

Ideas for Promoting Link:

(Compiled by Jennifer Walker, National Link Adviser, from suggestions by the Provincial Link Advisers and by Link Members on the National Link e-group/ mailing list)

Post-Secondary Institutions-

- Why not mount a nation-wide public awareness and recruiting campaign to all universities, colleges, CEGEPS. This is the most likely place to gain new members (let's face it, almost every female there is Link-eligible).
- Try something on university campuses - trying to reach out to women (especially in residence) who may have been involved as a youth. Perhaps Trefoil signs on the bulletin boards, then notice of a get together.
- Why not offer a complimentary copy of the new Link newsletter to all female university students in Canada? A coupon in every frosh bag should do it.
- How about a partnership with Tim Hortons or Second Cup across Canada (kind of like the Coke card) for Link members. -How about a phone card? Link members get a phone card....
- Promoting Link in Universities/colleges (school newspapers/newsletters) - contact University newsletters and place ads about our Link program with e-mail addresses for more info (Someone suggested this should be done at the National level as she felt they have more clout to get info printed, as well they have more funds readily available for this)
- Formal letter for Link Advisers to use to send to universities/colleges

"Stuff for Link" -

- To have a conference on a yearly basis similar to our yearly Senior Branches Conference/ Gathering, special events designed just for Link.
- How about a Nationally sponsored Link camping/ hiking/ cycling, etc. event, or World Centre trip or similar, but something strictly for Link and nobody else.
- Link Challenges.
- Design an Award(s) especially for Link - only a Link member could be awarded this type of award?
- Publicize that Link members can apply for G.G.C. scholarships
- Need to define the Link program more, especially with ads and flyers for the program.
- Link needs its own identity, similar to Trefoil Guilds -if Link had a colour, people would recognize them when attending Area, Division and/or District functions.
- Clothing
- Crest -- perhaps the shirt design could be used on a crest as well(?)
- Ontario Link is looking into purchasing a Lynx as a mascot – to be part of their display
- Link slogan/catch phrase (e.g. Think Link, Get Linked, etc.) -- could also be incorporated in the shirt and crest design

Communication Within Link -

- National Newsletter -would be great to see what other Link units/Members are doing.
- Provincial Link newsletters
- Link chat line, Chat Room for Link only, have a topic of the week/month for them to reply to. They love to get e-mail and usually reply immediately.
- Link directory

-National Link Web Page or Site with links to other Link sites or pages, contact info, etc., and mentioning networking opportunities

Senior Branches/Bridging/Registration:

- Link Advisers to attend /speak at Senior Branches gatherings to promote Link
- Provincial Link Adviser is leading 2 sessions on Link at Aggie (Ontario SB Event), and there will be a Link display with info and registration forms for Link
- Articles about Link in the Senior Branches Provincial Newsletter
- Send a formal letter to each 3rd year Senior Branch girl in July or August (names from iMIS) inviting them to register with Link and provide contact name in the provinces for them – improve the strategy and process for transitioning Senior Branches girls to Link
- Some Divisions have been known to pay for 1st year Link membership for their “finishing” Senior Branches members
- Mailouts about Link program to girls who leave Senior Branches and/or young leaders who quit in June and don't register in fall
- At the Annual Meeting/Trainings the Link Adviser could stop into a Senior Branches session (for Guiders) and give a short presentation on Link, drop in session where Guiders and Senior Branches members could look over materials and information on Link.
- Provide information to District Commissioners, Senior Branches Guiders
- Improve and simplify Link registration process (for everyone)
- Visit older girl meetings (Pathfinders, Senior Branches) to tell them about Link, have joint camps with them, send brochures to them
- Tell *Pathfinders* about Link -- waiting until they are in Senior Branches might be too late!
- I think it takes each Link member making the effort to make a connection with one Pathfinder unit and one Senior Branches unit - If they could only see the fun we have, I think they would stay.
- Help at camps (for all branches – to raise awareness of Link)

Regaining Previous Members:

- Calling all previous Link Members to see what they are doing in Guiding, the personal touch may help to increase membership.
- Doing some follow up of girls who have been out for a few years
- Trying to reach out to women at universities who may have been involved as a youth.

Communication/Awareness Within Guiding:

- Mailouts to Area Commissioners telling them about Link and encouraging AC's to invite them to Area functions (or Division/District)
- Distribute list of Link members' qualifications (plus contact info) to Area/ Division/District Commissioners (Link Directory)
- Provide information to District Commissioners, Senior Branches Guiders
- Articles in Canadian Guider, Provincial, Area, Division newsletters

General PR:

- Articles about Link in Canadian Guider, Provincial/ Area/ Division newsletters to continue to keep Link in the forefront
- Advertise in Provincial newsletter in the fall as well as a registration form
- Putting information in local newspaper columns/ community TV
- At Provincial conferences/Trainings - displays with Link brochures and applications available, drop in session where Guiders and Senior Branches members could look over materials and information on Link, handing out Link flyers to any woman who walks by who is under 30.
- Ensure Link members are welcome at adult trainings, and encourage them to attend
- Attend trainings (e.g. Division/Area Days) -- be recognized as Link, lead sessions- get invited!
- Link brochure (National, Provincial, Area, etc.) would be a great idea
- Link poster, something attractive
- Brochure about "ADULT OPTIONS" to highlight Trefoil Guild and Link, would also mention other positions adults in Guiding may hold (e.g. admin., council member, treasurer/auditor, etc.) -- to let people know that they don't necessarily have to become Unit Leaders, but can hold these other positions instead of, or in addition to being a Unit Guider.
- Thinking Day mall displays -- join forces with Trefoil Guild to "staff" the displays (support each other) - with different schedules, there is opportunity for full coverage of the hours the malls are open
- Hold joint activities with Trefoil Guild
- Membership Challenge - every Link Member in Canada tries to recruit ONE new Link member through word of mouth
- What about the "working girl" who might have been in Brownies but dropped out? I think it's strategic to reach these "lost ones" not only because of a possibility of increased Link membership, but also the possibility that these young women might soon become mothers who have had such a great Guiding experience they can't wait to sign their own daughters up.
- Link Members to take Link registration forms to Trainings/camps they may attend and give them out to other Guiders (for now or for the future)
- One Province sent out 2 copies of the registration form in the fall to previously registered Link members, to give the extra to a friend.