



WE DISCOVER, WE GROW

Girlguiding

Challenge Pack Guidelines

Tips for writing and producing an activity pack for local guiding

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Challenge packs are a set of activities on a topic put together by volunteers for local guiding use. They can be produced for a variety of purposes: to celebrate a local or national event, to raise awareness about something, to give girls a new challenge or adventure, and to help fundraise for a unit, campsite or trip. A challenge pack can be for just a unit, a District, a Division or even a whole County.

What to consider before putting together a challenge pack

What is the aim of your pack?

- What is the overall aim of the pack?
- What do you hope for the girls to get out of it?
- What are you trying to achieve by producing it? Are you hoping to raise awareness about a local issue? Teach girls a particular skill? Provide learning activities about something of local interest? Fundraise for something specific?

It is important to answer these questions before you start writing. A clear aim from the start will help you decide on the best activities for your pack.

Who is the pack for?

Who will be reading the pack - are you writing for Leaders or girls? If you are writing the pack (or parts of it) for girls to read themselves, what is the target age group? Brownies? Guides? The Senior Section? More than one section? Whatever age group you are aiming for, you will have to tailor your writing to their reading ability.

Think also about your pack user's location. Activities that involve local places of interest for example will work fine if the pack is just for your District, but may not work for the wider County.

Is a challenge pack the best way to achieve your goal?

There could be more than one way to achieve what you want. Do you want to raise funds for guiding? Have a look at the [funding and fundraising page on the Girlguiding website](#) for dedicated fundraising help and support.

Would it be better to hold an event? Have a look at the [Event Planner](#) to learn how to organise a guiding event. Or, if you're feeling really ambitious, find out [how to organise a large-scale event!](#)

Could an existing guiding resource serve your purpose just as well and save you time? Ask around your County and Country or Region to find out what's already available or being planned. Visit the [Activity Finder](#) on our website for activity packs already available for download. For printed Girlguiding resources, look up the publication pages of your latest [Guiding Essentials catalogue](#).

Consider any time restrictions as well. Writing a pack to raise awareness of a topic or to encourage girls to explore a local area would have less time demand. However, because of how long it might take you to produce a pack, it may not be the best option if you need to raise funds by a certain time.

How will you promote your challenge?

Your goal is girls taking up your challenge and doing and learning from the activities in your pack. But for that to happen, you will need to have worked out and planned in advance just how you will get it to them. How will you make your local guiding area aware of it? How will you advertise it? How will you deliver it? Who do you need to ask for help? If you want to raise awareness with the help of local media, who can help you?

Speaking to your Commissioner will help you answer a lot of these questions. You should also contact your local Marketing and Communications Adviser.

What to do when producing a challenge pack

Make it fun!

A guiding challenge is first and foremost about offering fun and adventure!

Support the guiding programme

A guiding challenge pack should follow the guiding programme for the section it is for. Below is a quick guide to the programme for each section, with links to further information.

Rainbows - Look, Learn, Laugh and Love are the four areas which make up [the Rainbow programme](#), called the Rainbow Jigsaw.

Brownies - You, Community and World are the three areas which make up [the Brownie programme](#), called the Brownie Adventure.

Guides - Celebrating Diversity, Discovery, Global Awareness, Healthy Lifestyles, and Skills and Relationships are the five 'zones' which make up [the Guide programme](#).

The Senior Section - Community Action, Creativity, Fit for Life, Independent Living, International, Leadership, Out of Doors and Personal Values are the eight 'octants' which make up [the programme for The Senior Section](#), called Look Wider.

The programmes are all based on something called [Girlguiding's Educational Framework](#). It is a non-formal approach to education that promotes girls' and young women's development in six areas: social, emotional, physical, moral, spiritual and intellectual.

Include the Five Essentials

What makes guiding's approach to non-formal learning unique is our adherence to the Five Essentials, also known as the Guiding Method. The Five Essentials are:

- working together in small groups
- encouraging self-government and decision-making
- a balanced and varied programme
- caring for the individual
- sharing a commitment to a common standard.

