

CaMPR

A CHALLENGE FROM THE BC CAMPING,
MEMBERSHIP AND PUBLIC RELATIONS
COMMITTEES



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107-252 Esplanade Ave W, North Vancouver, British Columbia V7M 0E9

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Objectives

The goal of the CaMPR Challenge is to use camping and the outdoors as a way to retain and gain members. And it is a great way to capture the spirit of Guiding. It can be used in public relations campaigns to show others just how much fun Guiding and camping are.

Most components of this challenge should be done in a camp setting (residential, established or adventure), during a day camp, sleepover or longer event. Some challenges may be started as you prepare with your girls for camp. This could include choosing which challenges to do when at camp, determining what supplies you need to bring to camp to complete the challenges and connecting with local resource people. Some challenges may need to be finished when you return from camp, such as printing pictures for a scrapbook, editing a video, giving a presentation about camp or submitting your pictures/article to *Pipeline*. Remember to follow Safe Guide for all activities.

We encourage Guiders to think outside the box and step out of their comfort zones to try new activities with their girls. If you think of a new way to connect camping with membership and PR, please let us know, as our list is only a starting point.

Completing this fun challenge will most definitely help the girls to complete some of their program work. Please, be sure you are adding activities completed to the girl's Girls First program.

We encourage every group to submit pictures, and possibly a write-up of their event to the BC Camping Committee to be used in our Headlamp newsletter. Please email them to bc-campingheadlamp@girlguides.ca

Challenge Requirements

Each girl is required to complete the following number of challenges according to her branch.

SPARKS – complete 1 challenge from each category (8 challenges in total)

BROWNIES – complete 1 challenge from each category plus 2 others (10 challenges in total)

GUIDES – complete 1 challenge from each category plus 4 others (12 challenges in total)

PATHFINDERS/RANGERS/TREX – complete 2 challenges from each category (16 challenges in total)

When you have fulfilled the requirements, complete the **BC Crests Order Form** found on the BC Girl Guides website <https://www.girlguides.ca/web/BC/>. Instructions on how to order the crests are provided on the form.

CATEGORIES

The More, the Merrier

Out and About

Capture the Fun

Cookies

Guiding Gear

Publication

Technology

Photography

The More, the Merrier

- Host a bring-a-friend camp /sleepover. Have the girls help plan it.
- Connect with another unit that will be camping on the same weekend as you, and Skype with them several times over the course of the weekend. Try to connect with a unit new to you or in a different branch.
- Invite your local Trefoil Guild to come to camp with you.
- Have a local Link group come to camp with you.
- Invite non-Guiding community members to visit you at camp to join in the fun. This could include seniors from a nearby home, a preschool, town council members and other outdoor groups.
- Pathfinders/Rangers/Trex units: Host a retreat for your district council and/or district Guiders.
- Have a photographer, videographer, journalist, etc., come to your camp and share tips and tricks from their trade to increase your skills in that area.

Out and About

- Hold an awake-over, getting out and about in the community overnight. Visit business that are open over night or that are willing to give you a behind the scene tour. Share GGC PR materials with the people you encounter.
- Have part or all of your camp in a public location, such as a local park, museum or leisure facility. Decorate the area with GGC PR items and pass them out to the public as they pass by.
- Give a presentation on camping and Girl Guides to a community organization (town council, seniors' group, Parent Advisory Committee, etc.).
- While at camp, hold a membership drive. This may mean leaving the campsite for a nearby facility where the girls can hand out brochures and PR swag and interact with the public.
- Host a PR event while at camp. Set up a booth. Perhaps you might serve hot chocolate or juice and Girl Guide cookies while sharing about Girl Guides.
- Guides/Pathfinders/Rangers/Trex: Give a presentation about camping at your level to a unit in a younger branch or to new Guiders (for example, at a Unit Guider or an Outdoor Activity Leadership training). You may want to incorporate the slideshow, journals, memory book, etc. from camp in your presentation.

Capture the Fun

- While at camp, make a written journal about camp. Get creative!
- Shoot a GGC PR video while at camp. It could be about your unit, Girl Guides in general or the campsite.
- Make a memory book while at camp. Include little mementoes from camp, such as scraps from your craft, an envelope of campfire ashes, etc.
- Turn your camp into an awards show. Decorate, dress up and present real awards (advancement pins, girl awards, Guider awards, etc.) or ones made up at camp (neatest camper, best cook, loudest singer, etc.).
- Take your traditional outside scavenger hunt and turn it into a photo-scavenger hunt. Have the girls share their photos.

