

# GGC-QC Kiosk-to-Go!

The Kiosk-to-Go document is full of information about organizing PR and recruitment events or preparing for event appearances in your community!

Before you start planning, think about your event's purpose. What audience are you trying to reach and how many people? Are you recruiting girls for a certain branch, adults, etc? What are you organizing for? What are you trying to accomplish?

You may already be organizing PR events in your district like having a booth at a Canada Day fair, or participating in a local parade. This document may have some tips for you to take your presence to the next level. If you're looking to really ramp it up, and you have the support in your district to do so, you may want to welcome your local community to offer a 'taste of Guiding' event.

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## What are you planning for?

a large Guiding exposition  
in your district, day-long  
and open to the public?

Something else?

Participation at a larger  
public event with a kiosk or  
booth  
i.e Canada Day, or a Registration  
Event?



# Event Planning

## Logistics - "Getting down to business!"

Organizing your own event will take a lot of forethought and preparation. It's worth it if you increase your membership, though! Make your district's hard work worthwhile by planning carefully and thinking about what's available in your district and what needs to be created!

What spaces are available in your district? Parks and town squares are good places to start; parts of them can be reserved for a day with your local municipality or borough.

Consider:

- What time of year will your event be? Will you need a bad-weather plan (rain/snow/wind)?
- Who are you targeting to come and participate?
- Do you have the volunteer interest and experience to plan and accomplish a big event successfully?
- Who will make the space booking? Do you need to meet with a representative from the city/venue? Determine a site plan?
- Where will your kiosk be set up? The middle of a field? Parking lot?
- Know your 'competition' during the event, and what they will have to attract people. (i.e. Scouts)
- Think about having a dynamic activity instead of a craft, show off what Guiding or your district really does!

If that's more than you can take on, there are lots of local events you can consider participating in, with your own Guiding booth. Does your meeting space have its own open house, or seasonal event? What does your district or unit already participate in and can you build on that presence or relationship?

There are:

- street/sidewalk fairs
- school open houses
- community/city days
- local festivals (incorporate [Québec c'est la fête!](#))
- community centre fairs
- winter carnivals
- community parades
- PR events can be any time of year

Lots of groups have their own events throughout the year:

- schools, libraries, council/borough, municipal offices
- community centres, CLSCs, CSSSs
- farmer's/public markets, grocery stores (shop there in your uniform!)
- local businesses, cafes, and restaurants, especially ones owned by people in your community

Even low-budget events have dollar signs attached to them. Calculate costs as accurately as you can -it'll be so satisfying when you compare actual costs at the end to find out you're under budget! Ask your district what you already have, what can be borrowed, and what expenses you may have. You may be able to have some of them covered by the [PR Event Subsidy](#).

What needs to be brought to/from location? Do you have a schedule of when you can setup/take down? What time will you be able to unload and set up? Do you have needs for electrical outlets? Wall space? A corner? Water? Bathrooms?

You may want to talk to experienced DCS and Guiders to learn what has been organized in the past!

## What resources are available:

From the province?

- NEW FOR 2016! Complete the [Event Subsidy Request](#) to receive reimbursement for costs related to your local event or booth, you can also request PR items, the GGC Pop-Up Tent and Event Squad support!

### How do I request an Event Subsidy?

1. Determine the details of your event, date, location, budget etc.
2. Complete the [Event Subsidy Request](#) and submit it one month in advance.
3. You will receive confirmation and the final amount of subsidy
4. Have your event- make it an unforgettable day!
5. Complete the [Post-Event Subsidy Report](#) to describe the event details, complete your expense claim form and submit your receipts for reimbursement
6. Plan another event and do it all again!

- GGC blue pop-up tent (request the pop-up tent via [admin@guidesquebec.ca](mailto:admin@guidesquebec.ca) with the dates of your event and pick up details)



From your district?

- tents, chairs, tables, rolling cart/dolly
- Guiding items: district flags, toadstool, camp blanket, buddy burner, bedroll etc. other items that will display what Guiding involves to the community, including photos of your girls in action

From your community/borough?

- Some municipalities have tents, tables etc. available for rent or to borrow, check to see what you can borrow from your borough or town office.

