



Long Term Plan 2011 -2013



A Membership Overview for BC

We all want to have a successful, growing Guiding organization in BC. We want it to reflect the values of Guiding and to attract and hold BC girls and women. To be successful we need to set goals, plan the steps and measure our progress. We want to have fun, make friends, contribute to our community, build an efficient, welcoming organization, enable our girls to find greatness and grow our membership while giving every girl the opportunity to join. We all need to plan, whether for BC Council or for our Area, District, Unit, Trefoil Guild or Link Unit. BC Council is happy to unveil a three year plan for membership beginning in 2011. Our plan is available under Membership Building on the BC website at: www.bc-girlguides.org, or ask your commissioner for a copy or email us at info@bc-girlguides.org.

Who: Membership involves all of us, Sparks, Brownies, Guides, Pathfinders, Rangers, Link Members, Trefoil Members, Guiders, parents and friends of Guiding. It grows naturally out of our activities including programming, camping, training, public relations, international, even finance and administration.

When: Now is the time for us to grow. We have had great PR and buzz about the 100th Birthday, Soar with its attendant fun and good PR is coming up, parents are looking for an organization for their girls that teaches values, trustworthiness, confidence and competency and we have those qualities in abundance. We have a great core of Guiders and wonderful girls.

Why: We have deep and important core values and in everything we do we need to refer to our Vision, Missions and Strategic Priorities. Our Mission says we will enable girls to be confident, resourceful and courageous and make a difference in the world. Strategic Priority 2 says we will be an inclusive organization.

What: Our first goal is to increase our membership of both girls and women while maintaining our values. This will involve recruitment, retention and reclamation and a welcoming climate at all levels of Guiding. Our second goal is to continue to build a great and welcoming Guiding organization

We know how to grow a great organization. We have the tools. At each level we need to plan ahead, breaking down the tasks of recruiting girls and women, retaining Guiders and Girls and encouraging past members to return.

How: Three years is a good time frame. Think about what you would like your Area or District to accomplish and how you could reach those goals. Look at the ideas in the BC Long Term Plan for recruitment, retention and reclamation of girls and women. Which ones would help you? The Membership cycle involves, girls, leaders and places to meet. Be sure to work on all three.

Our BC Membership Challenge and crest, **One By One By One**, will be rolled out in 2011. This exciting challenge will be on the website and in the Pipeline. It will be tailored for every level, for the whole unit, or for the individual.