

Bring a Friend 2023 NS Campaign

We are excited to relaunch the Bring a Friend NS Campaign for 2023 and we hope you will take part and help NS grow Guiding!

Bring a Friend Campaign Information

***Only applicable for units that have capacity.**

Girls need connection now more than ever, and inviting them to join Girl Guides is a great way to make new friends while keeping the old and boosting your unit for a fantastic year ahead. Our Bring a Friend program will provide an opportunity for invited friends to join your unit, another, or start one of their own with the help of volunteers while earning crests in the process. Here are some tools to use when planning your “Bring a Friend” Night

Write Up for Parent Email from Contact Guider #1

Bring a Friend

Be a Girl Guide to a new girl

Invite a friend to join your unit on *insert date, start time and end time.*

If you or your child are a registered member of Girl Guides with a unit in Nova Scotia, you can invite your friends to a unit meeting and show them what Guiding is all about. During our Bring a Friend campaign (March 1 to March 31, 2023), if an invited friend decides to register, you and your friend will receive a free crest!

Girls who join from now through March 2023 will enjoy all the fun of Girl Guides for the rest of the Guiding year for half the price! This is a great opportunity for units that still have spaces for new members.

or

Write Up for Parent Email from Contact Guider #2

Bring a Friend runs from March 1 to March 31.

Does your daughter have a friend who would be excited to try a night of fun activities with her at Girl Guides?

*We will be hosting a Bring a Friend on **insert date, start time and end time.***

To ensure that the leaders of the unit are prepared with enough supplies and adults to cover the “friends”, we need to know if your daughter is bringing a friend.

Parents of the friend are welcome to come and say hello before and after the meeting. Unit Leaders will answer any questions that you have about Girl Guides.

During our Bring a Friend campaign (March 1 to March 31, 2023), if an invited friend decides to register, you can receive a free crest as well as your registered friend!

Girls who join from now through March 2023 will enjoy all the fun of Girl Guides for the rest of the Guiding year for half the price! This is a great opportunity for units that still have spaces for new members. To help you fill those spaces

Please note due to size of meeting spaces and availability of leaders needed for the additional girls, not all units can participate. Only applicable for units that have capacity.

Tips on Holding a Bring a Friend Night

1. Whether you run a Sparks, Brownie, Guide, Pathfinder, Ranger or Trex unit, you and your girls simply decide on a particular meeting to which you would like to invite your guests; those girls who bring a friend along can be given a *Bring a Friend patch*, and those that join you for the evening a *Bring a Friend patch*.
2. Get the **entire unit** involved in planning the event. Ask the girls for their ideas on what their friends would want to do at *Bring a Friend Night*. Your girls are the experts in what girls their age would find fun and engaging.
3. **Set the date of the meeting.**
4. Create invitations and attach the form. Have the girls create their own invitations to pass out to their friends or fill-out the invitations provided. Consider how many invitations each girl should hand out. For example, a smaller unit of six to eight girls may be able to hand out two invitations each.
5. Make a **customized visitor's package** to distribute to your guests. This may include a registration form, a health form, GGC brochures and PR materials and a list of activities or upcoming events, including camps
6. **Invite friends** - plan the bring a friend night a few weeks in advance so girls have time to invite their friends. Ask every girl to invite a friend who isn't already a member to the meeting or event. They could even make special personalized invitations. Remember that you will need to get consent forms from parents of visiting girls, so it may be a good idea to send these out with invitations.
7. **Get girls to plan the event** - ask the girls in your unit to plan and run the whole event so it's full of the things they like most about Guiding. This will make visitors more likely to want to join. It could be a themed night around a holiday or celebration, linked to a badge to show what girls do, or involve making a craft item they can take away to remind them of the fun they had.
8. **Give visiting girls and parents a big welcome** – introduce all the leaders and helpers and tell your guests a bit about what a unit meeting involves. Do a fun ice-breaker activity to give the girls a chance to get to know each other and encourage visitors and members to mix.
9. **Discuss what went well** - immediately afterwards, discuss how it went with the leadership team so you can make it even better next time. What did parents and girls say about it? What questions did they ask? Was it at a suitable time? How can you get more girls along to the next one?
10. **Keep in touch with parents** - make sure the invitation says parents are welcome to come and say hello before and after the meeting. On the day, collect their details with a contact form - remember to be clear about why you're asking - as well as giving out your contact details on recruitment resources.
11. You could also explain that there are **opportunities for parents** to get involved too.
12. **Follow up any conversations with parents with a quick phone call or email during the week following the event.** Let them know how much you enjoyed having their daughter there, ask if she enjoyed coming and if they have any questions about Girl Guides. Be sure to take note of any useful feedback for planning your next event.
13. Invite the girl and her parent/guardian to another meeting if they are interested but not ready to commit.
14. During our Bring a Friend night, collect the H.1 Health Form and have the sign up sheet completed.
15. Forward the sign up sheet to the Member Services Coordinator.

