



HOW TO: Host a “Bring a Friend” Event

Bring a Friend events are a great way to boost Membership in your Unit, and a fun way to get your girls involved in planning! Once you decide to host an event, the girls can help you with everything from making invitations to planning activities. Your event could be a regular meeting, so guests see what Guiding is like on the average day, or you could host a party or games night. The sky is the limit!

Follow the checklist below for a smooth and fun filled event:

Three weeks before your Bring a Friend event, begin planning with the girls in your Unit.

1. Set the date of the event. Have the girls create their own invitations to pass out to their friends. Consider how many invitations each girl should hand out. For example, a smaller Unit of six or eight girls may want to hand out two invitations each.
2. Ask the girls for their ideas on what their friends would want to do at Bring a Friend event. Your girls are the experts in what girls their age find fun! Plan a game, craft, snack or campfire – any activities that showcase what Guiding is all about are perfect.
3. Request PR materials from your District or Area Commissioner to distribute to your guests.

Two weeks before the event:

1. Finalize your activities for the event and purchase supplies needed. This is also a good time to begin prepping any items you may need, such as cutting out bits for a craft, photocopying song sheets, making up game pieces, etc.
2. Remind girls to distribute invitations
3. Send a note home to parents/guardians advising of your plans

One week before:

1. Have the girls make nametags for all their friends. Make them big enough so you can see them across the circle. This will help you call the guests by name and make them feel welcome and part of your Unit.
2. Arrange to have an additional Guider or parent helper to maintain your supervision ratio, if necessary.
3. Make a customized visitor’s package/goodie bag to distribute to your guests. This should include GGC brochures and PR materials. You may also wish to include a list of upcoming Unit events or activities, including camps

At the event:

1. Be at the door to greet the girls and to introduce yourself to any of the guest girls’ parents/guardians who may be dropping off the girls. Be prepared to answer questions about registering new girls! Get the contact info for any parents who express interest in having their daughter join.
2. Set up a display that includes things like a Unit photo album, posters, brochures, bookmarks, stickers, cookie samples, camp blanket, crafts your Unit has worked on, etc. for parents to look over when dropping off or picking up.
3. HAVE FUN!
4. Give the visiting girls a goodie bag when they leave and thank them for coming.

After the event:

1. Discuss the event with your girls; did everyone have fun? What went well? What didn’t work? Are any of their friends thinking about joining? Congratulate your girls on a job well done!
2. Follow up with parents/guardians of girls who visited your Unit. Answer any questions they might have about joining now or pre-registering for next year. Invite the girl and her parent/guardian to another meeting if they are interested but not ready to commit.