



BC Membership Team



**Girl Guides of Canada - Guides du Canada - BC Council
Long Term Plan 2011 -2013
BC Membership**

BC Guiding is a positive, dynamic force in the life of our community and will attract and welcome girls and women to join our organization.

Preamble: Membership involves all of us as it grows naturally out of the everyday life of our movement including programming, camping, training, public relations, international, even finance. Membership building activities are performed by Sparks, Brownies, Guides, Pathfinders, Rangers, Link Members, Trefoil Members, Guiders, parents and friends of Guiding. Whether a girl or woman decides to join, to stay or to return is a decision made one by one and is influenced by her experience with Guiding and Guiding people and her perception of Guiding as shown by events, word of mouth and the media. All of us have a role to play. We need to present a welcoming face where everyone is valued for themselves and is assisted to find a place within Guiding.

Factors to consider: The next three years are important ones for BC Guiding. We have successfully celebrated our 100th Birthday and we are ready to move on. On the one hand, schools are closing, women are as busy as ever, the economic picture is uncertain and the demand on peoples' time is great. In BC we have seen shifts in our demographics with the arrival of new ethnic groups, the under serving of some of our traditional ethnic groups and the decline in the younger population percentage. More people, women, men and teens work and hours of work are increasing. Family structures are changing and more homes are headed by single parents, both men and women. Technology has presented us with opportunities and challenges and has changed the way we communicate. We find that we will have to work harder to maintain our voice in the community. But on the other hand we have had great PR and word of mouth 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.

National and Provincial plans: We will work within the Mission, Vision and Strategic Priorities. Strategic Priority 2 especially relates to Membership. All our activities will be measured against the Vision, Mission and Strategic Priorities.

Our Vision -Girl Guides of Canada-Guides du Canada, the organization of choice for girls and women, makes a positive difference in the life of every girl and woman who experiences Guiding, so she can contribute responsibly to her communities.

Our Mission - Girl Guides of Canada-Guides du Canada enables girls to be confident, resourceful and courageous, and to make a difference in the world.

Strategic Priority 2 - Strong and Growing Organization - Girl Guides of Canada-Guides du Canada, as an inclusive organization, will recruit new Members and will provide relevant and accessible girl programming for the satisfaction and retention of all Members.

GOALS:

- *sustain an organization focused on membership growth and development that provides a relevant membership experience consistent with meeting the GGC Mission*
- *implement initiatives that will improve efficiency, effectiveness, and sustainability of GGC*
- *broaden the implementation of inclusivity strategies and actions throughout GGC*

In BC we can position ourselves to advantage of online registration, multicultural initiatives, special events, PR, toolkits etc that our National office provides while maintaining a steady course in our own province. We have unique geography, cities, citizens, demographics, climate, economics, history and opportunities and it is important that we create and maintain plans that work in BC.

1. **Our goal is to increase our membership** of both girls and women while maintaining our high standards and values. This will involve recruitment, retention and reclamation and the continuance of a welcoming climate at all levels of Guiding for new Guiders, current Guiders and returning Guiders at all stages of their volunteer life. All girls are welcome.

2. **Our next goal is to continue to build a great and welcoming Guiding organization.** For Camping that means offering camping experiences and opportunities, inviting girls and Guiders to join, return and continue in Guiding, creating opportunities for girls and Guiders to step outside of their comfort zones and try new and exciting camping and adventurous activities. For Finance that means insuring that Guiders have the tools to manage our resources in a productive and transparent manner. For International that mean to foster and develop international friendship, opportunities and global awareness. For Membership that means a strong network and excellent implementation of day to day activities involving INQs, Link, Awards, and other tasks such as The Gift of Guiding. For Program that means giving the Guiders ideas and materials for an exciting and meaningful program. For PR that means presenting Guiding to the public so they will consider us first for adults and for girls. For Training that means giving Guiders the tools to present a fun, creative and relevant program.

Goals - To increase membership among Girls – We want every girl in BC to know about and have the opportunity to join us.

Some questions provided by Membership Growth at National are very relevant to BC. Does your membership mirror your population by racial/ethnic groups, income level or market type? Is the market share or retention data pointing you in a particular direction? How is population shifting across girl and adult populations? Who are you serving? Not serving? What opportunities exist?

