

PROVINCIAL ADVISERS REPORT



Committee: BC PR Committee

Submitted By: Lisa Thibault

Date: February 4, 2020

Crest Counts (2019/2020): Cre

	Nov	Dec	Jan	
BC Crest	1329	1279	1183	<i>Note: we may need to reorder again before SOAR</i>
BC Pin	517	416	516	
BC Photo Challenge	1442	1442	1442	

PR Adviser Report (Lisa Thibault):

- **PR Grants to Districts and Areas –** Grant review and approval was delayed due to my accident but we are reviewing these this month. The next PR Grant deadline will be May.
- **PR Marketing –** We have been supporting the PR and Marketing for several BC and National campaigns including Glow, The Secret 3K, 50% off registration fees, Harlem Globetrotters, The Sisterhood Challenge and more.
- We did a National Bulk order this past November
- **Swag request –** In late February a survey will be going out to all Areas and Districts looking for your feedback on potential BC PR items (swag) to purchase this year. If you have any ideas you'd like to see included, please email me at bc-prcomm@girlguides.ca .

Logo Approvals:

- **Nov 2019:** 13 approvals
- **Dec 2019:** 9 approvals
- **Jan 2020:** 9 approvals

***Note, we are starting to see a LOT of SOAR crests coming through and they are amazing!**

Social Media Report:

BC Girl Guides Facebook - 2,227 Followers (up 1.1%)

Most popular posts

- 01/20/20 - Guiding gives her a chance to build confidence, explore her interests and make new friends. Join today for 50 per cent off girl registration fees. Limited time offer. <http://bit.ly/2RB4XQC> - 5,660 views
- 01/13/20 - Save the date for an all-new adventure! BC Girl Guides invites Guiding members, friends, families, and other supporters of girl empowerment to EXPLORE in 2021 - Aug 26-29, 2021 at the Vancouver Convention Centre. Come EXPLORE over 60,000 sq ft of unique

activities, experiments, demos, meet-and-greets, role models, and more fun, with an empowering expo and other special adventures. Learn more: www.girlguides.ca/exploreBC

- Girl Guides of Canada – 4,859 views
- 11/30/19 - CONTEST and SPECIAL DISCOUNT: Enter to win a family pass to Glow Vancouver or Glow Abbotsford! – 2,234 views
- 11/02/2019 - The new Guiding Remembers crests for 2019-2020 are available at BC Guide House and the program is now an instant meeting in the Girls First platform. Search "Guiding Remembers" at <https://experience.girlguides.ca/>. – 1,539 views

BC Girl Guides Twitter – 505 Followers

Most popular posts

- 11/03/2019 - The new Guiding Remembers crests for 2019-2020 are available at BC Guide House and the program is now an instant meeting in the Girls First platform. Search "Guiding Remembers" at <https://t.co/oeEnkB8sB0>
- 11/20/2019 - Learning and networking! Thank you to @vancitybiz for providing complimentary tickets to BC Girl Guides for their personal branding & social media event tonight, featuring local female bloggers and journalists #businessbabescollective #vancitybusinessbabes.
- 01/13/2020 - Calling all girls & girl empowerment champions! Come EXPLORE with BC Girl Guides in summer 2021. Save the date for a girl-driven adventure full of unique activities, experiences, role models, and fun, at the Vancouver Convention Centre: #EXPLOREgirlguides <https://t.co/MV6zQGAWxZ>

BC Girl Guides Instagram – 980 Followers

- Thank you to Glow Vancouver and Glow Abbotsford for sharing 50 complimentary tickets with BC Girl Guides to their beautiful winter light festivals. Girl Guides, like these Sparks from Abbotsford, had a terrific time exploring the lights and having fun with friends! #glowvancouver #glowabbotsford #girlsguidesofinstagram 572 views, 87 likes, 0 comments
- The new Guiding Remembers crests for 2019-2020 are available at BC Guide House and the program is now an instant meeting in the Girls First platform. Search "Guiding Remembers" at <https://experience.girlguides.ca/>. #guidingremembers #bcgirlguides #girlguidesofcanada #girlsfirst: 538 views, 91 likes, 3 comments
- Girl Guide travellers are busy fundraising! MLA Shirley Bond and Mayor Lyn Hall supported these Prince George girls' coat check fundraiser at a local event, for their upcoming Guiding trip to Europe. #everythingshewantstobe #girlsguidesofinstagram @shirleybondpg @girlguidesofcanada: 509 views, 92 likes, 02 comments

Pipeline Report:

The Fall/Winter 2019 issue of Pipeline (Issue 390) was produced and distributed under our new editor, Saffina Jinnah and featured stories on Guiders Experience in Outdoor Activity Leadership Training and international travel. Check it out here:

<https://www.girlguides.ca/WEB/Documents/BC/Admin/Pipeline%20Fall%20Winter%202019%20Issue%20390.pdf>