



Creating a Better World
Créer un monde meilleur



Scout-Guide Week

Introduction



February is a special month for Scouts and Girl Guides worldwide. Each year both Movements celebrate **February 22**, the birthday of our Founder, Lord Robert Baden-Powell and his wife, the World Chief Guide, Lady Olave Baden-Powell.

Canada also celebrates Scout-Guide Week from the Sunday before Thinking Day/Founder's Day until the next Sunday. At this time, members of Scouts Canada and Girl Guides of Canada plan and hold special activities to promote our Movements.

Although Scouting and Guiding are two separate organizations, this dedicated week is an excellent time for holding joint events. If there is a Girl Guide group in your area or within your community, please consider getting together to celebrate with them. If, however, you don't have contact with a Guiding group or they are unable to participate, go ahead and showcase Scouting during this special week. Scout-Guide Week is a time to let the public know we are proud to belong to the world's leading organization for youth, and that we are alive and well and accepting new members.

Purpose of this Kit

This kit, which mirrors the Girl Guides kit, was designed to help you:

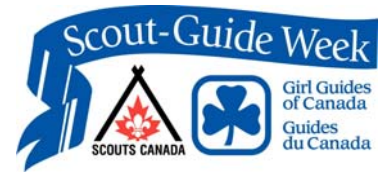
- Promote and celebrate Scouting in your community during this special month.
- Highlight February 22 (B-P's birthday/Founder's Day or "Thinking Day") within Scouting and the larger community.
- Provide some ideas and activities for use at the local level.

The tools, ideas and activities in this kit are just suggestions to help you get started. Be creative and develop your own ideas as well. Remember to share any of your own great ideas or suggestions with us. The more we communicate with each other, the better we work together to promote and grow Scouting and Guiding in Canada.

Good luck with your celebrations and please share your success stories and event photos with us!

Send them to:

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History of Scout-Guide Week

The First Scout-Guide Week happened in 1926 and it continued up until the 1940s. However, in 1949, Scout-Guide Week was dropped because it was felt that it was being lost among so many other special "weeks".

Occasionally, some groups and Districts continued Boy Scout Week, and with them some Girl Guide Companies. In the early 1950s, Boy Scouts of Canada officially recognized the week as Boy Scout Week. During the late '60s, there were increased combined Scout-Guide services and events. This, and the belief that Guiding and Scouting had much to gain by pooling resources, led to meetings and discussions between national public relations personnel of both organizations.

Scout-Guide Week or Guide-Scout Week was introduced in 1970, and centred on February 22, Thinking Day/Founder's Day. In 1970, Scout-Guide Week began as a pilot project, approved for a three-year period. But as early as 1971, a second three-year term was approved and in 1974, with so much success behind it, it was agreed Scout-Guide Week would continue indefinitely, subject to one year's notice of discontinuance by either Movement. In 1974, both organizations agreed to have the title interchangeable (i.e. "Guide-Scout" or "Scout-Guide" Week).



For Scouts

The World Organization of the Scout Movement (WOSM)

Scouts Canada is part of The World Organization of the Scout Movement, which is a worldwide, non-profit and non-partisan organization of 28 million members, male and female, operating through a network of local groups supported by National Scout Organizations in 217 countries. Its governing body is the World Conference, which meets every three years, and its executive is the World Committee composed of elected volunteers.

MEMBERSHIP

There are more than 28 million Scouts, youth and adults, boys and girls, in 217 different countries involved in the world Scout movement. There are approximately 100,000 members in Canada alone.

Our Mission

The mission of Scouting is to contribute to the education of young people, through a value system based on the Scout Promise and Law, to help build a better world where people are self-fulfilled as individuals and play a constructive role in society.

Our Vision

Creating a Better World

Principles of Scouting

- Duty to God – adherence to spiritual principles
- Duty to Others – loyalty to one's country and participation in the development of society
- Duty to Self - responsibility for the development of one's self.