BC Membership Committee Strategies

1. To provide tools to the areas and Districts for registration and other membership events
2. To provide assistance to girls with funds such as the Gift of Guiding
3. To do the research to provide data and ideas to BC Council, Areas, Districts and Units regarding recruitment within target groups, age levels and geographic areas
4. To promote opportunities to reach out to target groups.
5. To encourage recruitment by everyone through the use of the One by One by Challenge and other means
6. To work with PR to target various groups and age levels
7. To provide assistance with consistent messages
8. To encourage community engagement at all levels
9. To help everyone become ready to use online registration and other tools provided by technology.

Action Plan

	2010	2011	2012	2013
1.	To encourage Event Planning training at conferences, in Areas, and by other communications such as Membership Matters, Bulletins, Pipeline. To encourage Districts to hold and publicize registration events.			
2.		To encourage applications to such funds and to encourage donations.		
3.		To work with National on area and provincial profiles and to research within the census, iMIS and other data to assist PR and Areas with identifying strengths and opportunities.		
4.		To attend trainings offered by goVolunteer and other groups. To encourage girls and women to be spokeswomen for Guiding with materials and ideas.		

5.		To write up and promote an exciting <i>One by One by One</i> challenge for all ages and pulling in all elements.	To offer a follow up challenge.
6.	To work with PR to reinforce membership goals.		
7.	To communicate to all members the need for consistent, positive messages about Guiding and to provide examples and tools through our network, Pipeline, conferences etc.		
8.	To make an action plan for the province each year and to encourage areas to make a plan, keep up an inventory of maps, community activities and personnel, etc.		
9.		To keep up to date with the National plans. To research ways of using online registration effectively. To encourage units to embrace the concept and be patient with the implementation.	

Results measurement – We hope for a 1% increase in girl membership as measured in iMIS.

**Areas, Districts, Units
Strategies**

1. To advertise in school, preschools and community venues and to make it easy to join
2. To answer all INQs promptly and place all girls
3. To mobilize to ensure Girl Guide visibility in schools
4. To provide opportunities for girls to engage in Community events as members of Guiding
5. To keep any websites current and fresh
5. To promote bring a friend events
7. To provide opportunities, training and consistent messages to girls and woman to speak about Guiding
8. To ensure the Community knows of our events, activities and plans for the future – camps, awards, scholarships, service projects, etc.
9. To use cookie selling as an opportunity to recruit
10. To provide great program and a wonderful experience for girls

Goal - To increase membership among Women

BC Membership Committee Strategies

1. To encourage recruitment all year
2. To do the research to provide data and ideas to BC Council, Areas, Districts and Units regarding recruitment within ethnic groups, age levels and geographic areas.
3. To encourage targeted recruitment for specialized volunteer jobs
4. To continue to improve the INQ/CSR system both with the CSR's and within the Areas, Districts and Units – both response time and quality of response
5. To encourage Link and Trefoil Membership and to continue to make them a meaningful part of our areas, Districts and units.
6. To improve screening rates, welcome packages and mentoring to help potential Guiders
7. To increase community visibility
8. To decrease barriers, cultural, age related, language, financial, etc as much as possible

Action Plan

	2010	2011	2012	2013
1.	To provide items, articles etc for Pipeline, Membership Matters etc and reports for the ACs and BC Council on year round recruitment, to work with program to help Unit Guiders, In 2011 to include women in One by One by One and a follow up challenge in 2013.			
2.		To provide research data some from National, some from our committee on various target groups and on the various areas of BC, to assist Areas and District to do assessments of ways of recruiting women, groups who might targeted etc.		
3.	To research availability and methods for recruiting specialized skills through workshops, etc			
4.	Work with National to improve initial data, work with the spreadsheet to improve usefulness, provide more training for CSRs, encourage Districts and Units to respond promptly			
5.		To increase Link visibility with bulletins, Facebook? Pipeline, challenges, contests?		
6.	To join in pilot projects, to produce screening kits and distribute screening tips, to follow up on PMBRs and assist them with completion and to survey dropped PMBRs to determine how to improve completion rates			
7.	To work with PR to provide speakers, and written material, to track opportunities for visibility within the communities			
8.		To research barriers and offer suggestions		

Results measurement – We hope for a 2% increase in new Guiders as measured in iMIS. The absolute number of dropped PMBRs would drop by 50%.

