

Key messages for girl recruitment marketing campaign

2024



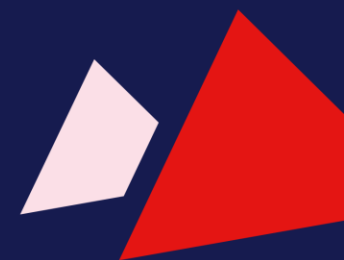
Message guide

We've included a selection of messages you can use in your local recruitment communications.

This presentation includes:

- Our brand message that should lead on all communications
- Primary and secondary messages to promote Girlguiding
- Messages to promote Rainbows, Brownies, Guides and Rangers
- Refreshed website content to let parents know more about Girlguiding and girls Guide and Ranger age

Key messages



Our brand purpose

Main message

**We help all girls know they can
do anything**

Headline and call to action messages

summary

Headline options:

- We help all girls know they can do anything. We're Girlguiding
- Girlguiding opens up a world of possibilities to girls aged 4 to 18 – one where they can do anything.
- Girlguiding is the afterschool club for girls aged 4 to 18.
- Unlock her potential
- Let the adventures begin
- Help your girl challenge themselves by trying lots of different activities

Call to action variations:

- Join [Girlguiding/Rangers/Brownies/Rainbows]
- Register for [Girlguiding/Rangers/Brownies/Rainbows]
- Find your local [Girlguiding/Rangers/Brownies/Rainbows] Group
- Join a local [Girlguiding/Rangers/Brownies/Rainbows] Group
- Register your daughter today
- Clubs for girls aged 4 to 18
- Register your child for Rainbows, Brownies, or Guides for adventure, fun and friendship
- Sign up your child for exciting activities for ages [insert age for specific section] to [insert age].
- Find your local [insert section name] group

Girlguiding

Primary key messages

- Girls can do anything. We help every girl discover this for herself, whether she's 4 or 18 or in between. All girls have a home at Girlguiding – whoever they are, and wherever they are.
- Girlguiding is the UK's largest youth organisation dedicated completely to girls, we're working to shape an equal world where all girls can be happy, safe and fulfil their potential.
- We're an affordable activity club for girls, where they can grow their confidence, try new experiences for the first time and realise their full potential.
- Girls grow confidence at Girlguiding. They're up to 23% more confident than girls in the UK on average, and 3 times more likely to have done something good for their local community or environment.
- We want to see an equal world where all girls feel happy, safe and can enjoy fulfilling lives. So, we encourage them to think big and be bold – each in her own way. We help her know she can do anything.
- We encourage girls to laugh, learn and have adventures. Through exploring a world of possibilities, big and small, girls thrive in Girlguiding.

Girlguiding

Secondary messages

- At Girlguiding, girls can take part in all levels of adventure from high adrenaline to gentler experiences. It could be a bug hunt in the garden or a chance to go abseiling.
- In our relaxed and welcoming all-girl spaces, every girl can be herself and feel at home.
- Your child will have fun, trying new things – enjoying time with friends, encouraged by our inspiring volunteers. She can be free from the many pressures girls face in today's world: everyday sexism, online pressures and social anxieties.
- Girlguiding is the largest youth organisation dedicated completely to girls. We're her first night away, weekend camping adventures, summer music festivals, emails to her MP about the things she cares and worries about.
- We're the badges she collects to capture the journey she's chosen – anything from mindfulness, height-adventures to crafting or digital design.

Rainbows

Key message summary

- Rainbows welcomes all girls from 4 to 7 years old to laugh, learn and have fun in a creative safe space.
- Rainbows will laugh, sing and make a happy mess (and help clear it up!) as they choose their way through our programme of activities.
- Your child will have plenty of magic moments: they might become a time traveller, an animal tracker, a pop singer, a stargazer. It's a wonderful world of fun just for them.
- Our programme has a variety of adventurous activities, that will get your child giggling, having fun and learning how to work as a group - all while being supported by our trained volunteers.
- It's all about having lots of fun learning by doing. Your child has the chance to try out different types of activities. From practical and theoretical to immersive or craft based.
- She'll take part in lots of activities and have plenty of fun together with friends. From caring for animals to exploring nature.
- Rainbows learn new skills and earn badges doing fun activities like camping outdoors to helping their community.

