

## **Volunteer shop news for February**

### **Welcome to your February Volunteer shop newsletter.**

We have exciting news to share this month including an update on our brand-new empowerment range and lots of price reductions, as well as the usual monthly update on our marketing plans.

### **Update your volunteer shop information**

Later this year, we'll be updating the finance and warehouse management systems used to process all orders. To prepare for this, we need to check that all contact information we hold for our volunteer shops is up to date.

In the March newsletter we'll ask you to confirm the key information for your volunteer shop. After this audit process is complete, any old or unconfirmed information will be archived when our systems are updated later this year.

To make sure you receive this request, it's important we have an up to date, valid email address recorded for your volunteer shop.

We recommend that volunteer shops use a generic email address to create a seamless transition if the management changes, but also makes it easier to keep customer data safe in line with the Girlguiding managing information procedure.

Volunteer shop email newsletters keep you up to date with the latest information such as special offers and stock updates. Sign up by emailing [volunteershops@girlguiding.org.uk](mailto:volunteershops@girlguiding.org.uk) with your account number and 'subscribe' in the subject line.

### **New Empowerment range**

On Monday 4 March we're launching a brand-new range to help our members feel empowered alongside this year's International Women's Day. The range includes hoodies and t-shirts as well as a tote bag featuring empowering slogans.

There will be a newsflash later this month for all volunteer shops signed up to our monthly email, when we'll share the range and confirm the priority ordering details.

We ask that information and photos about the products are not shared before Monday 4 March, so we can create an exciting launch for all our Girlguiding members.

The range will be communicated across all our Girlguiding social media channels from 4 March followed by email marketing during March.

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## **International Women's Day badge – 7811 – £1**

It's International Women's Day on 8 March, which aims to celebrate women's achievements and promote gender equality worldwide. Our colourful 2024 woven badge is available now to support girls to learn about and mark this important day.



## **Marketing for February**

'I love' woven badges

World Thinking Day 2024 badge and card

Easter woven badge

Jewellery

International Women's Day 2024 woven badge

Online shop newsletter sign up competition

Flash sale

## **Stock updates**

8188 – Lunar New Year woven badge more stock due mid February

### **Discontinued**

6147 – Skills builder resource – Express Myself – Innovate – Stage 4

1499 – Pads of order forms

9131 – Girls' night out black hoodie – S (6/8)

6213 – Skills builder resource – Know Myself – Reflect – Stage 6

4476 – Guides long-sleeve top 36"

6239 – UMAC10 – Rangers (What's the logic)

2802 – Striped travel case (assorted)

8808 – Trefoil stud earring

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