

# Recruitment PR Guide

Using local press to boost recruitment  
2024



# Introduction

This guide is designed to help you with volunteer and girl recruitment by showing you how to make the most of local press opportunities

It will cover:

- Benefits of generating local press
- How to find a good news story
- What to send to local media publications
- Who you should send to and how to pitch
- How and when the HQ team can help

# Benefits of local press coverage

Improves awareness of Girlguiding and what we have to offer

Helps demonstrate our relevance and challenges any outdated ideas about Girlguiding

Prompts and help drive enquiries and sign ups

Helps reach a new local audience and opportunities

Another way to reach the public and elevate marketing/social media campaigns

## Moving with the times as a Girlguiding volunteer

**Ruby Kitchen**  
NEWS CORRESPONDENT

IN grandmother Angie Goddard's 50 years with Girlguiding she has seen quite some changes with the times. Now as archivist, she would not have it any other way.

Volunteering, the now 74-year-old said, has in many ways shaped her life as she rose through the ranks from Brownie leader to County President.

And as she looks back through the years, she reflects on what she has learned from the youth of today.

"They know so much more, they ask so many questions," said Mrs Goddard, who lives in Sandal, near Wakefield. "We were spoon-fed, in a way. But it's important to give them the opportunities and the space to do anything they want to do. To always say 'we can do anything'."

"They've taught me I have to move with the times, certainly," she added. "It's no use saying 'we used to do it like this'."

Volunteers week runs from June 3 to 9, celebrating the work of those who give up their time to help others in many ways, shapes and guises. Girlguiding is made possible with the support of 70,000 volunteers, from unit leaders to archivists such as Mrs Goddard, who oversees historical stores.

There are books and records, badges and uniforms, every link with events or local fairs, revealing its own patchwork history as to how the movement has changed.

Once "dowdy" uniforms make way for comfy, modern fabrics, and the guidebooks turn glossy and col-

ourful. Badges move on, reflecting a changing society.

"It's important to keep the archives going, so we have all this history," said Mrs Goddard. "Today's news, well it's tomorrow's archives."

Mrs Goddard first started as a Brownie herself aged seven in Pontefract. She never quite left, she laughed, taking on her own unit in Wakefield when she got married to husband Les and carrying on as a Girlguiding volunteer while raising her own two children.

In time, it led to various high profile roles: County Commissioner for West Yorkshire South, Region Chief Commissioner for the North East, and currently County President – as well as volunteer archivist. Recently she was asked to help create memory boxes for care homes.

Through that time she can only guess at the numbers of young women and girls that have passed through the ranks across Yorkshire – certainly tens, if not hundreds of thousands.

Mrs Goddard, who worked in the Post Office as a county clerk before her retirement, is now a grandmother of three including two girls who have both been Rainbows and Brownies. "I've enjoyed it," she said simply. "It's my hobby. It's been my life, really, with support from my family and friends."

"I think of all the opportunities I've had, going to such a lot of places and meeting lots of people over 50 years. I met the Queen Mother, Princesses Margaret and Sophie. To represent Girlguiding, I've always found it a privilege and an honour." **Comment: Page 12.**



**LIFE'S WORK:** Angie Goddard has devoted 50 years of her life volunteering with the Girl Guides, serving as County Commissioner for West Yorkshire South, Region Chief Commissioner for the North East, and currently County President. She is also now archivist for the movement.

# What makes a good regional/local news story?

There are lots of opportunities to generate positive press coverage in your local area. Think about ways you can demonstrate our key messages in action and show the fun and adventure in guiding.

THE YORKSHIRE POST

People

## Joy for Freya-Rose, the Yorkshire Brownie who couldn't talk - but has found lifelong friendships through Girlguiding

For over a century, girls and young women across Yorkshire have benefited from the fun and friendships Girlguiding has to offer.



HAMPSHIRE CHRONICLE

## Ukrainian girl celebrates new friendships at Winchester Brownies

31st March 2023

PEOPLE WINCHESTER



By Toby Oliver  
Reporter  
@ChronicrToby

No Comments

An eight-year-old schoolgirl who fled Ukraine following the Russian invasion has been welcomed into a Winchester Brownie unit.

Gazette  
At the heart of the community since 1878

## Basingstoke girlguide celebrates achieving the top award

10th November 2023

GIRLGUIDING CHARITY PEOPLE BASINGSTOKE



By Kiran Sajjan  
Senior Reporter  
@KiranSajjan2021

No Comments

A HOSPITAL pharmacist from Basingstoke is looking forward to celebrating achieving the top Girlguiding award at the youth organisation's upcoming celebration event.

