

Grow Guiding

Grow Guiding is a nationwide marketing and membership initiative aimed at increasing membership in Girl Guides of Canada. During a media campaign in Alberta, National learned that there is a high awareness of Girl Guides in the community, we can stimulate interest in Girl Guides among parents through paid advertising and there is interest in Girl Guides among today's women. Nationally, we will be launching a unified national advertising plan in the fall of 2006. We hope to stimulate interest in Guiding and increase our enrolment and retention of members.

Through test markets in Alberta and Nova Scotia, Girl Guides learned that we needed to change some aspects of our organization to ensure all women and girls are welcomed into our great organization. Some of these changes include focusing on great guiding for girls, meeting Unit Guiders needs, encouraging teamwork and collaboration. National is committed to helping us achieve the goals by providing support and resources. We have started some of the changes over the past year and will continue to build our resources and communicate the culture change to all Guiders in Manitoba.

In Manitoba, we have a Grow Guiding team that is helping to develop strategies of how to implement the changes in our province. Any member that is interested in joining our team, please call the Provincial Office and leave your name with Christine.

The Grow Guiding Logo

- ❖ The plant represents growth
- ❖ The flower is a female symbol representing our members girls and women
- ❖ The petals on the flower represent all the branches of Guiding from Sparks to Trefoil Guild
- ❖ The hands are those of the women on the team who are nurturing the growth

Culture Change Means:

- ❖ Focusing on Great Guiding for Girls
- ❖ Meeting Unit Guiders Needs
- ❖ Leadership and Modeling
- ❖ Teamwork, Collaboration and Silo-Busting
- ❖ Effective Communication

Key Internal Messages:

- ❖ Everyone is welcome - we're never full
- ❖ Working together - we can Grow Guiding
- ❖ Share and be a friend
- ❖ It's all about the girls
- ❖ Communication is a two-way street