Timeline and Checklist

Three weeks before your Bring a Friend Night:

1. Promote the Bring a Friend Night to the girls in your unit
2. Send an email home to parents/guardians
3. Make up invitations for the girls in your Unit to pass out to their friend(s)
 - a. Include the date of the event
4. Inform your Member Services Coordinator at ns-memberservices@girlguides.ca that you are hosting a *Bring A Friend Night*

Two weeks before:

5. Purchase supplies needed for meeting
6. Remind girls to distribute invitations
7. Copy letters and forms

One week before:

1. Ask your girls to call their friends to remind them about the meeting
2. Ask the girls for the names of the friends they've invited

At the event:

1. Have the girls help you make nametags for all their friends. Make them big enough so you can see them across the circle. This will help you call the guests by name and make them feel welcome and part of your unit.

After the event:

1. Follow up with any parents/guardians who gave permission to be contacted

Bring A Friend Safely

It's easy to include guests to your Bring a Friend with these conditions in mind:

For Green level activities, the Guider must obtain emergency contact and pertinent health information from the visiting friends parent(s)/guardian(s). No other forms are required. You will need to provide parents/guardians with details of activities. For some activities, providing the Activity Plan (SG.1) form to parents/guardians may assist you in ensuring that they have the information they need.

If friends attend Yellow or Red activities, they are required to provide the same permissions as Members. Check the latest copy of Safe Guide and look under Parent/Guardian Notification and Permission. You can view the Safe Guide on Member Zone

Frequently Asked Questions

What is “Bring a Friend”?

One of the most proven successful ways to have new youth and adults explore the benefits of Girl Guides is to *Bring a Friend* to a meeting or event.

For non-member guests, it is an opportunity to try Girl Guides. They will receive a taste of our activities and experiences that are unique to Girl Guides.

For Girl Guides youth, it's an opportunity to show off how super cool Girl Guides can be!

For the Group, it provides an opportunity to increase the number of youth in their units and to connect with parents who may choose to become Leaders.

Is “Bring a Friend” the same as *Try Now, Join Later*?

No, it is a separate membership drive. Bring a Friend is organized by the province and Try Now, Join Later is organized by National.

What are the rules when a non-member friend is in attendance?

Non-member friends are welcome to participate in two weekly program meetings before being asked to register and pay fees.

The Unit is responsible for making certain they are prepared for the non-member's visit by ensuring Supervisory Ratios are maintained to include the non-member friend in attendance.

What does a non-member friend have to bring with them when they attend Guiding activities?

Non-member friends should bring any information requested by the Unit Leaders prior to the meeting or event. For example: Leaders may request non-member youth provide H.1 Health form (parent's contact information, emergency contact information, allergies, etc...)

The information requested may vary depending on the event and Unit. For example: If Leaders know during a meeting where a non-member is in attendance that food will be served the Leader may feel it necessary to ask the non-member to make them aware of any food sensitivities or allergies.

Communication is key! Non-member friends must ensure they communicate with the Contact Leader prior to attending any meeting or event.

Are the parents of the non-member youth attending required to attend the meeting or event with their child?

Parents are not required to attend meetings or events with their child. Parents are welcome to attend; however, it is not mandatory.

