

How to make the most of new enquiries about Guiding

“Mum...I want to go to Guides!” That’s how most enquiries about joining Guides start. In about 80% of these cases the child will come to Guides with a friend or sibling.

But what about the other 20% of enquiries, many of which arrive at Guide House either by phone or through the website? Does that child EVER get a chance to go to Guides?

The answer—regrettably—is not as often as she should.

So what can you do to follow up an enquiry?

There are eight steps. Each will take you only a few minutes:

- Get in touch with the parent, preferably by phone or in person, within two days of receiving the enquiry.
- Provide as much information as possible about the Unit: when it meets, where it meets, the spread of schools represented.
- SELL Guiding by being enthusiastic about the program you run with the girls and the skills they can gain by participating in the Unit.
- Talk about the activities you have outside normal weekly meetings, such as outings, hikes and camps.
- Invite the girl to attend the next suitable meeting (don’t suggest she comes the next week if the planned program is likely to put her off.)
- Make sure you buddy the girl with another Guide in her Patrol who will look after her through the first couple of weeks.
- Talk to the new girl and the parent at the end of the first meeting and at the end of every meeting until she has decided to stay.
- Give the parent the membership form at the end of the first night, but point out that membership does not have to be paid for 2 weeks to give the girl time to make up her mind.

And what do you do if the girl cannot attend your Unit because of a clash of activities? Have you thought about trying to find another Unit close by that could provide an alternative? Or, if there is no other Unit, suggesting Lones? And are you taking personal responsibility for making sure the next link in the chain is firmly established before losing contact with the parent?

Every new Member is valuable, but a new Member whose family has had no previous association with Guiding is like gold. This is the girl who will grow Guiding, because she will give you access to an untouched source of future Guides and Leaders.

**Like any good salesperson, we need to convert every lead into a sale.
Every girl deserves a chance to be a Guide if she wants to join.**