From other districts ([contact the DC](#) to inquire about borrowing these items)

- large Tug-of-War rope (Lakeshore),
- mini putt (Lakeshore)
- bean bag toss (?)
  - o Does your district have something they can share? Contact the [Communications Coordinator](#) to add it to this list!



## Volunteers – Who do you need?

- set-up/take down team: a team of set-up people to help you at the start of the event, as well as some who will arrive by the end of the event to assist with take-down and car loading
- PR team: Volunteers who can talk about Guiding comfortably- in both languages is even better! It's good to have a group of women who show the diversity of the Guiding community.
- Activity team: members/Guiders/Youth Members who are good at running short activities for passing children
- First-Aid team (at a GGC organized event) clearly identified by hats or scarves etc.
- You may only need one person per task, if they're experienced and comfortable, and depending on your event. If you're hosting a larger event you'll need more people!

## Promotion – “Getting the word out!”

If you're organizing a table or booth at a larger event, you may not need to promote much in advance. However, if you're hosting the event, you'll definitely need to reach out to your community to get them there! Here are some promotion methods you can try:

- **PR Tool Kit** in [Member Zone](#) (Find it under 'Communication' > 'PR Tools') work from these tools to create a press release, you can send it to your local media (newspaper, radio, TV, bloggers) to promote your presence, contact the Communications Coordinator if you need support
- **sponsorship letters** in [English](#) / [French](#) in the [PR Dropbox](#), use these letters to ask local businesses about sponsoring or donating materials to your event, edit with your event's details
- community bulletin boards, (libraries, grocery stores, schools, cafés) create a listing of community bulletin boards that you can put up your posters and know their rules, do posters have to be approved? Stamped? Will they be removed by a deadline? Break up the list based on what everyone in the district can take on
- electronic billboards: Request your community's electronic billboard form from the city/municipality, complete and submit it to promote your event. Find some sample English and French text on **page 8** to get you started.
- event poster- create a poster you can put up in local stores, libraries, schools etc. to gather interest in your event
- Invite the mayor, or local councilors, local dignitaries (especially if you already have a relationship with them!)
- A classic: word of mouth! Tell everyone you know, and explicitly invite them. Make it clear families and children are invited and ask them to spread the word as well!

PR TIP: Try searching for 'playgroup', 'mommies' or 'parents' etc with your neighbourhood's or city's name online, to see what's available near you! Join those groups to promote what's happening locally!

Get connected!   

What online promotion support is available from the office?

- GGC-QC [Facebook page](#), Twitter [@guidesquebec](#) are our outlets with the most followers. Include the social media handles of organizing groups in your posts or request and they can be tagged in posts by the GGC-QC accounts.
- Promote your presence on your district's Facebook pages and website, as well as local Facebook pages, Google Groups, local Twitter users etc.



## At your table or booth:

PR tools - GGC branded adult and girl brochures, bookmarks, posters, tattoos, pencils, magnets, are available from the provincial office. Take a look on [GGC Brand Centre](#) for an idea of what's available, (not everything there will be in stock provincially). Complete the [PR Materials Request Form](#) and send it to [communications@guidesquebec.ca](mailto:communications@guidesquebec.ca)

**Other tools** (print these locally, or ask the provincial office to assist you with printing) see many more on the [PR & Membership tools](#) page

## NEW!

Activity Flyers for girls: Three flyers with GGC information on one side and a puzzle activity on the other for families.

Download them on the [PR & Membership tools](#) page

### Mot Cachés — Word Search



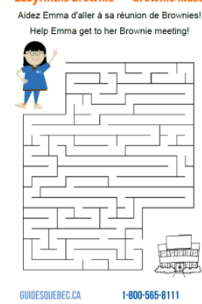
Guiding Word Search

### Trouver les différences! Spot the differences!



Spot the Difference

### Labyrinthe Brownie — Brownie Maze



Brownie Maze

- a [powerpoint presentation](#) of what Guiding is in the **PR Dropbox**
- 'At A Glance' handouts are available for all branches, bilingual, informative and engaging, you can print multiples out, or display them in laminated versions at your table. Available on the [PR & Membership Tools Page](#)



- Create a flyer with local unit meeting information for families
- Get in touch with [admin@guidesquebec.ca](mailto:admin@guidesquebec.ca) for a roster of units in the province. It can be helpful for those looking for information on other districts.