A proper guiding activity should always put one or more of the Five Essentials into action. You can read more about the [Five Essentials on our website](#) and [The Guiding Handbook](#).

Represent guiding today

One of the things that makes guiding special is that we listen to girls so that the programme that we offer them is always evolving and adapting with them. For your pack this means making it relevant to girls today. If girls cannot relate to your challenge (find it old-fashioned, not representative of how they experience the world around them, not very inclusive etc), they are unlikely to take it up.

Use our charity's key messages about [what makes guiding special](#) to help you make your challenge relevant and appealing.

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

Include girl-led guiding

As guiding is also about giving girls a say, make sure your challenge pack allows girls to choose the activities they would like to do. For ideas of ways to encourage girls to get involved in the decision-making process take a look at [Participation on a Plate](#).

Make activities age-appropriate

Your activities should be suitable for the age group they are intended. Look at existing Girlguiding resources to help you pitch your activities at just the right level for your girls - challenging but doable. If activities are too difficult the girls will lose interest. If they are too easy the girls will not gain as much sense of achievement from them.

If you want girls to use the pack and run the activities themselves, make sure you write it addressed to them, and just include some notes for their Leaders. The reading level of your text should also be suitable for the age group you are writing for. Again, you can look at existing Girlguiding resources to help you do this, but researching children's books at libraries and bookstores is also useful (and fun!).

Make it easy for Leaders to use

Ensure that all activities are tested, instructions are clear and easy to follow, and that you provide the full list of equipment Leaders are likely to need. Include reminders with your activities about when Leaders need to check [The Guiding Manual](#), for example to look up adult-to-child ratios for events, and when they need to do risk assessments.

Provide activities with plenty of flexibility (eg with participant numbers) and that are easy to adapt (eg to available equipment and facilities). Remember that every unit is different and will have access (or lack of) to different facilities.

Avoid using a lot of guiding jargon (terminologies, abbreviations, acronyms etc). Not every Leader, particularly adults new to guiding, will know what they mean, so make an effort to write using plain English. The [Girlguiding Writing Guidelines](#) can help you do this.

Link your challenge to other guiding opportunities

Your challenge pack should not be 'self-contained' - it should open up to other available opportunities for the girls. You can do this for example by linking your activities to related programme badges and challenges for [Brownies](#), [Guides](#) and [The Senior Section](#). For Rainbows you could link your activities to the Roundabouts. You can also promote current and upcoming events and challenges in your County, Country or Region and [Girlguiding](#). What's more, providing information about other guiding opportunities will help Leaders extend activities that the girls have enjoyed.

Brand your pack and any badges with it

Make your guiding challenge pack look the part. Girlguiding has several tools available to help you properly brand your activity pack and any accompanying badges or other rewards that go with it.

- [The Girlguiding Online Print Centre \(OPC\)](#) should be your first port of call for creating a local Girlguiding logo (free!) for your pack. And while you're there, look around at all the other materials available to you that may help your challenge.
- [The Girlguiding Identity Guidelines resource](#) explains everything you need to know about the Girlguiding branding. If you are using a professional designer to help you create your challenge pack, provide them with the *Identity Guidelines*.
- [See our guidance to find out exactly what to do and what not to do when designing a guiding badge.](#) Girlguiding also offers a bespoke badges service. You can find out more by calling 0161 941 2237 and speaking to the Girlguiding Sales and Information Team or visiting <https://www.girlguidingshop.co.uk/en-GB/Information/Custom-er-Services/Contact-Us/>.
- [The Writing Guidelines](#) can help your writing follow the Girlguiding house style.
- [There is lots of useful information about using the Girlguiding brand on our website.](#)

Ask for help

Last but not least, don't feel that you have to produce a challenge pack all by yourself. One of the benefits of being part of guiding is the wide support network available to you.

