

# UNIT GUIDER POCKET PAL



## RANGERS 2024-2025 ANY COUNCIL

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### MISSION

To be a catalyst for girls empowering girls.

### VISION

A better world, by girls.

### GIRL GUIDE PROMISE

I Promise to do my best,  
To be true to myself, my beliefs and Canada.  
I will take action for a better world  
And respect the Guiding Law.

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### MOTTO

Be Prepared

Lend a Hand  
Ember Motto

### LAW

The Guiding Law challenges me to:

- be honest and trustworthy
- use my resources wisely
- respect myself and others
- recognize and use my talents and abilities
- protect our common environment
- live with courage and strength
- share in the sisterhood of Guiding

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### RANGERS OVERVIEW

#### For young women ages 15 to 17

Rangers lead their own adventures and set their own goals to create their own unique Guiding experience. Rangers begin to explore career options and learn valuable life skills such as financial planning and building repairs. Rangers are also involved in active leadership opportunities in their communities and beyond like global development projects, eco-awareness initiatives and teaching skills to younger girls as Junior Leaders.

#### Your Ranger could experience these activities.

- Learning how to write a great resume
- Budgeting for living away from home
- Leading discussions about body image and the media
- Taking an overnight canoe trip
- Volunteering as a Junior Leader with younger girls
- Connecting with the wider world through international travel
- Furthering their education through Girl Guides of Canada scholarships

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### **Sparks (ages 5 and 6)**

Sparks is a two-year program

### **Embers (ages 7 and 8)**

Embers is a two-year program

### **Guides (ages 9-12)**

Guides is a three-year program

### **Pathfinders (ages 12-15)**

Pathfinders is a three-year program

### **Rangers (ages 15-17+)**

Rangers is a three-year program

### **Link (ages 18-30)**

Link is to allow women 18-30 to stay connected to Guiding

### **Trefoil (ages 30+)**

Trefoil is for women 30+ to stay connected to Guiding

## **GUIDE PROMISE**

I Promise to do my best,  
To be true to myself, my beliefs and Canada.  
I will take action for a better world  
And respect the Guide Law.

## **GUIDE LAW SONG**

I challenge myself with the  
Guiding Law to be honest and true  
To be wise in the use of resources I have;  
To respect myself and others, too;  
To know and to use my gifts and skills;  
To protect our common world;  
Live with courage and strength;  
And to share in the joys of the  
Guiding Sisterhood!

## **FLAG ETIQUETTE**

### **Flags and Guiding**

In Guiding, you will often hear the terms, colours, colour ceremony and colour party.

Colours means the flags. The colour ceremony is the raising or lowering of a flag and the colour party is the group that performs the ceremony.

#### **During a ceremony, meeting or special event**

- When the Canadian Flag is displayed on a staff placed on a platform, stage or dais, it should be to the right of the speaker.
- When the Colours (flags) are used in the Guide horseshoe, the Canadian Flag is always on the Guider's right and the World Flag on her left as she faces the horseshoe.
- When displayed in places of worship or on a speaker's platform, the Canadian Flag should be displayed flat (hung horizontally) against the wall or on a staff on the celebrant's or speaker's right as she faces the audience or congregation.
- When used in the body of an auditorium the Canadian Flag should be on the right of the audience.

There are eight program areas and each program area has three themes under it.

1. Guide Together (Our Story, Spirit of Guiding, Camping and the Great Outdoors)
2. Explore Identities (Being You, Different Together, Gender Power)
3. Build Skills (Money Sense, Life Stuff, How To)
4. Be Well (My Mighty Mind, My Physical Self, My Healthy Relationships)
5. Experiment and Create (Science Lab, Design Space, Art Studio)
6. Connect and Question (Local Communities, Canadian Connections, World Stage)
7. Take Action (Your Choice, Your Voice, Your Action)
8. Into the Outdoors (Nature Discoveries, Our Shared Planet, Camping Skills and Adventures)

## ACCESSING THE GIRLS FIRST PLATFORM

Go to this website:

<https://experience.girlguides.ca/ggc-login? ga>

You need your iMIS number to log into this, use your name as it appears in iMIS and the email address you have in iMIS

## HOW TO EARN BADGES

- ♣ To earn a Theme badge it is recommended
  - Girls participate in 8-10 activities
- ♣ To earn a Program Area badge
  - Girls complete 2-3 theme badges/theme
- ♣ The guidelines to earn the Take Action Program Area are a little different –
  4. **Your Choice:** complete the Explore Your Passion Instant Meeting
  5. **Your Voice:** complete the Driving Change Instant Meeting
  6. **Your Action:** complete 1-3 actions

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At enrolment, Guides get their enrolment pin, membership year pin and certificate.

