



HOW TO: Host an Information Session/Back-to-School Night/Open House

An information session is an ideal way to kick off the Guiding year in your District or community. It provides an opportunity for parents of registered Girls to meet the Guiders, ask questions, and fill out health forms without taking up valuable meeting time. It also provides an opportunity for parents considering enrolling their daughters to get more information about our programs. These events run best when planned as a District/community and all Units within the District/community have at least one representative present.

Two weeks before the Information Session:

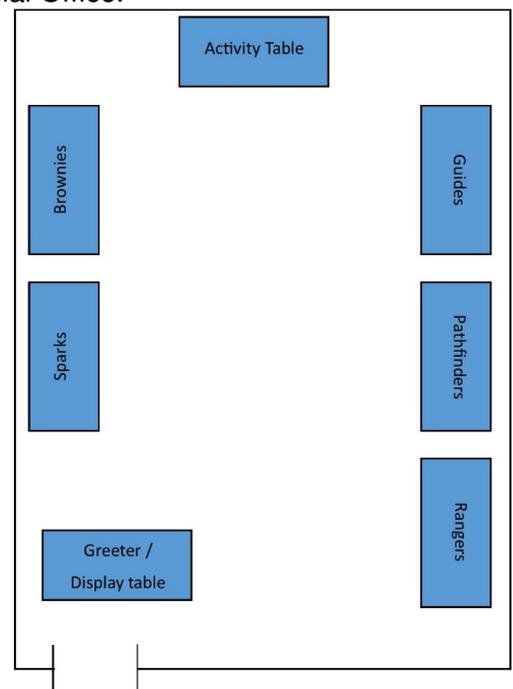
1. Set the date/time of the event and confirm location – if most Units in meet in the same place ie: the school, it would be ideal to have your event there.
2. Request PR materials (brochures, posters, stickers, pencils, etc) from your Area Commissioner or Provincial Office.

One week before:

1. Send a note home through the local schools inviting parents/guardians to your event. There is a standard notice available through Provincial Office which has a spot to place a label sticker with your details (date, location, etc). Simply email membershipgrowth@ggcnf.org to have some sent to you.
2. Prepare visitor's packages/goodie bags to distribute to unregistered Girls/parents. This should include the GGC brochures and PR materials you obtained from Provincial Office.

Day of the event:

1. Set up room – see diagram for example.
 - Include a display table with things like photos, posters, brochures, bookmarks, stickers, camp blanket, crafts Units have worked on, etc. for parents to look over. This works well at the greeter's table.
 - Each Unit should have a table in the room, with clear signage (ie: "Monday night Brownies", "Thursday night Sparks", etc). Each table should be manned by a Guider for that Unit.
 - An activity table is handy for parents who bring their kids along. Something as simple as a colouring page or small craft will keep little ones occupied while parents talk with Guiders.



At the event:

1. One Guider will be the greeter for the evening. This is an ideal job for a Commissioner or Deputy, assuming they are not required at a Unit table. As parents arrive the greeter will direct them to the appropriate table to meet their daughter's Unit Guiders. There they will be able ask any questions they have and fill out a health form.
2. The greeter should be prepared to answer questions about registering girls from parents who are new to Guiding. Provide PR materials and be sure to get their contact info for follow up! These parents may also be directed to the Unit tables to discuss specifics if they wish.

After the event:

1. Follow up with parents/guardians of unregistered girls who attended. Answer any questions they might have about registration. Invite the girl and her parent/guardian to another meeting if they are interested but not ready to commit.

