

Planning a publicity/ recruitment event?

– some suggestions from Fareham Division.

First you need to book an area to hold your event. We used this open space in Fareham shopping centre which also happens to be in front of the Fareham Resource Centre and Guiding Shop.



The shopping centre provided tables and chairs for us, otherwise we would have taken our own.

We borrowed the banners from the Resource Centre and used our own bunting to decorate the area.

We put our display boards in the middle of the area to encourage people to come in and have a look.



A table of publicity material is put in a prominent position with someone permanently based there who can answer questions about the units.



Because we want to encourage the children to have a look we put up a 'Guide' tent and a 'Brownie' holiday bed.





You need to have a team of volunteers – some could only stay for an hour or two – others could stay for the whole session. We were close to a coffee shop and the toilets.

We chose a theme 'Autumn' and had 5 free activities for all children to have a go at.

Using wood pieces children designed a coaster by gluing them on and colouring them as well if they wished. Wet wipes were on hand for both the children and the table!



Cards with finger printed minibeasts were popular – pens were available to add eyes and antennae, again we had wet wipes to hand.



Woodland creatures from fir cones – bits of felt, pom poms and googly eyes finished the creations – and yes there wer wet wipes on hand.



These woodland creatures were coloured in and then legs attached with a paper fastener which meant their legs would move as they ‘walked’. Stickers with Join Us information were stuck on these as well as googly eyes.



Air drying clay shapes (made prior to the event) could be painted, they had a ribbon to hang them up, and you may be able to spy the wet wipes ready for use.



We had an adult volunteer at each activity who could chat to the parents while the children were busy.

Some Guides came and helped too – they also took part in the crafts and could chat to the children and adults. Have young people there meant that the public were less reticent about joining in.

We invited everyone who went past to have a go at a ‘free’ activity – some people just didn’t have the time but those that did enjoyed everything and some happy children left with 5 lovely creations.

We had to set up before the centre opened and we finished at 3pm.

This was our second event in the centre and both have gone really well.