Enrolment requirements: know the promise, law and motto. Guides also need to learn the Guide Handshake attend at least one meeting in your new branch.

## SAMPLE ENROLMENT CEREMONY

**GUIDER:** You made your first Promise when you were enrolled

as a Guide/Pathfinder. Do you now have a deeper understanding of the Promise and Law?

**NEW RANGER:** Yes, I believe that I do.

**GUIDER:** Please reaffirm your Promise.

**NEW RANGER:** (making the Guide Sign) I Promise ...

**GUIDER:** (As she pins on the red Enrolment Pin and shakes hands with the new Ranger.) The \_\_\_\_ Ranger Unit welcomes you as a member and trusts you to make the Promise and Law a part of your life.

\*Make sure to involve the girls in planning their enrolment ceremony. The possibilities are endless!

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## GIRL GUIDE COOKIES

Selling Girl Guide cookies is the main fundraiser for units. In the fall, the chocolate mint cookies are sold, and in the spring the classic chocolate and vanilla sandwich cookies are sold.

Breakdown of cookie money:

National & Dare:	\$38.50
ANY Council:	\$7.00
Membership Subsidy:	\$0.75
Area:	
District:	
Unit:	

\$25.75 - Area, District, Unit.

Each Area sets a different breakdown, but Units are guaranteed a minimum of \$13.50/ case.

## RANGER AWARDS

Guiding at the Ranger branch offers you the opportunity to work towards three special awards:

1. Ranger Service Award
2. Cookie Campaign Challenge
3. Trailblazer Leadership Award (Bronze, Silver, & Gold)

### RANGER SERVICE AWARD

Complete a service project in an area of interest to you. You should be involved in the full project including the following aspects:

- Research & Design
- Preparation
- Implementation
- Evaluation

You can complete the project on your own or with someone else. The project should require at least 20 hours of time to complete all parts. This service cannot count towards earning the Take Action program area Badge or the Your Action Theme badges.

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## COOKIE CAMPAIGN CHALLENGE:

Take an active role in supporting the sale of unit cookies in at least four cookie campaigns using at least two different methods over the four campaigns. There are three methods outlined below; however, others may also be used.

### 1) Getting Ready for Your Cookie Campaign

- a) Have a clear idea of what you're going to do with the funds raised, what you'll learn from the experience and what your sales goal is. Find out how much your unit earns per case.
- b) Research the cost of an activity and then figure out how many boxes of cookies would be needed to support it.
- c) Create personal goals for what you want to get out of selling cookies.
- d) Get to know your product to get ready to sell and answer questions.
- e) Understand the motivations of your customer. Put yourself in the customer's shoes to understand what is appealing about the cookies. Put together your thoughts on what motivates customers.

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f) Brainstorm a list of typical customers and where and how you can reach them.

g) Ask relatives or friends to assist you in finding out what kind of information would be appealing as an incentive to buy cookies.

### 2) Marketing Your Cookies

- a) Play a role in developing your unit's marketing plan. You could take on one of the following roles or another needed within your unit. Use your skills to choose a position that can make use of what you like and are good at.
  - o Event Planner - This person organizes the where, what and when for a cookie sales event.
  - o Art Director - Designs the cookie booth display and/or presentation.
  - o Customer Service Rep - Talks to customers and develops a short sales pitch to catch the customer's interest; she may also coach team members on how to present themselves to customers.
  - o Finance Manager - Tracks the costs and expenses of cookie sales.
  - o Marketing Manager - Finds new places to sell, identifies new types of customers, and creates thank-you messages.

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- o Public Relations Specialist – Writes news items to highlight the group's successes; lets people know about who has benefited from the sales.
- b) Create a sales pitch with others in your unit and learn about making cold calls.
- c) With a group, role-play possible scenarios that cookie sellers may encounter.
- d) Get copies of any sales aids available from the national office (check [www.girlguides.ca](http://www.girlguides.ca) and Member Zone). Invite a marketing specialist to a meeting to talk about branding.
- e) Check into the dollars and cents of managing cookie sales. Your cookie campaign is a hands-on chance to gain experience in money management.
  - o Create a budget for your campaign (or for the activity which the cookies will fund).
  - o Manage the cash. Show younger girls how to make change, use a spreadsheet to track sales and profits and help prepare bank deposits.

