for you and your team, and done well by using all the online resources available.

Don't spread yourself too thin!

Step 2:

Preparing for a recruitment campaign

Budgeting/finance

Recruiting girls or volunteers doesn't have to cost a lot, but it will involve some money.

You'll need to have a clear budget and make your plans fit your budget.

Think about how you'll pay for:

- volunteer reimbursement for out of pocket expenses
- hiring space/venues
- giveaways
- advertisements.

Fundraising may well be the first step in your recruitment plan. It's worth looking into funding options such as local grants, and reading our [fundraising toolkit](#), which is packed with tips, ideas and advice.

Look for partners to fundraise with

If you're going to be fundraising for your recruitment drive, you could think about partnering with another organisation - we find this tends to be very successful.

Top tip

You could give rewards to girls/parents/your leadership team if they bring new volunteers into the unit. Or you could do giveaways at events to attract attention.

Could local businesses sponsor these rewards?

People and companies often want to support Girlguiding's work and can help with costs like venue hire if you ask them. Also, businesses will sometimes match fund projects - for every pound you raise, they'll match it.

Step 2:

Preparing for a recruitment campaign

Think about who can help, for example:

- local authorities
- community centres
- other youth organisations
- volunteer centres
- women's groups
- community leaders
- other charities, like the local Rotary Club.



Find out more about working with partners

More recruitment resources

Some other great resources to help your recruitment drive are below.

- We've got a [toolkit full of recruitment resources](#) which you can tailor to your event.
- Girlguiding London and South East England [How to... guide to social media](#)
- Girlguiding [Guide to promoting guiding online](#)
- Your County, Country and Region PR and Communications teams are here to support you. Let Girlguiding know your plans via Twitter, Facebook and the @growingguiding accounts.
- You can use and personalise Girlguiding's [role description templates](#) to advertise the opportunities you have available for volunteers.

Step 3:

During the campaign



You need to be ready for lots of new sign ups!

Make sure JoinUs is all set to go so new girls and volunteers progress through the system quickly. It's really important to respond swiftly to new girls and volunteers and keep them informed along the way so you don't lose anyone you've just recruited.

If you're setting up a new unit, we have some [advice to support you](#).

It's also important to keep up-to-date with your recruitment drive and make sure local activities and events are running effectively and to schedule/budget.

If you're planning a recruitment stand, take a look at [our tips](#). Make sure anything you put together - whether it's a stand, open day or taster session - looks professional. Don't forget to use our free, branded ready-to-use [PR materials](#) and [resources](#).

Top tip

Remember to adapt and change social media responses and messages as the campaign progresses.

Step 4:

After the campaign



You may find that girls and volunteers continue to sign up after the campaign has finished so it's worth monitoring sign-ups for up to three months.

It's vital to follow up on everyone interested in volunteering or joining as quickly as possible to make the most of your hard work. But remember to get everyone involved to help - you don't need to do it all yourself.

Think about starting to:

- make first contact and keep in touch with volunteers and girls regularly
- add new details to JoinUs
- plan any meet and greet/welcome events
- book in volunteer trainings/inductions
- connect new volunteers with groups and buddies.

Top tip

When adding volunteers or girls to JoinUs, don't forget to delete any personal information they've given at recruitment events which is no longer needed.

Step 4:

After the campaign



Welcoming volunteers

When you contact new volunteers and begin inducting new starters, remember to:

- Make every connection warm and friendly.
- Take time to explain what will happen and how Girlguiding works.
- Keep volunteers up-to-date with developments and dates for their diaries.
- Keep to the planned schedules and make sure events happen on time.
- Send reminders the week before training.
- Make sure volunteers have your contact details in case they have any questions or queries.
- Don't assume everyone understands Girlguiding!

Get to know each volunteer. Make sure you know what they want to do, and what skills they have before discussing how they can support your plans and fill the roles and responsibilities you need.

Make sure you get induction and training underway as soon as possible. The quicker new recruits can start, the quicker you'll have the support you need!

Make sure you, your team or a Commissioner contacts every new volunteer a month after their unit placement starts to see how they're getting on. Keep in contact with them; check how they're doing and if they need any help.

Remember that any offer of time from volunteers is great - someone who starts by giving two hours a month may turn into a Leader a year down the road!



Get more ideas on welcoming volunteers



Welcoming girls

You'll also want your new girls to feel welcome and at home straight away.

A few ideas to make girls feel comfortable include:

- Make sure girls have their welcome pack.
- Make time to talk to parents, so they understand what their daughter will be doing (remember to ask if they might be interested in any volunteering opportunities). Make sure they have all the information they need.
- If you have spare uniform, offer to lend it to new girls temporarily if they need it.
- Check in with girls after a few meetings to ask if they're settling in, and have everything they need.
- Make sure every girl has a place in a unit - work with other units to rearrange waiting-to-join lists, if necessary.

Following the easy steps above could make the difference between girls coming to meetings or dropping out, so it's worthwhile making girls feel welcome and at ease.

Step 5:

Evaluate

It's really important to look at what you've done and think about how the recruitment drive has gone, so you can take away any learning and be more effective in the future.

Think about logistics:

- What went well?
- What you would have done differently?
- What didn't work?
- Was the venue right?
- Do you need to try a different event?
- Did the advertising work?
- Did you have the right materials?
- Did everyone have the information they needed?

Top tip

Share your experiences and tell your story to the national PR team and @growingguiding

Go back to the needs you identified when you were planning your campaign:

- Did you recruit the number of people you wanted?
- Did you fill the key volunteer roles you needed?
- If not, why not?
- What could you do differently to attract the right people?

Getting any new girls or volunteers to join Girlguiding and have a great time with us equals success. It is great to fill key gaps, but all new members and offers of help are always welcome.

It's also important to remember that recruitment isn't a one-time activity - it should happen often. Maybe you could think about running a regular or annual event.

Remember that even if you don't find any or many new girls or volunteers, any promotion of Girlguiding improves our public profile and raises awareness of the experiences and opportunities we offer girls.

Step 6:

Say thank you!



Don't forget to thank all the people who helped with your recruitment campaign or supported a national campaign, including other Leaders, partners and sponsors.



Read more about the best way to thank people

Girlguiding offers girls so many brilliant benefits. But membership can only grow - giving more girls opportunities - if we all help. Thank you for taking the time to read this pack and we hope that it inspires you to start a recruitment drive and helps you prepare for any national campaigns running!



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