



“Put Some Sparks in Your Life!”

Promotion and Publicity Kit for Recruiting Spark Leaders



Recruiting Spark Guiders

"Put Some Sparks in Your Life"

Who Can You Recruit?

1. Present Ember Guiders
2. Future Spark Caregivers
3. Public
4. Students
5. Former Guiders
6. Grandmothers, Aunts, Godparents, Sisters etc. of the Sparks in your Unit

How Can You Recruit Them?

1. Present Ember Guiders:

- At District meetings have a presentation on the new Spark program.
- Have a member present who really enjoys Sparks to talk to the group or interested individuals.
- Have a Guider designated to speak one-on-one with each Ember Guider to see if they are interested.
- Have a display and/or presentation at Caregiver /Daughter Banquets, Guider Banquets and Trainings.
- Put up a fun display with information on Sparks and the benefits of being a Spark Guider in Guide stores and offices.
- Put an ad in Area/District Guiding newsletters asking for Spark Guiders.

2. Future Spark woman caregiver:

- At registration nights have a display on Sparks. Be sure it is staffed with Guiders/caregivers who can answer questions.
- Do a short, fun presentation on Sparks at places where women gather.
- Have some Sparks in attendance, they could do an activity.

3. Public

- Put displays in malls, libraries, schools, trade shows, fairs, etc.
- Have posters and flyers in public places
- Include a flyer with WELCOME WAGON. You could include a hot pink pencil and add a note telling them it is a great way for the Caregivers to meet people in their new community and for their daughters to make friends.

- Run Public Service Announcements (PSA's) on local radio and Television stations.
- Run newspaper ads in your community newspapers.
- Run cable TV announcements.
- Send information to playschools promoting the program and asking for leaders.

4. Students:

- Send a letter to schools that offer Early Childhood Education or teaching programs asking for female students who would like to help with Sparks. Include information on the program, being a leader and Guiding.
- Inquire if your local Jr. and Sr. High Schools have community service hours to complete as a part of their curriculum.
- Put posters and flyers in Universities and Colleges
- Put ads in student newspapers.

5. Former Guiders:

- Send an *Invitation* to former Guiders to return to Guiding and "Add some Sparks to Their Life!"
- Senior Branches girls are already trained and enthusiastic members of Guiding. Be sure to treat them as a part of the "Unit Leadership Team" when they are girl members and they will be anxious to continue as adult Leaders.
- Contact Link and Trefoil to encourage them become Spark Guiders or to help in units when and where then can.

6. Grandmothers, Aunts, Godparents, Sisters etc. of the girls in your Spark Unit:

- Invite family members to the girl's events and ceremonies.
- Watch how they interact with the other girls in the Unit.
- Emphasize that "You don't have to be a mom to be a Leader!"

It's Important to Remember:

- *Always be positive when you talk about Guiding to others, whether you are in uniform or not.*
- *Our most effective recruiting tool is the personal touch. JUST ASK THEM! You may be surprised how often they accept and, even if they don't, you have planted the idea and it may encourage them to become a Leader at a later date.*

Where Can We Recruit Them?

1. Annual Meetings:

- Have a fun Spark display.
- Have the display staffed by enthusiastic current Spark Guiders and use them in your display or in a presentation (see attached).
- In the registration kit enclose a flyer on Sparks in Hot Pink and a Spark Guider job description (see attached sample).
- Hand out pink candy with a message
- Have Guiders, wearing pink wear a sign "Ask me what's new?" They can hand out something pink to everyone who asks.
- Have sparklers at one of the meals.

2. Banquets:

- Guiders :
 - Let your theme be pink
 - Have dessert with sparklers. Light them and do an appropriate reading.
 - Have pink candles on the table to make it easy to light the sparklers.
 - Have an enthusiastic Spark Guider do a presentation on how much fun Sparks is and explain the new program.
 - Have a display.
- Caregiver: -
 - Adapt some of the above ideas
 - Hand out an information sheets to parents and ask for interested leaders.
 - Have Guiders available to talk to mothers one-on-one.
 - Have a short presentation on the benefits of being a Guider. This can also be reinforced with a flyer.

3. Registration Nights:

- Use lots of bright pink at your table (tablecloth, artificial flowers, etc).
- Have a Spark display with Guiders to explain the program.
- If parents sign up to be a leader that night, have a pink potted plant, flower or some other small pink gift to give them.
- Have information available on the Screening Process and trainings that are available to give them.
- Have Sparks in uniform do some activity (game, song, dance, craft)
- The Sparks can also help by handing out items (forms, pens, flyers)

The Challenge of Finding Meeting Space

1. Brainstorm at a District meeting to come up with ideas for potential meeting places. No idea is too outlandish as long as it's safe.
2. When you decide on a short list of possibilities, make appointments to see the person responsible for managing/supervising the potential meeting place.
3. Some sites that could be used are:
 - School – Elementary, secondary, nursery, colleges, private
 - Meeting rooms and classrooms in places of worship
 - Recreation rooms in - apartment buildings
 - senior citizens' buildings
 - recreation centers
 - ethnic centers
 - Empty office buildings or empty office cafeterias in offices.
 - Empty space in hospitals.
 - Empty stores in malls (storefronts are great for PR) and/or community rooms in department stores or shopping malls, seminar rooms in banks or libraries.
 - Buildings of organizations such as the Elks, Rotary, Lions.
 - Meeting rooms in fire stations local YWCA or YMCA facilities.
 - private homes (spaces should still meet the suggested criteria listed below)
4. Meet with person who manages/supervises the space
5. Dress professionally (your uniform).
6. Go prepared with a list of your requirements, and a list of advantages to the manager, for example, in a mall the moms will stay and shop.
7. Be prepared to discuss liability insurance.
8. Be flexible about meeting times.