### 3) Sell those cookies.

- a) Choose one of the following options for pitching and selling your cookies, or create one entirely of your own:
  - o Set up events to promote and sell cookies (this is referred to as "in-field marketing"). Create a list of all the tasks that will be part of the event. Estimate when each item should be organized or completed.

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- o Set up and complete a neighbourhood cookie blitz. Create a list of all the tasks that will be part of the event. Estimate when each item should be organized or completed.
- o Set up and complete a cookie selling partnership with a local business. Create a list of all the tasks that will be part of the event. Estimate when each item should be organized or completed.

### 4) Additional options

- a) Review what you have learned from your campaign that will benefit you in the future. Make this part of the next cookie campaign.
- b) Determine how to use the cookie campaign sales aids most effectively (collaborate with other units or groups; assign neighbourhoods or parts of your community to different groups).
- c) Cookie campaigns can help you explore careers — particularly those involving sales, marketing and public relations. But here are a few additional fields to investigate. Meet with someone in one of the careers from the following list or go to his or her workplace for a tour:

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- o Communications
- o Accounting or Finance
- o Advertising
- o Product Development
- o Food Sciences
- o Culinary Arts
- o Food Manufacturing
- o Media Relations
- o Graphic Design
- o Branding
- o Nutrition
- o Journalism
- o Entrepreneurial Studies

d) Review what skills you've learned through selling cookies that you could transfer to your resume and make these updates. Your skills clearly relate to sales and retail jobs. However, you've also learned "soft" skills that can be used to describe the kind of person you are and how you approach a job. Use your cookie-selling goals and sales record to demonstrate measurable successes.

e) Find ways to use cookie sales as a way to give back to your community and put it into action. For example: Invite people to buy a box of cookies to donate to a women's shelter, group home or seniors' home or promote cookie campaigns as a way of teaching skills and raising the profile of Girl Guides of Canada in your community

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## TRAILBLAZER LEADERSHIP AWARD

The Trailblazer Leadership Award is the highest award a Ranger can earn. This prestigious award is the culmination of your work as a girl member. A Ranger must demonstrate her leadership and management skills by setting her own learning goals, organizing community service, creating events for peers and younger girls and running cookie selling campaigns. The award recognizes a girl's outstanding achievement and her commitment to the Vision, Mission and Values of Girl Guides of Canada—Guides du Canada.

There are three levels to this award – Bronze, Silver and Gold. If you are interested in earning the Trailblazer Leadership Gold award, you will need to start planning early as a Ranger. There are activities in the digital platform to help you plan out how you can earn this award. Be sure to check out the Trailblazer Leadership Award Activity and Trailblazer Awards Planning Resource.

You can also earn parts of this award through working as a Junior Leader with a younger unit.

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## BRONZE AWARD

### PART 1

Complete one Theme in each Program Area. Program Areas include:

- Guide Together
- Build Skills
- Experiment and Create
- Take Action
- Explore Identities
- Be Well
- Connect and Question
- Into the Outdoors

To complete a Theme, Rangers should work on two topics within that Theme. Rangers can use existing program challenges, instant meetings and activities to complete a topic.

OR

Rangers can work independently, in groups or as a unit to develop a challenge on a topic of their choice. In developing a challenge, it should be completed over at least two meetings, and Rangers will need to:

- Develop outcomes, objectives, themes and skills appropriate to the topic.
- Develop activities for the challenge (either new or utilising those existing within the program) to be completed individually or as a group.

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- Leading the meetings in which the challenge is completed.
- Sharing what you've learned – in your unit, in your community/school or through a bridging activity or meeting with another unit.

## SILVER AWARD

### PART 1

Complete the Bronze Award

### PART 2

Complete one additional Theme in each Program Area. Themes completed in the Silver Award must be different than those competed to earn the Bronze Award.

To complete a Theme, Rangers should work on two topics within that Theme. Rangers can use existing program challenges, instant meetings and activities to complete a topic.

