

2010 LAUNCH PARTY

Provincial Tool Kit

Tips and information to help you
and your team plan an exciting,
successful 100th anniversary
launch party in your province.



1910-
2010

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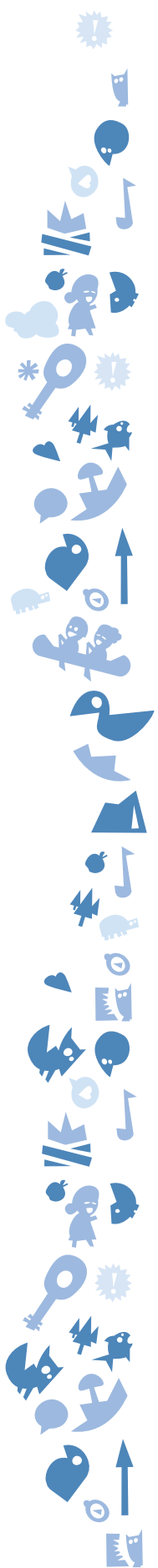
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Media/Promotional Materials (these materials will be available at a later date)

- Launch party logo
- Media relations checklist
- Customizable media release
- Customizable fact sheet
- Standard GGC fact sheet
- Print-ready posters / Ads





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Why hold a 2010 launch party event?

In 2010, GGC will be celebrating our 100th anniversary. To kick-start our year-long anniversary celebrations, we are encouraging every province to hold a 2010 launch party event in January 2010 at their provincial Guide House. A launch party is a chance to promote Guiding in your province and to showcase the contribution Guiding makes to the lives of girls and women in Canada. A launch party will also offer an opportunity to get our Members excited about where Guiding is headed in the next 100 years. The National Office is hosting a launch party on January 16, 2010, at Casa Loma.

Four Steps for a Successful Launch Party

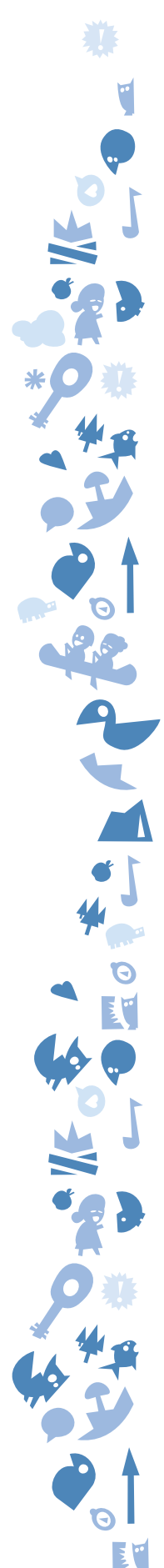
1. Decide on the programming for your launch party
2. Recruit team members
3. Create an event plan
4. Event day

1. Decide on the programming for your launch party

When planning the programming for your launch party, keep in mind the theme for our centennial, “Girl greatness starts here”. Your launch party should be a chance for girls to participate in great Guiding activities – both past and present – that celebrate the fun, excitement and adventure that girls experience as Members of GGC. Activities could include:

- Historical geo-caching (samples provided)
- Interactive activity corner – the best crafts, tracking games and puzzles from GGC’s rich history (samples provided)
- Interactive communications corner where girls can receive the “Girl greatness starts here” message via semaphore, Morse code, email and text message

Your provincial launch party should also include refreshments and a press conference to announce your provincial/local 2010 celebrations. Highlight the contributions Guiding makes to the girls and women in your province and GGC as the original girl-driven organization.





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The national launch party will include a scavenger hunt. Here is a suggested list of fun facts you could use to develop your own scavenger hunt.

Historical Scavenger Hunt

Fun Facts that you could include:

1. The first registered Guide company in Canada was in St. Catharines, Ontario and was led by Mary Malcomson.
2. In Nova Scotia the First Halifax Guide Company was organized in 1911 under the leadership of Mary Fraser and Mary Ritchie.
3. Units first appeared in Manitoba 1910
4. Units first appeared in Saskatchewan 1910
5. Units first appeared in British Columbia 1910
6. Units first appeared in Quebec 1911
7. The First Toronto Company held the first recorded Girl Guide Camp in Canada on the banks of the Credit River in June of 1911
8. In New Brunswick there are records of a unit operating in 1909 – the unit was officially registered in 1915.
9. Newfoundland's first Guide Company was established in 1918 although the Province did not become part of Canada until 1949.
10. The earliest recorded Lone company was 1916
11. Our first Chief Commissioner was Lady Mary Pellatt who lived at Casa Loma
12. In 1917 the Canadian Council of the Girl Guides Association was incorporated under a special Act of Parliament. Our name changed to Girl Guides of Canada – Guides du Canada in 1961.
13. Rosebuds was the first name for younger girls (now called Brownies)
14. By April of 1915 there were 62 Companies across Canada with a total membership of 1925. Summer camps were held across Canada in Toronto, Windsor, Calgary, Vancouver and other districts.
15. From December 1916 to December 1919 over 400 Guides were awarded with the War Service Badge.
16. 1914-1918 During the war years Companies in Canada gave national service through working in munitions factories, in government offices, gave V.A.D service in hospitals at home and overseas, knitted socks, made surgical dressings and bandages.