Areas, Districts, Units Strategies

1. Send a welcome letter or package with information about Guiding in your community
2. Make a plan to increase community visibility
3. Decrease barriers, cultural, age related, language, financial, etc as much as possible
4. Be flexible in time commitments, use what they offer
5. Ask the helpers, parents, neighbours, etc if they would like to be Guiders, Invite them to camp or an event
6. Contact the INQ as soon as possible, contact them even if you aren't ready to place them
7. Use local volunteer networks, school bulletins, govolunteer, Craig's list and maybe Facebook or ? to help recruit
8. Pay attention to online registration and be ready to use it when it comes
9. Make a plan, using data provided or local information to target marketing to Moms, non Moms, students, retired women, professional, union, church, sports, ethnic, etc.
10. Listen to the PMBRs. Make sure they have a Mentor, encourage them to complete the screening promptly.

Goals - Retention

To increase retention among Girls – each year a significant portion of our girls drop out. This is masked sometimes by the recruitment of new girls. Some come back later but most don't.

BC Membership Committee Strategies

1. Awards - to continue to inform girls and Guiders of the availability of scholarships and Bursaries. To encourage the donations and budgets that fund these awards.
2. Link – to contact Rangers to encourage them to join Link.
To increase awareness of Link
To encourage the formation of Link units.
3. Committee– to show girls the advantages of staying in Guiding by providing consistent messages to be used by Guiders and others.
4. To encourage camps, community engagement, service, travel and social media and bridging events to offer Guides a bridge to Pathfinders.
5. To assist girls with funds such as Gift of Guiding.

Action Plan

	2010	2011	2012	2013
1.	To visit Areas to train regarding types of awards, giving of informal and formal recognition.		To encourage recognition.	
2.	To increase communication among potential Link members by email, Pipeline, visits to Ranger units etc. To hold Regional Link meetings or events. To make information about how to join and why to join Link more available.			
3.	To communicate to all members the need for consistent, positive messages about Guiding and to encourage these message to girls.			
4.	To provide funding if needed for girls. To promote event planning information for bridging and bring a friend events. To encourage guidelines for Social Media such as Facebook.			
5.	To assist with funding and to encourage others to provide confidential funding. To work with finance to provide guidelines.			

Results measurement – we hope to develop better tools to measure this and any increase would be great.

Area, Districts, Units Strategies

1. Hold multilevel events to allow girls to see other levels of guiding.
2. Hold bridging events.
3. Communicate with parents and older girls by email.
4. Promote camp, community events etc as bridges between levels.
5. Make it easy to register by holding Registration Events, Spring registrations, or other ways for returning girls to have an opportunity to register.
6. Recognize achievement by giving out badges promptly and carefully recording them, by having opportunities for travelling girls to give presentations, by holding award ceremonies for presentations, by having older girls teach younger girls etc.
7. Provide assistance with Helping Hand funds, etc.

To increase retention among Guiders

BC Membership Committee Strategies

1. To recognize the value of Guiders
2. Awards: To continue to encourage awards presentation to worthy members by travel to areas, articles in Pipeline, information and communication with areas
To administer and encourage the Adult Bursaries and Scholarships
3. Link: To encourage 18 and 19 year olds to join Link. To encourage the formation of Link units. To encourage communication via Facebook, etc so Link will feel connected.
4. Trefoil: To encourage membership in Trefoil for Guiders who would benefit
5. iMIS: To have every Guider properly recorded in iMIS
6. Committee: to encourage everyone through communication via bulletins and articles in Membership Matters and Pipeline to be aware of the value of Guiding and of the points in Guiding life where we lose Guiders and of how we can encourage and enable Guiders to stay within the movement.
7. To follow up on the Exit Survey with Guiders who are leaving.