Brownies

Key message summary

- Brownies welcomes all girls aged 7 to 10 years old for nonstop fun, learning and adventure.
- Brownies is full of firsts: your child can explore their creative side, get out into the great outdoors, learn how to look after themselves, others and the world we live in.
- They might grow their first plant, cook their first smore, put up (and take down) their first tent or go on their first fun-packed weekend away with guiding friends. There's something for every girl!
- All girls ages 7 to 10 are welcome at Brownies. There's something for every girl.
- Girls can earn their Be Well theme award by learning ways to relax and fun fitness activities.
- Your child has the chance to take part in new activities, play games and earn badges, all while being supported by our trained volunteers who give up their time for free.

Guides

Key message summary

- Guides is a relaxed, welcoming space where she can have fun, learn and be herself with good friends from 10 to 14 years old.
- Guides is a place where girls explore the things they love and do stuff they've never done before. Where else can girls think up a new sport, make a new perfume, cook over a campfire, design an advertising campaign, have a mocktail party or raise money for a charity she believes in? At Guides, she can do all of this and loads more.
- At Guides, girls make brilliant friendships, have adventures and take on new challenges.
- Girls can make a positive impact on the environment and earn their upcycling badge. Your child can unleash their creative side and save discarded objects from going into landfills by transforming them into new things.
- Girls have the chance to develop their leadership skills by becoming a young volunteer in Guides and supporting Rainbows and Brownies.
- As a Guide, she'll have lots of extra opportunities on top of the fun things to do in her local unit. Your child has the chance to inspire Rainbows and Brownies or help make decisions about the future of Girlguiding.

Rangers

Key message summary

- Rangers is your space – where you get together with other girls aged 14 to 18 to have fun, learn more, give back, hang out, and just be you.
- Rangers is an open and relaxed space, where you can regularly meet up with good friends, go on trips at home and abroad, to help make a difference to the things you care about.
- As you move up from Guides to Rangers, you can harness your independence earn badges and do what makes you happy.
- As you continue your journey from Guides to Rangers, there are endless fun activities to experience. From connecting to nature to being a recipe taster.
- Are you ready to jazz up your wellies, get your face paints ready! Our festival goer badge will help you have lots of fun together and make the most of camping at a festival.
- As you continue to grow from Guides to Rangers, you'll have the chance to inspire and support girls. Support them in a welcoming space to talk about important matters or become a spokesperson for Girlguiding at events.

Rangers

Key message summary

- Bring your imagination and design ideas to life with our animation and costumer badges. Have the freedom to turn them into a reality and show the world what you can do!
- Want to discover the great outdoors? Explore the thrill of canoeing, abseiling and ice skating ... the opportunities are endless.
- Want to grow your confidence? In Rangers you'll be supported to stand up for your beliefs and explore matters that are important to you. You can share your ideas, have heaps of fun and make lifelong friends.
- Build incredible new skills in Rangers. From exploring your future career to building your first ever campfire with friends
- In Rangers you can unlock your creative side, from creating new inventions to den making, it's up to you which activities you want to try.
- In Rangers you can explore your passions. Push your boundaries by trying out new activities like karate, travel to new places or volunteering for causes in your local community.

Useful website links

Summary

Here's some useful website pages you can add into communications to support your local recruitment drives:

About Girlguiding

<https://www.girlguiding.org.uk/about-us/>

About Rainbows

<https://www.girlguiding.org.uk/what-we-do/rainbows/>

About Brownies

<https://www.girlguiding.org.uk/what-we-do/brownies/>

About Guides

<https://www.girlguiding.org.uk/what-we-do/guides/>

About Rangers

<https://www.girlguiding.org.uk/what-we-do/rangers/>