



Girlguiding

Sussex West

girls in the lead

PR for All

How to publicise guiding locally and how it benefits us all

Get all the help and support you need so that you can:

- Write press releases
- Take suitable photographs
- Use promotional materials
- Apply branding correctly
- And much, much, more.....

Why should you attend?

We should all be 'shouting out' to everyone outside of guiding about the fun and adventures we all have in our Unit meetings, on District outings and at Division events. Do you?

Come and join us at this informal workshop to find out how easy it is to help spread the word in your local area. Good publicity can result in the recruitment of more volunteers as well as girls, open up more opportunities for the girls in your community, help with the success of future fundraising, as well as raise the public's opinion of Girlguiding as an organisation - what we do and why we do it!

The day is open to all Young Leaders, Adult Leaders, Unit Helpers, Senior Section, Commissioners and Advisers.

When and where?

Saturday 24th March 2012, 9.30am-3.00pm

Littlehampton Girlguiding Centre, Duke Street, Littlehampton, BN17 6EU

Closing Date: Saturday 4th February 2012

The workshop

The session will start with a short introduction outlining why we need to publicise guiding locally, what the benefits are and how to do it.

Then we will break into short workshops which will cover topics such as "What makes news", "Publications and Branding", "What is PR?" and how to use them practically and successfully.

How much will it cost and what will I need?

The training will cost £6.00 which may be taken from Unit funds. Drinks will be provided, but please bring your own packed lunch, a pen and paper. Please wear your choice of clothing from the guide wear range.

How do I apply?

Complete and detach the application form opposite and return it to the address indicated. Applications will not be accepted after the closing date.

If you have any questions and would like to find out more in advance, please call or email our County PRA Debbie Phillips, tel: 01243 778542 email: dphillips@talktalk.net

Application Form

PR for All 2012

Please photocopy this form as necessary

(Please complete in BLOCK CAPITALS)

Name:

Go Membership Number:

Address:

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.....Postcode:

Telephone:Email:

Role(s):

District:

Division:

Unit:

Please indicate any special needs (access, mobility, sensory, diet, religious, other):

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Please return this form with a cheque for £6.00 payable to: "Girlguiding Sussex West M & I"
to: Ms Val Noble, 91 Prince Charles Close, Southwick, West Sussex, BN42 4PQ