Action Plan

	2010	2011	2012	2013
1.	To acknowledge at every opportunity that Guiders drive the organization, that it is appreciated by everyone			
2.	To travel to Areas to train and encourage awards and recognition, both formal and informal		To encourage appropriate awards	
3.	To facilitate joining Link for members and to communicate with Link members regarding value of Link. To encourage regional and area Link meetings and events.			
4.	To continue to send out the Trefoil Bulletin to keep Trefoil Members informed. To participate in Gatherings and Rendezvous. To listen to Trefoil Members who want to tell their stories and contribute to Guiding. To encourage Areas, Districts and Units to engage Trefoil Members. To emphasize that Trefoil is for all women over 30.			
5.	To encourage DCs and ACs to enter all awards, achievement and activities of each Guider into imis promptly			
6.		To make Guiders aware of alternatives within Guiding and give them other opportunities.		
7.	To contact leaving Guiders to help them back into Guiding or to find out what caused them to leave.			

Results measurement - To decrease loss by 2%

**Area/District/Units
Strategies**

1. To listen to the Guiders and respond to their needs.
2. To be flexible in allowing Guiders to change positions, share positions, create new positions etc.
3. To be supportive of the work Guiders do
4. To mentor wherever possible.
5. To build communication networks so everyone is informed and connected
6. To recognize both formally and informally the contributions made

To increase retention among the potential members (PMBR)

BC Membership Committee Strategies

1. To improve the INQ process for adult INQs
2. TO assist with screening
3. To shorten time of screening
4. To provide good Welcome to Guiding materials
5. To encourage a welcoming attitude and welcoming language.

Action Plan

	2010	2011	2012	2013
1.		Identify adults on the source material, send welcome, letter or email after consultation with areas.		
2.	Screening kit for Commissioners			
	Screening checklist for new PMBRs			
3.		Follow up with PMBRs who do not complete in a timely manner, work with any pilot projects		
	Communicate with DC, AC regarding the PMBRs progress. . Emphasize the importance of screening.			
	Continue to participate in pilot projects. Send more progress reports with suggestions to the PMBR. Emphasize the importance of screening.			
		Ensure that PMBRs know about all training opportunities including online.		
	Communicate with DCs, ACs and others regarding the importance of timely screening.			
4.		To revise the Welcome to Guiding package and to provide something sooner		
5.	To provide consistent messages and to encourage welcoming language, avoid the "old girl" network syndrome			

Results measurement – Between Oct and Dec 2009 196 women filled out the A1. Thirty-three did not complete (16.8%), 13 did not submit a PRC and 16 did not do the Orientation to Guiding. The January applicants were worse at 36%. We hope to drop that rate to 10% or less.

Area/District/Units

Strategies

1. Provide opportunities for training
2. Be aware of the progress of PMBRs
3. Provide a Mentor for all PMBRs
4. Check references promptly
5. Record progress in iMIS promptly
6. Listen to the PMBR and allow them a voice

To increase reclamation of former members

BC Membership Committee Strategies

1. To increase visibility in the community
2. To offer an easy reentry process
3. To offer alternatives to exiting Guiders
4. To do an exit survey and follow up, to begin to track numbers

Action Plan

	2010	2011	2012	2013
1.		To include reclamation in the One by One by One challenge.		
2.		To provide a Welcome Back Package		
3.		To encourage Districts to promote Link, Trefoil and other options		
4.	To contact exit surveys who indicated they wanted follow up.	To find out more about exit surveys and encourage Districts to ask Guiders about future plans early in the Spring.		

Area/District/Units Strategies

1. To increase visibility about returning through advertising and word of mouth
2. To invite alumni to a Guiding event.
3. To ask Guiders about future plans, desires to do something different, etc.

To Build a Great Guiding Organization

BC Membership Committee Strategies

1. To do a very good job with our own responsibilities and to encourage feedback from girls and Guiders so we can improve.
2. To find the best people for our committee to replace those whose term is up and to fill vacant positions.
3. To do some social research to find out how membership works with other Provinces and other organizations.
4. To work with the rest of BC Council to improve all aspects of Guiding, to have fun and build a better communication network.

Area/District/Units Strategies

We have the knowledge, experience, people and will and this is our opportunity.

If you don't know where you are going, you will wind up somewhere else!
Yogi Berra

Even if you are on the right track, you will get run over if you just sit there.
Will Rogers

The road to success is always under construction.
Lily Tomlin