

Successful PR and recruitment stands



Girlguiding
Anglia



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girlguiding-anglia.org.uk

**1 minute
games!** **Arts &
crafts!**
Volunteer with us!



To grow, we need to recruit more young members and volunteers, as well as to keep our existing young members and volunteers

Location, location, location!

Where is your stand going to be? Think about places people gather and locations such as:

- School or village fetes
- Local parks or village greens
- Stalls where people will be passing
- Create your own opportunities and include local businesses to create a sense of community

Planning time!

Do your groundwork... and your stall will flourish

Know your audience

With a stand, you need to be clear who you're pitching to:

- Girls
- Parents
- Students

Make it relevant

Does the event have a theme? e.g. Christmas, girl empowerment, freshers' fair

How can you tie the aim of your stand and activities in with that?

If there's a mismatch, your stand won't be relevant to the people there, and you'll have no audience.

- Find out more about the space you've been allocated, so you can plan how to use it
- Research which local units have spaces and which ones need volunteers - have maps showing where those units are based
- Keep your branding up to date and consistent
- Make use of assets and resources available through the online design centre and region website - you can call/email the region team for support

Handy Tip

On the Girlguiding shop, there are some handy postcards you can order for free to give out to people interested in registering.

On the day

- Use the space in front – the more people gathered, the more people will come to find out what's happening
- With permission, you don't have to stay at your stall. Consider having a roving kit you can walk amongst the crowd and around the event with, offering activities to people waiting in queues
- Offer activities to all, not just the girls – families stay for longer
- Keep your stand/stall tidy – people's lunches and coats should be hidden under the table cloth

Activities and giveaways

The best way to sell Girlguiding is for people to experience it! Activities are a great way to get people involved so you can start those recruitment conversations.

Don't forget to use your secret powers:

- Girls in uniform – instantly recognisable, often more so than a logo
- Men – dads and existing helpers can help us reach men who wouldn't usually come to the stall



Ideas

- Rock painting
- Human fruit machine
- Tins of beans wrapped with Girlguiding advertisements
- 1 minute games
- Grow your own cress
- Slime
- String art
- S'mores
- Glitter
- Face painting
- Wind turbines

Handy Tip

Asking for donations towards activities, has previously raised more than when charging a set fee.

Strong branding, so the gazebo stands out amongst others

Example PR stand

Show not tell with bunting, banners and interactive activities

Volunteers not sitting down behind the table

Most people won't enter a gazebo, spill out in front to engage with people

Handy Tip

You can order free promotional materials via the Girlguiding shop, or design your own on the Girlguiding online design centre.

For further assistance or advice on creating a successful recruitment stall, get in touch with the region team at commsteam@girlguiding-anglia.org.uk