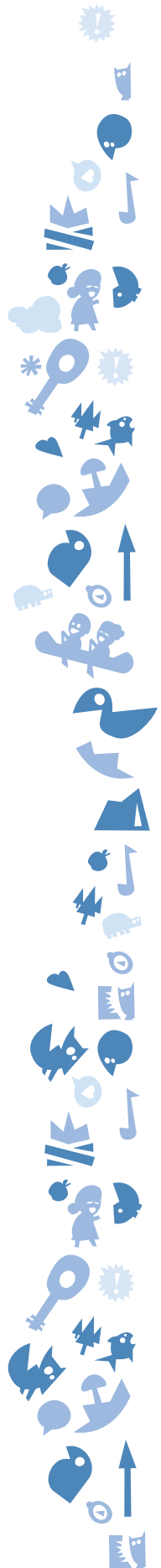


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17. The first Brownie troop was registered in 1920.
18. In 1920 Rangers became the official name for Guides over 16.
19. Sarah Warren, our 2nd Chief Commissioner, held the position for 20 years from 1922-1942.
20. Canada sent 35 delegates to the First International Camp held in England in 1924.
21. In 1924 the requirements for the Mechanics badge included changing spark plugs.
22. The first National Camp was held in 1927 in Victoria, British Columbia.
23. The first issue of Canadian Guider was Published in January 1932
24. The Ranger and Guide uniforms were the same from 1935-1955. Girls were allowed to wear the same uniform and keep their Guiding badges on until they earned a corresponding Ranger badge.
25. In 1930 Cairine Wilson, a member of the Girl Guides National Council, became the first woman Senator of Canada.
26. In 1934, 543 Ambulance and 37 Fire Brigade Badges were awarded.
27. During WWII GGC organized and implemented a two-year National War Service Project called "The Guide Overseas Gift Project" beginning in November 1940. Through this project, Girl Guides knitted and sewed over 29,665 articles of clothing, ranging from booties to overcoats and shipped them to England for distribution among the children who had been victims of bombings.
28. The Canadian World Friendship Fund began as the Overseas Gift Project to provide aide to victims of bombing in England during the second WW.
29. The Vancouver Area Sea Rangers held the first Annual Winter Competition 1951, each crew was tested in four areas – Semaphore, Hornpipe, Sea Shanties and Charts.
30. PEI's camp Fairhaven was established in 1970 when Dr. Dorothy Bentley deeded 74 acres of land to GGC.
31. Link started in 1966 and was called "Trefoil" until 1977 when its name was changed to avoid confusion with the Trefoil Guild.
32. The Pathfinder branch began in 1979.
33. In her lifetime Lady B-P, World Chief Guide, visited Canada 15 times
34. Hats were a required uniform piece until 1979.
35. Brownie Sixes listed in the 1985 Brownie program include: Leprechaun, Fairies, Little People, Sprites, Kelpies, Pixies, Imps, Gnomes and Elves.





