

This section is made up of three parts: Blowing Our Own Horn, Warm Fuzzies and News Bites.

Once again we are asking you to make personal connections, involve the girls in the process, let them see the finished stories, take a copy home etc. Each contact has the potential to become a friend to Guiding connection.

All levels must complete one from each section to earn the **Give a Star—Be a Star** challenge crest.

Part 4 A - Blowing Our Own Horn

- ♣ Create a cookie poster that shows “where the cookie money goes” and, with permission, post it in a public space
- ♣ Create a collage of pictures and/or pictures and words that describe Guiding. With permission, post it in a public space
- ♣ Volunteer to help out at District registration event or SVI/ Community PR event
- ♣ Create a short article, with pictures, about one of the service projects or events in which your Unit has participated in from Section 2 or 3 of this challenge
- ♣ Create a 60 second commercial for radio or TV that promotes Guiding in your community. Share it with the Area PR Team
- ♣ At your school, church or another organization outside of Guiding, give a three minute speech on “Why I am in Guiding” or “The Changes in Guiding since 1910”



Part 4 B: Warm Fuzzies

- ♣ Write thank you letters to the places where you or your Unit sells cookies, thanking them for supporting Girl Guides. Deliver in person (and in uniform!)
- ♣ Write a thank you to your meeting places and churches showing appreciation for their support – be sure to include a photo and a note from the girls with what they like about Sparks, Brownies etc.
- ♣ Discuss with your girls who helps Guiding in your community and write a thank you card to them. Take a picture of the girls delivering it along with a box of cookies.
- ♣ Write a thank you to your district, area or province after participating in an event.
- ♣ Nominate and write a supporting letter for a Guider to receive a formal award within Guiding.
- ♣ Nominate and/or write a supporting letter for a Guider to receive a community service award, for example, VERA or the Peninsula Community Award.

Part 4C: News Bites

*****Before you contact radio or TV or your municipal councils, please advise the SVI Girl Guide Challenge Liaison or the Area PR Team of your plans—there is a protocol to follow and industry standards that must be met.***

- ♣ Submit an article to the Lamplighter. Spark and Brownie Guiders—have girls help with this by describing their favourite activity in Guiding. Be sure to ask the girls questions over a period of weeks so that there are a variety of answers to choose from (i.e., camping, singing, crafts, service and making new friends)
- ♣ Submit a paragraph with a picture to the Pipeline's section *Around BC*
- ♣ Submit an article with pictures to your local paper with a copy to **Girl Guide Challenge Liaison or the Area PR Adviser**
- ♣ Submit your story and pictures to the SVI Website—Out and About Section
- ♣ Volunteer someone in your Unit to be a Guiding Ambassador and ask them if they would like to be trained to talk to the media. This may happen on short notice and will need parental permission
- ♣ Invite your municipal councils, radio and TV stations to come to an event. ***** Organize this with the help of the Area PR Adviser or Girl Guide Challenge Liaison. There is a protocol to follow and industry standards that must be met***

SVI Girl Guide Community Challenge

Possible area-wide activities and events

- ♣ Participate in a “Cookie Challenge” among the local politicians. This idea originates from the Sooke Fall Fair when invited politicians commented on which cookies each liked better and Marsha challenged them to do this at a public event
- ♣ Participate in the Victoria Day Parade
- ♣ Help out at the stroller parking booth at the Baby Fair
- ♣ Staff the booth at the Saanich Fair
- ♣ Set up PR tables at community and farm markets to promote Guiding. Materials can be obtained from Area PR
- ♣ Take part in a scavenger hunt. This can be done at a mall as was done by Ottawa Guiding for their Pathfinders—in uniform and with mall permissions (very popular!). Or on a smaller scale hold a scavenger hunt at a local park or in and around your meeting hall
- ♣ Send a special edition of SVI News with feedback to all the businesses and individuals who support us

