



WAGGGS' CENTENARY MESSAGES

Guidelines for use

Introduction

Please find attached the global centenary messages for 2010. These messages follow three main headings under the theme of "Plant". These headings provide an explanation as to why we have chosen the theme "Plant".

These messages will be used in all our promotional materials and publicity work on the centenary for 2010.

The following evidence is provided for each of the three headings:

- Examples of WAGGGS' achievements
- Examples of specific projects
- Examples of endorsements from high level supporters

The aims of providing these messages is to strengthen Member Organizations' own national centenary publicity work; and to ensure that we are being consistent across the world when speaking about the global centenary, and thereby strengthening our message.

How you can use the messages

We would like you to use these messages when you are promoting your participation in the global centenary celebrations. The messages can be used to explain to both internal and external audiences why the theme of "Plant" was chosen for 2010.

The messages can be strengthened by adding your own examples of local and national achievements, projects and endorsements.

You can also incorporate the global centenary messages in your own national messages around the theme of Plant.

Use the facts and figures when you are explaining about your membership of WAGGGS. Many people may not know about the World Association of Girl Guides and Girl Scouts, and the figures demonstrate that your National Association belongs to a truly global organization.

Don't forget to tell us how you use the messages and what media coverage they receive.