

GlosGirlsCan



Active
Gloucestershire

Supporter

Briefing Pack

Organisations & Clubs

What is This Girl Can?

This Girl Can is a national campaign developed by Sport England and a wide range of partnership organisations. THIS GIRL CAN is a celebration of the active women who are doing their thing no matter how they do it, how they look, or even how sweaty they get. Together we can inspire more women and girls to wiggle, jiggle, move and prove that judgement is a barrier that can be overcome.

Visit www.thisgirlcan.co.uk

What is GlosGirlsCan?

GlosGirlsCan shares the same values and aspirations as This Girl Can, but on a local level to Gloucestershire. GlosGirlsCan allows the campaign to become personalised to our county and will give local female participants and coaches a platform and brand to engage with, aiming to provide a better experience of physical activity.

Visit [GlosGirlsCan](#) webpage.



How to get involved with GlosGirlsCan as an Organisation or Club

As a local organisation or sports club, you have a fantastic opportunity to connect with both female activity delivers and female participants to help drive this campaign across your community. Active Gloucestershire would like your support with communicating GlosGirlsCan and This Girl Can to your workforce and female participants. This can be achieved by engaging via Twitter tagging @GlosGirlsCan and hash-tagging #ThisGirlCan & #GlosGirlsCan, utilising This Girl Can branding, contributing appropriate activities to our GlosGirlsCan Activity Finder and actively promoting This Girl Can in your establishment using their online marketing tools. – [Please sign up your organisation as a This Girl Can supporter now to explore.](#)

Below highlights different ways your organisation can support and engage with this campaign. Please remember to use both GlosGirlsCan (@GlosGirlsCan) and This Girl Can (#ThisGirlCan) in your communications to ensure that there is both a national and local impact.

Word of Mouth

- Inform your workforce of staff, coaches, instructors, activators, and champions of what the campaign is. Explain the values of the campaign and its aim to celebrate women getting active no matter how they do it, how they look, or even how sweaty they get. More information can be found at www.thisgirlcan.co.uk – Don't forget to tell them about GlosGirlsCan too!

Supporter Resources

- [Sign up as a supporter](#) on their website to give you access to marketing tools, branding guidelines, logos, images, posters, and school resources which you can use to promote the campaign within your organisation.

Flyers & Templates

- You can use the supporter hub to create internal posters and flyers to promote your activities and the This Girl Can brand by personalising your own marketing templates online and downloading them for FREE.

Social Media

- Follow us @GlosGirlsCan and use #ThisGirlCan & #GlosGirlsCan
- Promote your female friendly sessions via twitter
- Share images of your women and girls having fun, wiggling, and jiggling at your sessions
- Encourage your coaches or instructors to share hints and tips on twitter

Add to our GlosGirlsCan Activity Finder

- As part of GlosGirlsCan, Active Gloucestershire are developing an activity finder of female friendly activities across the county. These sessions should be fun, relaxed, and friendly with a hint of SASS! If you are a leisure provider or club who's sessions fit these principles and are accessible to the public then please email the details to nialljudge@activegloucestershire.org to add your classes and sessions to the list.

Lock-up your logo

- If you have a logo and want to join the movement, sign up as a supporter and lock your logo's together like we have done below, and share your support!

School Resources

- If you are a school and would like to use GlosGirlsCan and This Girl Can to promote physical activity to your students, then sign up as a supporter and access the School Bitesize Resource. This resource gives you insight to young females, their perceptions surrounding physical activity and sample lesson plans and ideas for tutor groups and PSHE lessons.

Guidelines

- We encourage you to use the This Girl Can logo's and assets to inspire more women to get active. But you also play a role in helping to safeguard the brand and ensure our unique tone and messaging is protected. Please make sure you check out the branding guidelines and campaign 'Do's and Don'ts'... These guidelines will tell you how to use the logo correctly and give you advice on how to make the most out of the available assets.

What can you do differently?

- Also, have a think about how you could add something unique to the campaign. Perhaps launch a promotional offer such as 'bring a friend for free' or 'Have a go' taster sessions.

What's Next?

We are looking for a huge push of this campaign throughout February to get it off the ground and to continue running over the year. If you would like to become part of this movement and think your organisation or club can play a vital role in getting women of Gloucestershire active, then please contact Niall Judge at Active Gloucestershire to have a chat or arrange a meeting.

Niall Judge

Head of Sport

Active Gloucestershire

City Works

Gloucester

GL1 4DF

nialljudge@activegloucestershire.org

01452 393606