



# Membership Coach's Corner

*How could you improve your membership growth game?*

A strong and growing Guiding membership is everyone's concern. Each district experiences its own challenges, and has its own opportunities, obstacles, awesome success stories and particular needs, and these are best appreciated by the members of those districts. As we prepare for the Spring registration season, and view far away to fall, we need to take a look at our teams and explore what we can do to share our next Guiding year with even more girls and women.

This Coach's Worksheet can help you assess your Defence, your Offence and your particular skills on your team. This doesn't have to be a DC exercise either – any Guider with an interest can facilitate this coach's exercise!

Everyone and anyone involved in the District, including the girls, can get together and look at the local team and what people do to promote membership, all with an eye to the big 3 questions:

- 1) What do you do really well now?
- 2) What could you do better in the future?
- 3) What could you start to do that you haven't tried to do before?

For questions 1 – Celebrate, you've got that covered! Congratulations!

For questions 2 and 3, brainstorm as many ideas as you can come up with – the practical, impossible, idealistic or crazy (like A FOX!)

Once the ideas have settled, look again and choose - a few, or even only one, but explore how it could be accomplished, and most importantly who will champion that idea and make it happen. Once you have a champion, then look at what resources and information that idea needs – and know that PR tools and expertise are there to help you\* That's the asterisk on the board! [Communications@guidesquebec.ca](mailto:Communications@guidesquebec.ca) at the provincial office and the [pr.rp@guidesquebec.ca](mailto:pr.rp@guidesquebec.ca) volunteers are there to help things happen in your neighbourhood.

A first step to keep in mind is to confirm your Units' details on the Unit finder, and add start-up dates and details just as soon as they are determined! This will allow that great internet tool, the Unit Finder, to direct new members right to your door!

Hold your Coaching session soon – before the cookies and season end rush are upon us. We have so many resources that can be customized to your needs, and we have the skills and assistance available to anyone who needs them.

Check out that Coach's Board – we're heading into the playoffs! We want to score really big next season!

Yours in Guiding

Girl Guides of Canada-Guides du Canada

Québec Provincial Commissioner

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*How could you improve your membership growth game?*

For Adult members

For Girl Members

**DEFENSE:** Retention of existing members, recognition of membership, performance, milestones and excellence

What do you do / could you do better / could you start to do?	Who/How	Needs*		What do you do / could you do better / could you start to do?	Who/How	Needs*
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**OFFENCE:** Recruiting new members, retrieving lost members, growing your district

What do you do / could you do better / could you start to do?	Who/How	Needs*		What do you do / could you do better / could you start to do?	Who/How	Needs*
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**TEAM SKILLS:** Improving member skills, enhancing the member experience

What do you do / could you do better / could you start to do?	Who/How	Needs*		What do you do / could you do better / could you start to do?	Who/How	Needs*
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