Are all non-member friends welcome to participate?

Non-member friends are welcome to participate if they are the same age as the other youth in the unit they are a guest of. Non-member friends must also agree to abide by the Code of Conduct and be respectful of the unit's participants and Leaders.

How can Leaders encourage members to bring a friend?

A simple way to begin to encourage members to bring a friend is by reminding members that Girl Guides provides more youth with an opportunity to learn and to experience things that they might not get elsewhere. Leaders can encourage members create an invites for their friends.

Leaders can designate 'Bring-a-Friend' nights or events where the unit could play a game or design an activity to welcome their non-member guest(s).

How should Leaders prepare for their non-member guests?

Leaders should communicate with the non-member youth's parents prior to the meeting or event. Leaders should be aware if the non-member youth have any special needs and/or concerns prior to attending an event as a guest.

Also, Leaders should be prepared to explain to non-member's parents how to move forward with registration if they choose to join the unit and to answer questions about registration fees, program information and how to register as a Volunteer.

Can girls join in the middle of the Guiding year?

Definitely! A girl can join at any time. You don't have to worry about catching her up in the program – she can just start where you are with the other girls. If she wants to complete items at home, she can.

Remember to be flexible. Our focus is on the girl.

Are the guest girls covered under our meeting insurance?

Yes, the visiting girls are covered.

I can't take any more girls. I don't have enough leaders.

You could invite parents to start up another unit or considering splitting up into two units, if there is enough leadership. You can also look at Bring a Friend night as a great opportunity to recruit new leaders. Once a parent/guardian sees how much fun her daughter can have at Guides, she might want to join, too!

I'm already pretty busy with the program. Why should I hold a Bring a Friend event?

There are great resources available to make planning for this beneficial recruitment opportunity easy! Invitations, letters and program ideas can be downloaded and personalized from the Bring a Friend Event. This is also an excellent opportunity to get the girls involved.

When does this campaign run?

This campaign begins March 1 to March 31, 2023.

What does the new member receive?

The new member will receive a crest when she registers!

What are the area responsibilities?

Each Area will have a draw for two memberships, one will be for a current member and one for a new member. To participate in the draw, current members must bring a friend during the challenge and the friend must register. The Area Commissioners will be responsible for gathering the names and doing the draw.

Province will pay for fifty percent of the memberships fee per Area for the draws.

What does the unit receive?

The unit that recruits the most girls will receive \$25 UB transfer to their unit for program supplies.

How do participants for Bring a Friend receive their prizes?

1. After learning about Bring a Friend tell your unit leader that you are bringing a friend to the schedule night.
2. Invite a friend to your unit meeting and show them the Guiding experience.
3. Parents fill out the H.1 Health Form
4. Have the friend register as a youth member for the 2022-2023 membership year.
5. A sign up sheet is sent to Member Services so that registration status can be checked. Sign up sheets and Health Forms should not be destroyed until May 1 as we may need to check the information to locate the registered girl.
6. We will check the registration status of the new girls. Once confirmed, we will send an email to the unit leader.
7. If the friend registers for the 2022-2023 membership year, a patch for the current member and the registered friend will be mailed to the contact guider for distribution.

Incentive

We are going to have some draws for free memberships to use as an incentive for maximum participation.

Each Area will have a draw for two memberships. One will be for a current member and one for a new member. To participate in the draw, current members must Bring a Friend during the challenge. The ACs will be responsible for gathering the names and doing the draw. Province will pay for 50% of memberships fees per Area for the draws.

And

The unit that recruits the most girls will receive \$25 UB transfer to their unit for program supplies.

Bring a Friend Sign Up

Instructions:

1. Complete the night of Bring a Friend Event
2. By April 1st 2023, submit the information on the "Bring a Friend" Form located in the "other section" at [Forms](#)
3. Info you will need:
 - a. Unit Name
 - b. Guider's name
 - c. Guider imis#
 - d. Current Members name
 - e. Friends Name and
 - f. Friends' parents name
4. Keep a copy of the Health Form until after May 1, 2023