## Registration Tools:

- [Online Registration How-To](#) Flyers – A bilingual step-by-step guide for online registration, including technical support contact information
- [Email Contact Request List](#) Ask families, "Would you like to leave your email address? Then we can send you registration information!" If you don't ask or offer, people won't engage. Send the typed list of email addresses to [communications@guidesquebec.ca](mailto:communications@guidesquebec.ca) and the Communications Coordinator will send families a generic 'Welcome to Guiding' eblast with registration information.





## During the Event

### 5, 6, 7, 8, ... Decorate!

- You want your space to stand out from its surroundings! Give your booth some bling, by setting up balloons or adding streamers in branch colours.
- Set up a display – include uniforms, camp blankets, program books, pictures from events, bedroll, buddy burner, other Guiding items, an activity (see page 9) Maximize your allotted space, use up every square inch!
- Catchy tunes will catch some attention. Play a recording or have girls demonstrate Guiding songs.

### Get your people on point!

- All members (girls and adults) working at the kiosk should be in uniform, sash and scarf, pin tab, etc. They can share about awards and badges earned through Guiding. You can even invite enthusiastic parents, just make sure to give them a name tag and have their daughter show up in uniform, and discuss your expectations of them beforehand.
- Take five minutes before the start of the event and between shift changes to brief volunteers on the day's plan and to answer any questions they may have. Getting the team on the same page will ensure that the event runs smoothly. You'll be too busy to show people where the extra pens are once you are bombarded with parents wanting to register!
- Everyone at the booth should be enthusiastic and excited to talk about Guiding to the public. However, days can be long, if volunteers are looking tired, give them a break to walk around, have a snack or get refreshed and back on their game. Be mindful of the weather at outdoor events; have your team prepared for a range of climates.
- Have girls and Guiders from each branch at the table to talk about the program, what they enjoy about it and how it benefits them. Indicate to visitors, what branch their daughter would be at the registration or welcome station so they are encouraged to learn more about the branch.
- Ask your District Commissioner(s), Unit Guiders or parents to be available to answer questions and to act as hosts. Edit the 'ASK ME' nametag files [in the Dropbox](#) based on your volunteer's roles, members can wear their GGC nametags. Show appreciation for your other volunteers by welcoming them with a prepared nametag.
- Consider calling on the NEW [Event Squad](#)! Email [communications@guidesquebec.ca](mailto:communications@guidesquebec.ca) with the event information, how many people you need, for how long (full day/half day) what date, etc. what other needs you have. Get a team of motivated people ready to help at your next event!

PR Tip: Don't bombard people with lots of information, you might overwhelm them. Speak slowly, especially when you're describing Guiding jargon.

### Don't let them walk on by!

- Set up tables for each branch of Guiding – use colour-coordinated balloons, streamers or fabric to identify the different branches.
- Take a look at **page 9** for a list of fun activities for a booth or event, including their materials! Ask kids to participate in a service project – [Girls for Safer Communities](#), [park cleanup](#), [tree planting](#), bike safety day, or target a local issue (graffiti, littering, etc)



- Take a look at the [Booth Etiquette](#) sheet written by the Alberta Council for some good booth etiquette tips! Read over the conversation starters on **page 8** for more ideas!
- If you're trying to show the diversity of activities involved in Guiding, a passport or collect 'em all style of circuit or game encourages passing kids and families to try multiple activities, edit [this file in Dropbox](#) for your own event!
- Other things to consider, will someone be in charge of taking photos? Can you sell cookies?

## Post-event – “Same time next year!”

Make sure you let the rest of your district, especially your DC(s) know how the event went, think about these questions:

- Did you speak to the number of people that you wanted?
- Was there media presence/involvement?
- Was the community supportive of your event?
- Did Guiders, leaders and girls have fun participating in the event display?
- What worked and what didn't? Did you stay on budget? What would you do differently next time?

Report to your District Council how the event went, you can even add a written report to your next district meeting minutes. It's also important to be available to families for follow-up after the event or assign someone to respond to inquiries as a result of the event.

