

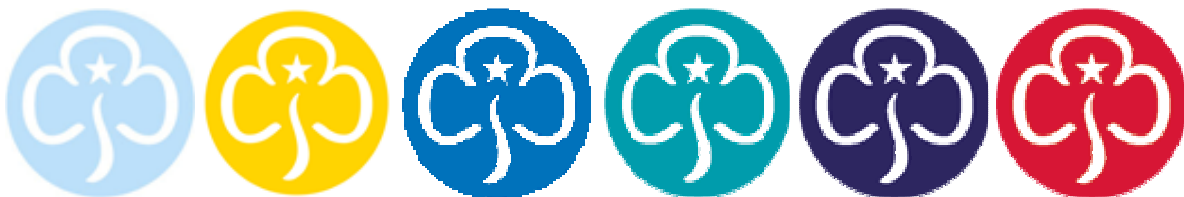


Girlguiding

Cambridgeshire East

girls in the lead

A brilliant cross-section PR Challenge Badge
from Girlguiding Cambridgeshire East.



Complete one clause from each of the five sections to earn your I'm a PR STAR badge:

INTERACTIVE MEDIA

- Take photos at a unit meeting/trip/camp or holiday and hold a competition to find the best 3 photos to send to the County PR Team. *(You could buy a couple of disposable cameras for this)*
- Record a podcast about what activities your unit has been doing or what you enjoy about being in guiding. *(You can borrow voice recorders from the County Office)*
- Make a video to promote guiding and encourage others to join in the fun

Always make sure you have the correct photo / video permissions.



SHOUT OUT ABOUT GUIDING

- Create a display about guiding and your unit and put it in a prominent public place. *(Remember not to include full details about location, days and times of unit meetings)*
- Write a press release for your village magazine, local newsletter or local newspaper. *(A template can be found in this pack; email the County PR team and let them know what you have been doing!)*
- Tell five non-members all the things that you enjoy about guiding and how they could become involved - these could be adults or girls! Why not invite them to a Bring-a-Friend or Challenge evening?

OUT AND ABOUT IN THE COMMUNITY

- Take part in a local community event, either as a unit or smaller group, and try to promote guiding during it. Take a picture of yourselves at the event and send to the County PR team. *(Make sure you let your Leaders know what you are doing; you can get some display stands, banners and freebies to giveaway by contacting the County Office).*
- Find out about some different charities in your local area and decide as a group on one to support in some way. *(You could hold a sponsored event to raise money, do a bag-pack, take part in a community action or service project or help at an event they are holding, such as a coffee morning.)*

Stuck for a charity?...you could find out about Whitworth House, a centre for homeless young women in Cambridge city, which was named after a former County Commissioner for Girlguiding Cambridgeshire East
(www.friendsofwhitworthhouse.com)



WHAT'S YOUR STORY?

- Act out or mime a story of your choice *(This could be a well-known story like a fairytale or you might do this by giving each group a specific object that they have to include in the story, starting with just a title, such as "The day I...")*
- Collect stories from friends or family who may have been involved in guiding and share them with others in your unit. *(You might like to bring in souvenirs or photos for a display or add them to the online Girlguiding UK Story Bank: http://www.girlguiding.org.uk/about_us/centenary_2009_-_2010/the_story_bank.aspx)*
- Make a scrapbook (either as a unit or Six/Patrol) to record your guiding adventures - this could be in a book, collage, online or on video. Or why not start your own personal diary as a memento of all the fun you have?

COMMUNICATE!

- Learn more about 5 different ways of communication and how they are used by e.g. Morse code, Braille, text messaging, email, Makaton, British sign language. Can you learn how to make your Guiding Promise in Makaton or BSL?
- Design a piece of guiding merchandise e.g. a World Thinking Day card, guiding wrapping paper, T-shirt, mug or calendar. Send your best ideas to the County PR team (prteam@Cambseastguides.org.uk) and, you never know, they might be made into reality!
- Hold a challenge evening with lots of activity stations that require you to use different communications skills. You might try some of the following:
 - In pairs, **blindfold** one girl and ask the other to guide her through an obstacle course or complete an activity
 - Play **Kim's Game** - or Kim's Game in a Bag where players can only feel, not see, the objects
 - Try a **Message Relay game** - a version of Chinese Whispers played in groups - who can get the correct message all around their group the in fastest time?
 - In small groups, ask the girls to create a **model or drawing**, which they must recreate as a group, only from the description from one of the group. The rest cannot talk to each other. (*You could ask younger girls to draw a picture of an alien from a description you provide - i.e. the alien has a big head, four wobbly arms, two tongues. See how different the pictures turn out!*)
 - Play **Twenty Questions**- have a bag with the names of well-known celebrities (or for younger girls, people in the community, such as doctor, teacher, police officer) on sticky notes. Girls take it in turns to pick out a name, put the sticky note on her forehead and can ask up to twenty questions to the group to find out who the name is. But the group can only answer by nodding their head for 'YES or shaking their head for NO. (*You could also try it again so that the group have to guess the character by asking questions to the girl who keeps the name on the Post-It a secret by not putting it on her forehead!*)





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**NEWS
RELEASE**

Date:

INCLUDE A CATCHY AND EXCITING HEADLINE HERE....

Introduce your story... What's the main thing you want to tell the reader?

Give some more details.... What happened? When? Why?

Tell us about the people involved...

Include a quote from someone personally involved...include their opinion and personal story...

How can the readers find out more about guiding...what if they want to join?

-ENDS-

Tell the journalist where to go for more information on the story

USEFUL RESOURCES

PR Resources

Girlguiding UK Design Guidelines

'Top Tips for taking great pictures' resource

'Top Tips for telling the media about your event' resource

<http://www.girlguiding-anglia.org.uk/downloads.asp>

Logos (you will need to log on to the *Girlguiding UK Members' Area*):

https://www.girlguiding.org.uk/members_area_go/resource_library/logos.aspx

Various Guiding Clip Art images

https://www.girlguiding.org.uk/members_area_go/resource_library/clip_art.aspx

Story Gathering Project Activate

https://www.girlguiding.org.uk/members_area_go/resource_library/girlguiding_uk_publications/activate.aspx

Links to other section resources:

Rainbows Look and Rainbows Learn activities

Brownie Communicator badge:

<http://www.girlguiding.org.uk/brownies/badges/communicator.html>

Brownie Writer badge:

<http://www.girlguiding.org.uk/brownies/badges/writer.html>

Guide Communicator badge:

<http://www.girlguiding.org.uk/guides/gfibadge/badges/communiator.html>

Go For It! Communicate:

<http://www.girlguiding.org.uk/guides/gfibadge/gfi/communicate.html>

Senior Section Look Wider activities:

<http://www.girlguiding.org.uk/seniorsection/whatcanido/lookwider/lookwider.html>

Badge Order Form



Once you/your unit has completed the I'M A PR STAR! Challenge, please complete and return this badge order form to the Girlguiding Cambridgeshire East County Office.

Unit: _____

Leader's Name: _____

Address where badges should be sent: _____

_____ Postcode: _____

Tel. No .(in case of queries): _____

Email (in case of queries): _____

Number of badges required at £1 each: _____

Please add postage of £1.50 to your order.

Total amount enclosed: _____

All cheques should be made payable to 'Cambs East Guides'.

Please return form and cheque to: Girlguiding Cambridgeshire East, 3 Quay Court, Colliers Lane, Stow-cum-Quy, Cambridge CB25 9AU