



## “Crazy About Guiding”

The Area Membership Committee is challenging all units (including Trefoil and Link) to complete the reissued FDA Membership Challenge "Crazy about Guiding". Those that complete the challenge will receive the reissued pin (picture attached). The pins are free of charge to all West Coast Area groups.

The aim of the challenge is to build comradery amongst girls and Guiders by increasing awareness of membership issues, recruitment, and retention strategies and the importance of “URPR”. It is hoped that through this challenge, members will work alongside the Membership Committee to reinforce a positive image of Guiding and increase our visibility in the communities in which we live.

The Challenge is made up of four parts: Friendship, Community, Service, and Bright Ideas (see detailed criteria below). At least one item in each of the four parts needs to be completed to receive the pin.

The Challenge will run all year long or until we run out of pins. An email stating what you did and a write up of your service project should be sent to Caroline at [info@westcoastarea.com](mailto:info@westcoastarea.com).

### **Friendship (stick girl)**

- Organize and participate in a Bring-A-Friend meeting
- Organize and participate in a bridging event with different levels of Guiding

### **Community (house)**

- Put up Guiding promotional material\* in your community at places such as restaurants, stores, libraries, churches, schools. Tell us where they are.
- Handout pamphlets to homes in your neighbourhood or place in stores, community centres, information centres.
- Place bookmarks in book stores and/or libraries.

\*For promotional materials contact your District Commissioner

### **Service (a helping hand)**

- Complete a service project in your community. Submit to the Area Membership Committee a write-up of the project with pictures to share.

### **Bright Ideas (light bulb)**

- Create a promotional or cookie poster that could used to promote Guiding in the community.
- Host or attend an event in the community which incorporates members and non-members.