## What do you need to send/complete/finish up?

- Thank you cards to volunteers, certificates for sponsors, list of volunteers for iMIS
- Thank you cards to organizations, stores that donated, dignitaries who attend etc.
- Send the list of email addresses from the [Email Contact Request List](#) to the office
- Did you take advantage of the PR Event Subsidy? Complete the [Post-Event Subsidy Report](#), and send the information to the office, including receipts, for reimbursement.

Do you have an idea for this document? Get in touch with [communications](#) to have it added for others to see!

## Appendix Documents:

1. [Email Contact Request List](#)
2. Electronic Billboard text ideas – page 8
3. Volunteer Name Tags – Available in the PR Dropbox in [MS Publisher](#) and PDF
4. [PR Materials Request Form](#) - Available in the [PR Dropbox](#)
5. Event Activity Ideas – page 9
6. Event Subsidy Request Form (request for PR event subsidy)
7. Post-Event Subsidy Report (post-event reporting and expense sheet)
8. [Sample Event Passport](#) – edit with your own event's information



Electronic Billboard text samples	
Girl Guides of Canada – [name of district] District	Guides du Canada – Secteur [name of district]
Activities for girls ages 5-17	Activités pour filles âgées de 5-17 ans
Girl Greatness Starts Here	Le leadership des filles commence ici!
Units meeting near you!	Des réunions dans votre quartier!
Camping, nature, community service projects, active games	Camping, nature, projets de service communautaire, activités ludiques

Conversation Starters	
To everyone	Smile, greet everyone who walks by with a friendly Hi! / Bonjour!
To parents and families	<p>Welcome! It's *event name* today, you're invited to our next Bring a Friend event, next month! (or other event)</p> <p>*Give girls a Free Meeting Pass, with your event's information*</p> <p>Would you like to leave your information? We can get in touch with you about registration and units near you!</p>
	<p>Bonjour! Bienvenue! Aujourd'hui est *nom de l'événement* vous-êtes invites à notre événement Portes Ouvertes pendant le mois de . . .</p> <p>Est-ce que vous voulez laisser vos coordonnées, on peut vous contacter avec de l'information sur l'inscription et les unités proche de vous!</p>
To girls	<p>Do you know about Girl Guides? Do you like nature/crafts/exploring/making new friends? How old are you? You could be a Brownie/Spark etc.</p>
	<p>Est-ce que tu connais les Guides? Est-ce que tu aime la nature / le bricolage / explorer / faire de bonnes amies? Quelle âge à tu?</p>
When someone says, "My mother was a Girl Guide." Or "I was a Girl Guide."	Respond: "Where did she do her Guiding?" "Would you like to get involved?"
Practice recruitment pitches in English and French, look over the <a href="#">QC Lexicon</a> , for Guiding terms in French and English, or look here for some <a href="#">recruitment talking points</a> !	



Kiosk Activities (pick 1 or 2)	
Simple hands-on activities or active games	
Licorice knots	<p>Show kids a reef knot, eight knot, bowline etc. out of licorice. Make sure you know them too! Buy the long strings of licorice, not short twizzlers.</p> <p>Print the <a href="#">Knot activity page</a> in the PR Dropbox</p>
Mini s'mores	Take mini marshmallows, teddy grahams, and chocolate chips to make a tiny s'more cooked on a skewer over a candle
Minute to Win it	Search online for ' <a href="#">Minute-to-Win-it games</a> ' and pick your favorites.
'I Spy' game with camp blanket crests	<p>Find a crest that's from 2010 . . .</p> <ul style="list-style-type: none"> <li>-a special coloured crest, crest with a maple leaf,</li> <li>-crest that has the words . . .</li> <li>-find all the World Centre Crests then you can respond to the "What's a World Centre?" question</li> </ul>
Scavenger hunt	Kids can go on a scavenger hunt for trees, leaves, animals, landmarks etc
Bracelet or Stringing	Bracelets with branch coloured beads,
Trail Marker Trivia	Set up rocks in trail markers and have children guess their meaning.
International	Are there local GGC travelers who could share about their trip?
Camping	Camp skills races, Grilled cheese in burlap, garden in a glove?