



## Dear Commissioners,

Firstly, we would like to say thank you for all your hard work across the region keeping girls in guiding. We know that many of you are already tackling retention at district, division and county level and we are extremely grateful for all you are doing.

Nevertheless, we know that retention is still a challenge for many areas, so we have created this resource to give you some new ideas and motivation to keep as many girls as possible in guiding. The resource is split into four sections, each of which contains cards with handy tips that can be used individually or with other cards as part of a wider retention strategy.

We recognise that you may already be doing a lot of the things suggested in this pack, but we hope that each of you will be able to find at least one useful take-away to implement in your district, division or county as while we often refer to districts throughout the resource, the same ideas can be applied at any level.

As a bonus, each district that trials at least three things inspired by the resource will gain a special badge for every adult in the district to recognise their efforts. Just send the form at the end of this pack to the Midlands office to tell us about the three things you have done to encourage retention in your area by World Thinking Day 2020 (22 February).

As a commissioner in guiding, you play a vital role in your area. Thank you for everything you are doing and we look forward to hearing your retention success stories!

A handwritten signature in black ink that reads 'Abi Salter'.

**Abi Salter**  
Chief Commissioner

A handwritten signature in black ink that reads 'Josie Crossley'.

**Josie Crossley**  
Lead Volunteer Growth  
& Retention

Membership  
dropped by over

**12%**

since 2012

(nearly 10,000 members)



Just over

**half**

the number of  
Guides as Brownies



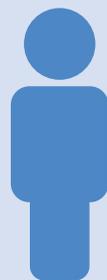
## Resource sections:

Unit Management,  
Retention, PR and  
Marketing and Value  
your Volunteer

If each district  
retains 5 girls,  
we will retain

**1685**

members regionally



400 districts  
could be

**400**

retention ideas!



Submit your  
stories by

**World Thinking  
Day 2020**

