



May 21, 2013

Recruitment Letter Information

Dear Guiders:

In the Fall of 2010 we distributed a letter for the parents and legal guardians of girls age 5 and 6 to invite them to have their girls join Sparks. The letters were placed in schools, preschools, daycare centres, community centres, libraries, stores, apartment building lobbies, anywhere where families might pick them up. The letter came in a bright pink envelope with a colouring sheet included. They were a great success.

We have posted sample letters for girls of adults, Spark, Brownie, Guide and Pathfinder age as well as a general letter in colour and in black and white for you to use as you wish. The coloured envelopes are very effective but you could also print the letter on the appropriate colour paper, pink for Sparks, orange for Brownies, blue for Guides and green for Pathfinders. Fold it up and seal it with a coloured sticker. Print on the back side of the paper to catch the parent's eye. Samples of the back are also posted.

If you require assistance please contact us at info@bc-girlguides.org.

You can find more materials to include for girls to do for fun on our national website at www.girlguides.ca. Click on **For Girls**.

Good luck with your projects. If you have any questions, ideas or comments contact us at membership@bc-girlguides.org.

We hope these letters assist you in gaining new members, girls and adults.

The BC Membership Committee

