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# RECRUITMENT INSPIRATIONS FOR GROWTH REFLECTION TOOL





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# **RECRUITMENT INSPIRATIONS FOR GROWTH**

## REFLECTION TOOL

This document is aimed to help you in planning your next adult or youth recruitment campaign and is packed with ideas and concepts to provide you with inspiration.

Within it you will find ideas for recruitment on national and local level as well as ideas, best practices and stories from other organisations.

# 3 ways to support recruitment at national level

The local Scout group is the core of Scouting. Scouting takes place in the communities where people live and in most cases is provided by and for those local people. The local nature of the organisation means that if Scouting is to grow at a global or national level then this growth must happen locally. Here are 3 ways the national level can support local recruitment:

## 1. Run a recruitment campaign

A recruitment campaign can be run at the national, regional level in the countries or group level in order to find new members. The organization of a recruitment campaign includes the following elements:

- **Determine what you want to promote**

Within any recruitment campaign it is important you to show people not only that you exist but that it is in their interest to join Scouting. You can for example sell a recognized educational movement, fun, exciting activities and programmes implemented by competent and responsible adults...

- **Evaluate your resources**

The campaign must fit within the resources you have. What resources can you make available for the campaign? Your internal network? Your finances? Your communication teams?

- **Define a campaign target audience**

It is possible to have various targets that are reached by various means through different campaigns. The way you promote Scouting will depend on the target audience, which will give it the best chance of making your audience join Scouting. Each audience will require different messages in order for it to appeal to them and see it as relevant.

- **Choose the best time of the year**

Although recruitment takes place all year round, a campaign is limited in time and needs to be done at the right moment. For example, it can be the time when most parents make choices about extracurricular activities for the following year or before the camp period to welcome newcomers during the camp.

- **Be at the right place and use the appropriate channels**

The means of communication to recruit are varied, here are some examples of how to promote your campaign:

- |   |   |
|---|---|
| - National or local media (newspaper, radio, tv)              | YouTube, twitter with engaging content) |
| - Posters   | - Partnerships                          |
| - Flyers  | - Community actions                     |
| - Expositions   | - Word of mouth                         |
| - Participation in external events where youth or parents are | - Open house campaign                   |
| - Social media (Facebook, Instagram,                          | - Conferences                           |

## 2. Support existing Scout groups

Growth initiated at the national level requires the investment of local groups. The best way to convince groups to support growth is through good communication that helps them understand the reason for growth and the benefits to them while offering the group support to grow. Try to keep it as simple as possible and provide everyone in the group with relevant resources they can easily understand and apply in their role.

As at the national level, it is important that groups set objectives and define performance indicators for growth. It should periodically review these indicators and assess the progress towards achieving the objectives. The indicators should make it possible to assess the group's progress, in particular by highlighting gaps or areas for development. NSO's may wish to consider using growth managers or growth volunteers to manage development and progress on at local levels and support volunteers with recruitment, ensuring groups have an infrastructure that allow them to increase their membership.

Support local groups with in-person support and documents that they can use and refer to when they want to grow. For example:

- Customisable communication resources
- Slideshows, photos, posters, flyers that can be used and personalised by groups to introduce the movement. Example: Scouts Canada; UK Scouts
- Guidelines for groups and regions in your country on how to communicate externally about Scouting
- Recruitment success stories from local groups

Ideal for sharing in internal communication channels such as newsletters these kind of resources can inspire groups to try something new.

- Develop a guide on how to recruit and welcome new people with adapted tips and guidelines/activities or a welcome booklet
- Training for adults on how to recruit and welcome new members, these could be done through an e-course or by including sessions about growth in existing trainings
- Toolkit to run a local recruitment campaign. Example: Scouts Canada

***In the UK, all new leaders follow a training module known as "Growing the movement". This gives them information and tools about development planning, moving through the sections, promotion and recruitment.***

## ***Tips for recruitment in local groups***

### **Open house:**

- Non-scouts are invited to join the group to discover Scouting and its activities during a day or a weekend. Both Scouts and parents are welcome to take part in activities which specifically welcome new members and the discovery of Scouting.

### **Bring your friend – Peer-to-peer recruitment**

- Encourage Scouts to bring their friends to help them discover Scouting. This can be organised around a challenge or can be encouraged by giving a badge.

### **Information meetings for parents**

- A chance to explain and show the benefits of Scouting with information, photos/ slideshow of past and upcoming Scout events, trips and a Q&A.

### **Early bird campaign**

- Groups can implement incentives for early registration to recruit new members and encourage young people to re-register

### **Increase flexibility of the programme to allow young people to join**

- Create flexibility in the programmes delivered to allow young people to join more easily, for example short-term trial registration, seasonal membership (they only attend on months when it doesn't clash with sport), etc.

### **Be present in your community**

- Many people can learn about Scouting and discover its activities if the local Scout group is present and seen in its community at local events or by organizing its own actions serving the community. This promotes the positive image of Scouting and increases the desire to join the movement.

With all recruitment it is vital that you remember to involve the parents and the youth in the recruiting process to increase its impact and chance of success.

## **3. How to Open new Scout groups**

Opening new Scout groups is a key way to recruit Scouts who probably could not have joined Scouting otherwise. Here are some tips on opening and supporting the opening of groups.

### ***Identify the right place to develop a new group***

The development of new Scout group may come from the willingness of people to develop a group in their community or it may be the result of a dynamic of national and regional expansion. In this second case, it is important to find the right place to set up the new Scout group. Here are some criteria to take into consideration that will help you to find the right place to set the new Scout groups.

- How far is the closest existing Scout group? Are the surrounding Scout groups full?
- Is there a large proportion of youth in the area?
- What other extracurricular activities are there in the area?
- Is there any existing structures or organisations that you could partner with?
- Is there an under-represented population that you would like to help join Scouting?

## ***Provide adequate resources***

When you look for volunteers to open a new Scout group, chances are they will find the initial challenges too big. It is your role to make opening the group easy for them, and to provide consistent support for the new volunteers. Try to reduce the administrative burden as much as possible so as not to discourage your new volunteers. Provide them with easy-to-use resources to understand how to open a group, while personally supporting them in this process. Here are initiatives you can set up to support new groups and to provide them the main information they need to open a new group:

- A guide to open a new Scout group.
- Offer a getting started training for the members who want to develop new group
- Provide in person support to help them in their first steps such as finding a venue, gathering new volunteers, welcoming parents and children, and training them on how to run a quality program by modelling it for them.
- Implement a mentoring network where a new Scout group is supported by an existing group and can benefit from its advice, infrastructure and equipment to get started.

## ***Ensure continuity***

A group that is just starting will need special attention but be careful not to release the support after one year. It will take a group several years to stabilize and be able to provide sustainable activity so keep a kind eye and special support for all groups during their first years. This continuity can be ensured by support at the regional level.

Resources from other NSO's we liked on opening a Scout group:

[Tools to open a new group – Scouts et Guides de France \(French\)](#)

[Opening a new Scout group or section – UK Scouts](#)

[Manual for the beginning of Scout groups – Scouts Mexico \(Spanish\)](#)

[10 steps to create a Scout group – Scouts Espana \(Spanish\)](#)

[Scout Caravan – Scout Association of Macedonia](#)

[Supporting local scouting in recruitment - Sweden](#)

### ***Support***

***Consider reaching out to the WSB Regional Support Centre for support and advice. Having reflected on these questions may have inspired you with ideas of a request for support via WOSM services where NSO/NSAs can ask for personalised support. You can submit a service request through the WOSM Service Platform at [services.scout.org](https://services.scout.org).***



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