Cookies

- While at camp, do the math about camp. How many cases (or boxes) of cookies did you sell for this camp? Come up with a plan of how many cookies you need to sell for your next camp.
- Use a box of cookies to take Flat Sally/Stanley–type photos. Take pictures around your campsite and during your camp activities, and include the box of cookies in each shot.
- Make cookie costumes while at camp and have a photoshoot.
- Turn empty cookie boxes and cookie cases into a fairy campsite (like a fairy garden).

Guiding Gear

- Design an item of clothing, a crest or other swag item for your camp. Be sure to read and follow the GGC Event Merchandise Guidelines.
- Go through the steps of having your item(s) approved for production by submitting a Logo Use Approval form to BCGGLogo@bc-girlguides.org.
- Source suppliers for your item(s) and find out how much they will cost. Once your item is produced, use your new swag in a photoshoot while at camp.
- If you have access to heritage uniforms (and they can be worn), have a fashion shoot of historical GGC clothing. Or gather from other Guiding members all the different camp shirts and Girl Guide memorabilia they have collected, and incorporate those items in your fashion shoot.

Publication

- Submit a story, photos or video to a GGC website, blog or publication. *Pipeline*, the BC publication (bc-pipeline@girlguides.ca) or *Headlamp*, the BC Camping newsletter (bc-campingheadlamp@girlguides.ca) are just two of the many ways to share your camping memories with others.
- Submit your write-up and/or photos to a local newspaper, community magazine or blog.
- Write a review of a camping app you used while at camp. Share it with your Guiding community.
- Learn about the GGC image release. Why do we use it? Learn ways to take photos so that people aren't identifiable or ways to edit photos in order to respect the wishes of those who do not wish to have their image shared.

Technology

- Decide what technology will be allowed at camp before going to camp. Come up with guidelines that everyone agrees on.
- If appropriate, encourage the girls to take pictures using their phones, tablets, etc.
- Create a slideshow from your camp photos.
- Make a time for "plugging in" to social media such as Snapchat, Instagram, Twitter, Facebook and YouTube to post and share about camp.
- Pathfinders/Rangers/Trex: Look up the Social Media Guidelines on the BC Girl Guide website. Discuss why Guiding might have these guidelines and what Guiding members need to keep in mind when posting about Guiding on social media.
- Explore geocaching and other camping apps while at camp.
- Go old-school and write thank you cards to those that helped your unit get to camp. This may include Camp Advisers and Commissioners, local businesses that donated supplies for camp, camp booking agents and caretakers, the Safe Guide assessor, emergency home contact person, etc. Discuss the importance of thanking others. Draw pictures to include. Print a group photo and include it with your card.
- Make time at camp for everyone to work on their camp record – a detailed list of all a member's camping experiences in Guiding (visit the BC Girl Guide website and select *Camping > Camp Planning Support > Girl's Camp Records – BC307*). Each girl should have a copy of her own camp record. This comes in handy when girls start to apply for selection camps and trips. Note that larger camps, at the district level and up, can be entered into iMIS.)

Photography

- Learn about and practise taking photos of people. Include face only, whole body and group still shots.
- Learn about and practise taking action shots. What do you need to do in order to capture the motion without it being blurry?
- Learn about and practise taking long-distance and scenic photos.
- Practise the rule of thirds. For information about this rule and ideas on how to put it into use, check out the BC Photo Challenge on the BC Girl Guide website (click on *Program > Challenges & Activities > Provincial Challenges*).
- Take five or more different photos in colour. Now set your camera to black and white and retake those photos. Compare and contrast the differences.
- Flashlights are fun at camp. Use a flashlight as your lighting and your camera to come up with some great shots of camp life.
- Let our inner nature observer free and go (quietly) hunt for proof of animal life. Use your camera to capture what you find (animal tracks, spider webs, birds' nests, etc.).
- Learn how to care for your camera in all weather. What do you do if the lens fogs up, it starts to rain or it's really cold?