Maria Glover, 26, who earned her prestigious Queen's Guide award, will join hundreds of fellow Girlguiding award recipients at an event in London's West End on Saturday, November 25.

She was one of the last people to complete her Queen's Guide award, the highest award in Guiding during the reign of Queen Elizabeth II.

Lancashire  
Post

## Leyland Brownie, Ellie Rose, earns all Interest Badges

Ellie Rose became the first Brownie at 7th Leyland URC Brownies to complete all 18 Interest Badges since the new Brownie programme started back in 2018. She also achieved her Brownie Gold Award - a massive achievement for the nine-year-old.

By Anna Clinton  
Contributor  
Published 30th Jan 2024, 10:45 GMT  
Updated 30th Jan 2024, 17:04 GMT





## For a story to be of interest to a regional media outlet it must have a regional/local angle or news hook

### Examples of stories

- Unit trips to exciting places the public may not expect members to go  
*E.g. Kent Guides make Promise at Disneyland Paris*  
*E.g. 100 Epsom Brownies sleepover at racecourse to celebrate World Thinking Day*
- An inspiring, unusual or touching story about a member or showcasing badges  
*E.g. Local Brownie uses first aid badge skills to save grandmother's life*  
*E.g. Somerset Guides save local library as part of Campaigning badge*
- Social action activities  
*E.g. Luton Brownies make Christmas shoe boxes for refugee children*
- Unit visits from someone sharing their skills or teaching members something new  
*E.g. Local engineer visits Rangers to talk about careers in STEM*



# Challenging outdated perceptions and key messages

Our research shows that some members of the public who aren't involved in guiding still have outdated perceptions about us. They don't realise how fun, inclusive and modern we are – and this can put people off joining.

Through PR, we aim to challenge these outdated perceptions through the stories we tell reinforcing our key messages and showing what Girlguiding is now and our offer.

For example, rather than pitching stories about units learning to sew and bake, try pitching stories about girls working towards their Have Adventures theme award. Or learning to navigate new technology using the Skills For My Future UMAs.

Every time you pitch a story, ask yourself 'does this story reflect how we want the public to see Girlguiding today?'

# Key messages

These are important to include in any press releases to ensure our messaging is consistent

Primary Girlguiding key messages

- **Girlguiding helps all girls know they can do anything**
- **Girlguiding is the UK's largest youth organisation dedicated completely to girls** – with over 300,000 Rainbows, Brownies, Guides and Rangers, who come together to laugh, learn, explore and have adventures, in communities across the UK and virtually.
- **Girlguiding shows girls aged 4 to 18 a world of possibilities big and small. One where every girl can laugh and learn and be herself** – supported by nearly 80,000 volunteers who make guiding happen by giving time, talent and enthusiasm.
- **All girls are welcome at Girlguiding – whoever they are, wherever they're from**

Girl recruitment specific:

- **Girls in Girlguiding are up to 23% more confident than girls in the UK on average**

For more guidance on how to write on behalf of Girlguiding please see [our tone of voice guidelines](#)

# Now that you've got a story

## Who should you contact?

You'll need to contact different people for different sections of the media. The below table shows the different types of media outlets you may want to approach with a story, and who's best to contact first:

	Regional print	Regional online	Regional TV	Regional radio
What is it?	Newspapers, magazine, anything (physically) printed	News published online – either duplicative or standalone	Broadcast	Broadcast
Who to contact first?	Newsdesk & community reporters for your area  If photo-led story, picture desks can also be pitched to	Online news or content/digital reporter  <i>Note: Story will be published online automatically if it is included in print</i>	Planning editor on the newsdesk	Planning editor on the newsdesk

- Often media outlets and journalists' specific contact details can be found via search engine e.g Google. If not, there will almost always be a news desk email/phone number that you can use. News desks are usually the best place to pitch a story for consideration.
- Search for similar stories to the one that you're pitching to see which journalists have written about these topics in the past and how to contact them.
- Some publications let you submit a story through an online portal, like this: <https://submit.nationalworld.com/our-publications/>