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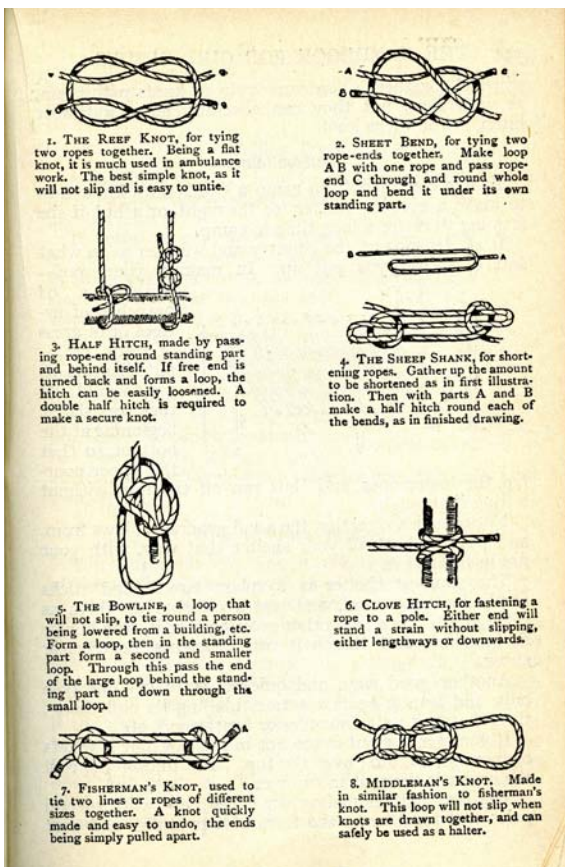
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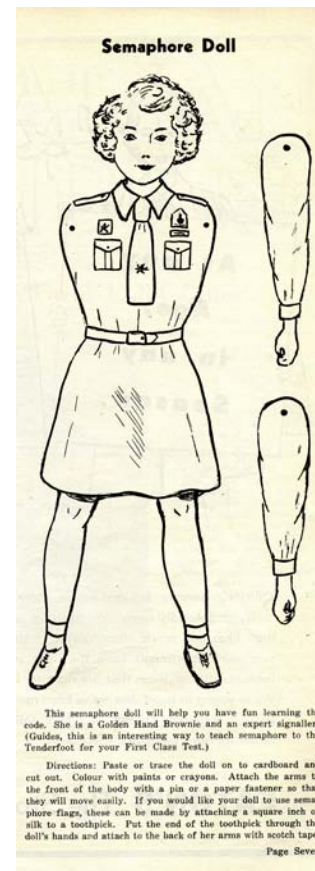
36. Guide Patrols listed in the 1981 Guide Program include: Bluebell, Daisy, Clover, Lilly-of-the-Valley, Pansy, Daffodil, Poppy, Red Rose, Violet, Bluebird, Canary, Kingfisher, Oriole, Robin and Scarlet Tanager.
37. The Spark branch began in 1989.
38. In the last 100 years GGC has served over 7,000,000 girls and women.
39. The Yukon Area is the newest addition to the Alberta Girl Guides, as of July 1, 2008.

Historical Craft and Games

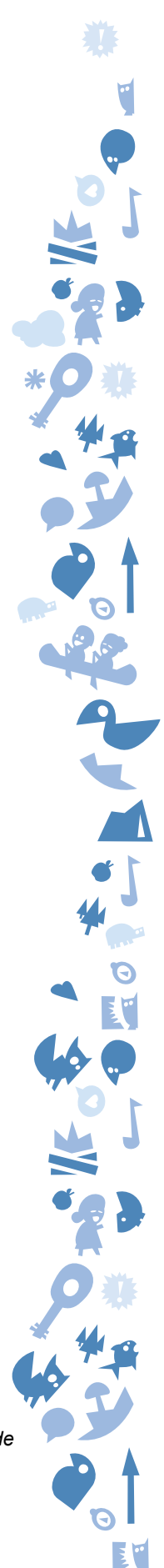
The national launch party will include historical games and crafts. Check out your provincial office's archives for some fun ideas from our rich heritage.



Knot Tying from *The Handbook for Girl Guides or How Girls Can Help to Build Up the Empire* 1912



Semaphore Doll from *The Canadian Guide* April 1949





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Promoting your launch party

It's important to promote your launch party to Members (past and present) and to the media. Here are some tips for raising the profile of your event:

- Be sure to let girls and Guiders know about the event well in advance. Use your provincial web site and newsletters. The national 2010 website will also promote all provincial events so ensure you provide information to the Communications team at the national office.
- Advertise your event in your local print and/or broadcast media.
- Ask to have your event included in free event listings often offered by local newspapers and other publications.
- Encourage the media to promote and participate in your launch party.
 - Before the event - Contact the media well in advance of the launch party and be prepared to explain what makes your event unique and why they should participate. A media relations checklist will be available as part of the Media/Promotional Materials.
 - At the event – Assign someone knowledgeable about the event and Guiding to greet media when they arrive. Have one or more girl Members available to speak to the media. Be sure to collect contact information from all media representatives who attend.
 - After the event – Follow-up with the media contacts to discuss the event and to ask for copies of any coverage they provided.
 - Your Provincial Public Relations Adviser can also help with media relations.