OR

Rangers can work independently, in groups or as a unit to develop a challenge on a topic of their choice. In developing a challenge, it should be completed over at least two meetings, and Rangers will need to:

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- Develop outcomes, objectives, themes and skills appropriate to the topic.
- Develop activities for the challenge (either new or utilising those existing within the program) to be completed individually or as a group.
- Leading the meetings in which the challenge is completed.
- Sharing what you've learned – in your unit, in your community/school or through a bridging activity or meeting with another unit.

Note: No Theme in any Program Area can be complete more than one time in the attainment of the Silver or Gold Award.

## **GOLD AWARD**

### **PART 1**

Complete the Bronze Award and the Silver Award.

Complete one additional Theme not already completed in the Bronze or Silver awards from any five Program Areas of the Ranger's choice.

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To complete a Theme, Rangers should work on two topics within that Theme. Rangers can use existing program challenges, instant meetings and activities to complete a topic.

OR

Rangers can work independently, in groups or as a unit to develop a challenge on a topic of their choice. In developing a challenge, it should be completed over at least two meetings, and Rangers will need to:

- Develop outcomes, objectives, themes and skills appropriate to the topic.
- Develop activities for the challenge (either new or utilising those existing within the program) to be completed individually or as a group.
- Leading the meetings in which the challenge is completed
- Sharing what you've learned – in your unit, in your community/school or through a bridging activity or meeting with another unit.

Note: No Theme in any Program Area can be completed more than one time in the attainment of the Silver or Gold Award.

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### **PART 2**

## **RANGER SERVICE AWARD**

### **PART 3**

## **COOKIE CAMPAIGN CHALLENGE:**

## **WORLD ASSOCIATION OF GIRL GUIDES AND GIRL SCOUTS (WAGGGS)**

Canada was a founding Member

150 Member Organizations

10 million Members

Largest female organization in the world

Guiding began in 1909, spread to Canada in 1910 and Alberta in 1913

[www.wagggs.org](http://www.wagggs.org)

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## **FIVE WORLD CENTRES**

There are five world centres for Girl Guides.

1. Pax Lodge – England
2. Our Chalet – Switzerland
3. Our Cabana – Mexico
4. Sangam – India
5. Kusafiri – virtual world centre in Africa

There are programs and events held for Girl Guides around the world at the world centres.

Their websites ([www.wagggs.org](http://www.wagggs.org)) has more information.

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## THINKING DAY

Thinking Day is on February 22<sup>nd</sup> and is the shared birthday of Lord and Lady Baden-Powell who were the founders of Girl Guides. It is celebrated by Guiding and Scouting members worldwide.

The WAGGGS website usually has activities to do each year for Thinking Day and a crest associated with this.

## CANADIAN WORLD FRIENDSHIP FUND (CWFF)

This fund is supported by Girl Guide members in Canada and is used to support international and national travel trips, the 5 World Centres and Guiding in countries around the world.

The goal is to raise \$5.00 per member for the CWFF. There is an Alberta Council challenge with a crest for raising \$5.00 per member.

\*There are a variety of ways to raise funds for the CWFF, talk to your District Commissioner for information on this.

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## AWARDS

There are awards for your contributions to Guiding and for those of the amazing women with whom you work.

Check the Alberta Council Awards Booklet on the provincial website, [girlguides.ca/ab](http://girlguides.ca/ab) to get all the details for the awards.

Check with your District Commissioner for more information about awards.

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## RESOURCES

**My GGC** - [www.girlguides.ca](http://www.girlguides.ca)

- Check your unit roster

**Guiding Essentials**

**Safe Guide**

**Insurance Booklet**

**National and Provincial Fundraising Policy**

**The Brand Centre** - [brandcentre.girlguides.ca](http://brandcentre.girlguides.ca)

**The Guide Store** - [thegirlguidestore.ca](http://thegirlguidestore.ca)

**Area Standing Committee Advisers**

**Provincial website** - [www.girlguides.ca/ab](http://www.girlguides.ca/ab)

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## REGISTRATION FEES

**Total - \$195 for girls**

National:	\$80.00
Province:	\$37.00
Subsidy & Unit Rent:	\$60.00
Area:	\$18.00

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**MY INFORMATION**

**UNIT NAME AND IMIS NUMBER:**

**DISTRICT:**

**DISTRICT COMMISSIONER:**

**AREA:**

**AREA COMMISSIONER:**

**IMIS NUMBER:**

**DISTRICT INFORMATION**

**AREA INFORMATION**