Position Statements

Healthy Active Living – This is essential for lifelong success. Our goal is to develop healthy active individuals through activities such as hiking, camping, and outdoor adventures.

Leadership – Experiential learning provides opportunities for youth to develop and practice leadership skills. Members lead with courage and confidence.

Environmental Stewardship – Our programs are designed for youth to develop and practice sound environmental ethics.



Scout-Guide Week/Founder Day or World Thinking Day Ideas

Scout-Guide Week activities and promotion may be undertaken by Scouts alone or jointly with Girl Guide members. The nature of the event should be a guide to whether news releases, advertising or other communications give equal emphasis to Scouting and Guiding messages or focus on Scouting alone. Any joint releases should be approved in advance by the appropriate Guiding and Scouting representatives. Guiding's Mission and Principles are different from Scouting's and care should be taken to use the appropriate wording.

World Thinking Day or Founder's Day is a chance for Scouts and Girl Guides to think about their peers in other parts of the world.

Here are some ways to celebrate Scout-Guide Week:

- **Hold events or participate in activities that highlight Scouting and its mission, vision, and principles**
- **Hold events or participate in activities that promote Scouting and its activities.**

Think of ways to incorporate the following position statements into your daily and weekly activities:

- **Healthy Active Living**
 - **Leadership**
 - **Environmental Stewardship**
- **Hold internal activities.**
 - Hold a fun night to recruit new youth into the program (parents must accompany their kids)
 - A flag raising ceremony with the Scouts Canada Flag
 - Pancake breakfasts
 - **Recruit new leaders or volunteers**

Use the following resources and tools at www.scouts.ca to recruit and inform potential leaders:

- Leader handbooks
- Jumpstart packages
- Online program builder
- Bylaw, Policies and Procedures (on-line)

To contact your local Council Administration Centre, call 1-888-SCOUTS-NOW.



- **Organize special events.**

Consider doing community service projects, international parties, and weekend camps, Scout-Guide joint World Thinking Day/Founder's Day ceremony or service, campfires, rallies or parades. Invite community leaders to attend your events.

- **Publish proclamations or Public Service Announcements in your community.**

A proclamation from the Mayor or another important public official in your community is one way to announce Bring-a-Friend Month or Scout-Guide Week and heighten public and media awareness and civic support for Scouting and Guiding. Contact your City/Town Hall or Mayor's Office in advance to request a proclamation. **(See attached Public Service Announcement which can be adapted for your use).**

- **Be more visible in your community.**

- Set up Scouting displays, banners, posters in malls, schools, museums, libraries, places of worship, recreation centres and other public places and hand out Scouts Canada promotional materials.
- Set up displays at community centres and malls and hand out stickers and magnets
- A flag raising ceremony with the Scouts Canada Flag
- Hold a meeting or campfire in a public place.
- Wear Scouting activity wear or uniforms to work or school.

- **Encourage media participation.**

Contact your local papers, radio and television stations well in advance of your event, and design a "hook" to get their attention. Be prepared to meet and assist them when they arrive at your event. Have background information on hand for the media, including the event name and date, location, names of sections involved, and a contact name for follow-up. **(See attached news release template)**

Membership recruitment is an on-going year-round process, February is an ideal time to bring in new or returning members. Because of the increased visibility of Scouting and Guiding during this celebratory month especially during Scout-Guide week, consider doing the following:

- Run a Scouting recruitment or Facebook™ ad with a call to action including contact information i.e. join@scouts.ca or 1-888 SCOUTS NOW number and web site. Plan to follow-up and contact interested potential members.
- When the public is attending any special Scout-Guide Week or Thinking Day/Founder's Day event, use the occasion to speak positively about Scouting and the benefits of being a member. Hand out Scouting brochures and be prepared to register new or potential members on site.
- Visit the Council Field Executive Forum available at the Membership Development page on Scouts Canada's Intranet site <http://badger.scouts.ca/> for recruitment ideas.

For other activities, ideas, and resources, visit www.scouts.ca or contact us toll free at 1-888-SCOUTS NOW.