Selecting a Meeting Space

A good meeting space should meet the following criteria:

- Be safe, clean, well-ventilated, well-heated, and free from hazards.
- Be large enough for active games and for big and small groups.
- Have emergency first aid services close.
- Have toilets and hand washing facilities.
- Have access to a telephone.
- Have storage space if possible.
- Close to the girls in the Unit.
- Consider any highways or major intersections that must be crossed to get to it.

Display Ideas

- Use a lot of PINK in your display.
- Pink balloons and streamers are an inexpensive way to add fun to a display.

- Have brief, point form information on the display. Have handouts prepared with more details and contact phone numbers.
- Have a banner across the top "Put Some Sparks in Your Life!"
- Have large photos of Sparks. Small photos can be enlarged by colour photocopying. (Hint: laminate the pictures for future use.) Be sure all parents have signed a photo release form as per Girl Guides of Canada National Policies.
- Use the Spark poster in the Branches Poster Series
- Have Sparks at the display, they can hand out items
- Giveaways are always popular. They need not be expensive
- Have information on the program.
- On the display, ask for leaders clearly and in large print state the benefits of being a Guider.
- Have people staffing the display who are comfortable giving information and answering questions. If the woman is interested in becoming a leader, be sure a method of follow-up is established before the event.
- Have information on where your Units are located or where you would like to open new ones.
- Use the posters and flyers available from your Area Public Relations Adviser.

Note: The following page is an informal Job Description for Spark Guiders meant to make interested women aware about the "requirements" of the position. It can be used as part of your Spark Leader recruitment package and on your displays.

Job Description for Spark Guiders

1. Enjoys being with girls, ages five and six
2. Has patience.
3. Has a sense of fun and humour.
4. Blessed with lots of energy.
5. A good listener.
6. Enjoys crafts, singing, games and telling stories.
7. Flexible, adaptable and willing to learn new things.
8. Enjoys working with a program that has themes.
9. Enjoys learning new ideas and ways of presenting the program at Guider trainings.
10. Enjoys the fun and fellowship of working with others in a Unit, District, Division, Area and Province.

Sample Letter to Caregivers

Dear Caregiver(s)

WELCOME TO SPARKS!

Sparks is Girl Guides of Canada-Guides du Canada's program for our youngest members, aged five and six. We call the program "Go Sparks Go!" and we practice what we preach! Your daughter is going to enjoy Sparks and we hope you will too.

The team of Guiding leaders responsible for this Spark Unit has planned a wide variety of activities for the girls over the coming year. As a Spark your daughter will meet lots of new friends and together they will enjoy activities which amuse, amaze and delight.

Sparks is a two year program of activities. In her second year your daughter will make and strengthen new friendships. She will have new experiences and she will enjoy sharing her new-found Spark knowledge with younger girls.

While each Spark Unit is a part of Guiding across Canada, it is also independent enough to plan for its own needs and goals. If you have any questions or comments about the songs, games or activities your daughter encounters, please feel free to talk to any of the Guiders. Their names and phone numbers follow at the end of this letter.

Girls and young women may join Guiding at any age. All our programs are age specific. If your daughter should leave Sparks at any point, she may always join Embers or Guides later on, or even re-join Sparks, depending on her age. As well, any age is great to be an adult volunteer! If you're interested, please give us a call.

Again, welcome to Sparks. The other Guiders and I look forward to a great year with your daughter and all the other Sparks.

Sincerely,

Contact Guider _____
Phone Number _____

Names and phone numbers of Guiders

SAMPLE LETTER TO THE EDITOR

Girl Guides of Canada-Guides du Canada has a 95 year history of helping girls and young women in this country realize their potential as women and as responsible citizens. The reason we are so successful is that we revise our program to suit the times. Girl Guides remains relevant in a constantly changing, fast-paced society.

Our Spark program is being used successfully across Canada. The needs and abilities of our youngest members have been assessed and addressed. Our program is two years and designed for five- and six-year-olds.

The Spark Program: Go Sparks Go! stresses a warm circle of friends who sing songs, play games, learn about the outdoors and have all kinds of fun together. Co-operation, sharing and friendship are the keys.

Everyone at Girl Guides is excited about the Spark program, especially the Spark Guiders. They already know the difference Guiding can make in young girls' lives and have experienced the heart-felt satisfaction working with our youngest members brings.

If you have a Spark aged daughter, or if you'd like to join us as an adult volunteer, please contact _____.