**6 months to go**

1. Build relationships. Who can you target locally who may be able to help you open this unit? Schools, community groups etc. They may have great ideas for promoting locally.
2. Research. Find local online groups that share news and events in your community. Search on Facebook the name of the area and see if you can find community pages or local interest groups e.g. ‘Largs What’s On’ or ‘I love Leith’
3. Create the unit logo. To do this create an account on the online print centre. If you need help using the logo creator please let the Marketing team know: <https://www.girlguidingprintcentre.org.uk/Login.aspx>

**5 months to go**

1. Post in local online groups. Suggested post wording:

*We’re opening a brand new [SECTION] unit in [AREA] in [month or rough timeframe]. If you’d like to get involved with the biggest charity for girls and young women in Scotland, helping to shape girls’ futures then we’d love to hear from you. Find out more at girlguidingscotland.org.uk and get in touch [your email].*

1. Use the Online Print Centres to create posters and flyers and place these in local supermarkets, cafes, schools, leisure centres etc.
2. Work with your county PRA or Girlguiding Scotland digital team to run facebook adverts (see facebook advertising guidance)

**4 months to go**

1. Ask the county and district/division to promote your new unit opening. If they have social media channels ask them to post requesting that members share and promote. Suggested post:

*We’re opening a brand new [SECTION] unit in [AREA] in [month or rough timeframe]. If you’d like to get involved with the biggest charity for girls and young women in Scotland, helping to shape girls’ futures then we’d love to hear from you. Find out more at girlguidingscotland.org.uk and get in touch [your email].*

1. Put a blog or news item in your county newsletter about your new unit and ask for their support in recruiting for both girls and leaders.
2. Ask local schools if they could pop an advert on their website or in their newsletter. Maybe they could send everyone home with a flyer or even just pop some flyers in their reception.
3. Repeat Facebook advertising
4. Replace posters where they require it
5. Post in local Facebook groups again

**3 months to go**

1. Run a recruitment stand – whether it is at a local fair, in a shopping centre or outside your local supermarket running a recruitment stall will help you to engage face to face with potential volunteers and help introduce the new unit to girls
2. Ask the county and district/division to post on social media again (as above)
3. Review how many girl members you can accept. Once you have a clear number then post on local online groups to attract new girl members. Suggested posts:

*We’re opening a brand new [SECTION] unit in [AREA] in [month or rough timeframe]. If you’re [AGE] and ready to start a new adventure, make amazing friends and learn new skills then find out more today at girlguidingscotland.org.uk and get in touch [EMAIL]*

1. We’re opening a brand new [SECTION] unit in [AREA] in [month or rough timeframe]. If your daughter is aged [X-Y] and ready to learn new skills, take on a new adventure and build brilliant friendships then find out more today at girlguidingscotland.org.uk and get in touch [EMAIL]
2. If you’re in need of lots of girls (and have offered places to anyone suitable on the waiting list) you might want to create facebook adverts just to recruit girls – again you should work with your county PRA or Girlguiding Scotland digital team to do this. Use the facebook advert guidelines. Suggested text below:

*[Rainbows, Brownies, Guides] opening in [AREA] soon! Is your daughter [AGE]? If she’s ready to take on a new challenge, built brilliant friendships and go on adventures find out more.*

**2 months to go**

1. All volunteers and most girls are in place. If not repeat steps above.

**1 month to go**

1. Local PR (if needed) to help boost volunteer and girl numbers + raise awareness
2. Generate excitement locally. Ask your county to post the following online:

*1st Anytime Brownies are opening their brand new unit in 1 month. We’re so excited to welcome them to Girlguiding [County]. Comment below to share a message or tip with the new unit!*

1. Work with the Girlguiding Scotland PR team to invite your local MSP or a relevant minister to visit

**Day 0** - Unit opening – get lots of pictures/boomerangs/videos

**1-2 months after opening**

1. Work with Girlguiding Scotland PR team to create a press release to celebrate the unit opening.
2. Blog or social media posts in the county letting them know about the new unit and ways they can get involved

**2-3 months after opening**

1. Ministerial visit
2. Work with Girlguiding Scotland team to produce a blog or vlog about your new unit

**1 year after opening**

1. Work with PR team on blog and press about the first year

To contact the Girlguiding Scotland Communications and Marketing team please call 0131 226 4511 or email marketing@girlguiding-scot.org.uk