Writing a good quality challenge pack for girls that incorporates all of the above so it follows the guiding programme and offers balance and variety takes time. Talk first to other people in your guiding area to see if any of them have produced a challenge pack before and could help you, or even just share their experience and give advice. Speak also to your local Commissioner to find out if there is already a local process (and therefore support) in place for producing challenge packs.

Note

Some guiding areas may require challenge packs to go through County and even Country/Region approval processes, for which you will need to allow time in your schedule. Check this with your Commissioner.

What not to do

Do not copy information from other resources

This includes, but is not limited to, books, articles, websites and other activity resources. Copyright infringement is a serious matter. Reproducing material from other sources (including Girlguiding resources) without permission is against the law. If you wish to include activities in your pack from an existing resource, you must contact the owner of that resource (the publisher) for permission. If you wish to request permission to reproduce material from Girlguiding publications please contact info@girlguiding.org.uk.

For more guidelines about copyright and requesting copyright material read Chapter 4 of [Writing Guidelines](#) and our [guidelines when using other people's content](#).

Do not make a 'one size fits all' challenge pack

This is especially important if you are creating a multi-section challenge pack. There should be enough variety on offer so that each section will be able find activities appropriate to its abilities.

Even with a challenge pack for just one section you should still offer variety. The oldest Brownies in a unit for example will be capable of more challenging activities than the youngest Brownies, so you need to offer something for both. Giving girls the choice in what they do will help engage them with the topic and gain their interest early on, which is really important for your challenge.

FAQs

I am looking to fundraise for a trip. Should I write a challenge pack?

Before you start writing a challenge pack to fundraise take a look first at the [funding and fundraising pages of the Girlguiding website](#) for ideas and suggestions of alternative ways you can raise funds that would be more effective and less time consuming than producing a challenge pack.

A local company wants to produce a challenge pack with us. What should I do?

You should first notify your Commissioner if you have been approached by a company about a potential partnership with local guiding. Partnering with companies, organisations and/or other charities can be a great way to support your challenge badge. Before you agree to a partnership though, please take a look at our [Guide to Corporate Fundraising](#), which will advise you on how to make sure you get the most from a partnership. You can also contact the Girlguiding Partnerships Team for help with any queries by calling 020 7834 6242 ext 2175 or emailing partnerships@girlguiding.org.uk.

Note

If you are approached by a national company you must notify the Girlguiding Partnerships Team about it before you do anything else - even if their head office is based in your local area.

List of resources

- [The Guiding Manual](http://www.girlguiding.org.uk/guidingmanual) - www.girlguiding.org.uk/guidingmanual
- [The Guiding Handbook](http://www.girlguidingshop.co.uk) - www.girlguidingshop.co.uk, order code 6052
- [Funding and fundraising pages on the Girlguiding website](#)
- [Our guidance on events and going away](#)
- [Girlguiding activity packs to download](#)
- [Guiding Essentials catalogue](#)
- [About the Rainbow programme](#)
- [About the Brownie programme](#)
- [About the Guide programme](#)
- [About the programme for The Senior Section](#)
- [What makes guiding special](#)
- [Brownie badges](#)
- [Guide badges and Go For Its!](#)
- [Badges and awards for The Senior Section](#)
- [Girlguiding's Educational Framework](#)
- [The Five Essentials \(Guiding Method\)](#)
- [Participation on a Plate](#)
- [Girlguiding Online Print Centre \(OPC\)](#)
- [Girlguiding Identity Guidelines](#)
- [Writing Guidelines](#)
- [Publications Guidelines](#)
- [Guide to Corporate Fundraising](#)
- [Girlguiding copyright and trademarks](#)
- [Current Girlguiding events and other opportunities](#)

Did you enjoy developing and producing your challenge pack? Are you looking for a bigger challenge? If so, you might be interested in taking part in a volunteer group to develop events, challenges, activities and other initiatives for the Girlguiding programme. You can subscribe to the [Girlguiding volunteering opportunities page](#) to be notified of new opportunities as and when they arise.