# Pitching to the media

## What to say and when

- Make sure you're clear on your news hook and your reason for pitching the story, so that you can demonstrate the value of your story to the journalist and to their outlet in particular. Why should they cover your story, what is the regional angle? Why will their readers be interested?
- To prepare, try and summarise your story into 1 or 2 sentences. You can go into more detail later but your opening line needs to catch the journalist's attention and make them think it's worth listening to or reading the rest of your pitch
- If you're pitching over the phone, it can be helpful to rehearse this out loud or with someone else. You could craft your pitch as an email and have it ready to recite over the phone.
- Or, you could send your pitch email with the pitch and press release first and then follow up with a phone call.
- The best time to pitch to a local daily paper is between 3- 4pm. The daily editorial conferences will be out of the way, the paper will have gone to print so journalists will be looking for and interested in new content.
- Weekly publications don't have the same time pressure but it's best to avoid the day the paper goes to print - usually a Wednesday or Thursday.

# What to do if a journalist calls you

In your role as a PRA, this will most likely happen in response to something you've sent out to them

If someone from the local or national media calls you, make sure you:

- **Remember to take your time.** It's easy to feel pressured when a journalist puts you on the spot, but remember you never have to speak with the media. **It's always your choice.** No matter how urgent the issue seems, or how rushed the journalist may be, give yourself time to think it through.
- **Take notes.** Ask for:
  - Their name and publication
  - Their phone number and/or email address
  - A clear outline of the story they would like to cover
  - Exactly what they would like from you, e.g. a comment, information, photos or a visit to a local unit
  - Their deadline for the information

# When to escalate something

## And who to contact

### If you think your story might be of interest to national press

Sometimes, you might come across an exciting case study that could be of national interest. Your case study could have the potential to be of interest to media outside of your local area, if it:

- **Shines a spotlight on a national issue.** *E.g. Winchester Brownies welcome a Ukrainian refugee to their unit*
- **Has the 'wow' factor** *E.g., a profoundly deaf Guide makes friends in Girlguiding despite being unable to speak*
- **Is highlighting something 'new' or a 'first' and could be a 'talking point' subject** *E.g., Guides campaigning for better play areas invited to meet with Prime Minister*

If your story has one or more of these elements, please contact your country or region office and Girlguiding HQ's PR team, who can help support you explore the opportunity of taking the story further.

# Key contacts

## Girlguiding HQ PR team

- Email: [pressoffice@girlguiding.org.uk](mailto:pressoffice@girlguiding.org.uk)
- Press and media section on our website: [Press and media | Girlguiding](#)
- Tel: 020 7592 1891 / Out of hours tel: 0207 592 1733

## Girlguiding Anglia

- Email: [angliahq@girlguiding-anglia.org.uk](mailto:angliahq@girlguiding-anglia.org.uk)
- Communications team: [commsteam@girlguiding-anglia.org.uk](mailto:commsteam@girlguiding-anglia.org.uk)
- Tel: 01603 737357

## Girlguiding Cymru (Wales)

- Email: [waleshq@girlguidingcymru.org.uk](mailto:waleshq@girlguidingcymru.org.uk)
- Tel: 01686 688652

## Girlguiding London and South East England (LaSER)

- Email: [info@girlguidinglaser.org.uk](mailto:info@girlguidinglaser.org.uk)
- Tel: 0208 675 7572

## Girlguiding Midlands

- Head office: [midlands.headoffice@girlguiding-midlands.org.uk](mailto:midlands.headoffice@girlguiding-midlands.org.uk)
- Communications team: [comms@girlguiding-midlands.org.uk](mailto:comms@girlguiding-midlands.org.uk)
- Tel: 01530 412703

## Girlguiding North East England

- Email: [info@girlguidingnortheast.org.uk](mailto:info@girlguidingnortheast.org.uk)
- Tel: 01904 676076

## Girlguiding North West England

- Email: [northwesthq@girlguidingnwe.org.uk](mailto:northwesthq@girlguidingnwe.org.uk)
- Tel: 01772 791 947

## Girlguiding Scotland

- Marketing and communications team: [web@girlguiding-scot.org.uk](mailto:web@girlguiding-scot.org.uk)
- Press office tel: 07852 554 779
- Head office tel: 0131 226 4511

## Girlguiding South West England

- Head office: [swehq@ggswe.org.uk](mailto:swehq@ggswe.org.uk)
- Communications team: [communications@ggswe.org.uk](mailto:communications@ggswe.org.uk)
- Tel: 01722 329306

## Girlguiding Ulster

- Email: [info@girlguidingulster.org.uk](mailto:info@girlguidingulster.org.uk)
- Tel: 028 9042 5212



Girlguiding

