



RECRUITMENT AND RETENTION OF VOLUNTEERS

ADVENTURE PLUS!



SCOUTS[®]
New Zealand

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CONTRIBUTIONS

- WORLD SCOUT BUREAU / ASIA PACIFIC REGION
- VARIOUS NATIONAL SCOUT ASSOCIATIONS
- EXPERIENCED NEW ZEALAND LEADERS
- THE GROWTH MEMBERSHIP STRATEGIC BUSINESS UNIT (1998)

"Recruitment and Retention of Volunteers" has been developed to help you recruit new members to your team.

This document was published under the authority of the National Development Manager.

If you have any comments on the content of this document, or have other ideas which can be added please contact admin@scouts.org.nz today.

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*"Future Leaders come from all walks of life:
Parents of youth members, previous youth members and
people with no SCOUTS experience at all."*

SHORT LISTING POTENTIAL LEADERS

Gather a group of interested parties to create a list of possible prospects. List names of potential leaders in order of desirability. Consider possible leaders coming from the following sources.

PARENTS OF YOUTH

PARENTS OF CURRENT YOUTH MEMBERS:

Look to the parents of current members in your Group. Why are they not already involved? Have they even been approached? Are they already parent helpers?

PARENTS OF FUTURE YOUTH MEMBERS ON WAITING LISTS:

A great way to reduce your waiting list (and get a number of youth into your Group) is to ask those parents with youth on the waiting list to become a Leader.

A PERSON CURRENTLY WORKING WITH YOUNG PEOPLE

POLYTECH/WORK COURSE INSTRUCTORS:

Look to local polytechnic's or institutes where being a Leader in your Group can offer their students valuable experience.

YOUTH WORKERS:

Youth workers are trained professionals and deal with young people every day. They can make great Leaders and don't take long to get up to speed.

SPORTS TEAM COACHES/MANAGERS:

Scout Groups always need someone to run around and play games with the young people, so who better to run those games than sports coaches and managers?

EXISTING LEADERS, FRIENDS, OR CO-WORKERS:

Do you spend a lot of time talking to friends about your adventures as a Leader? Why not invite them along to try it for themselves?

LEADERS IN KINDRED YOUTH ORGANISATIONS

VENTURERS COMPLETING JUNIOR LEADER OPTION OF QUEEN'S SCOUT AWARD:

Why not look inside the organisation for other young people to lead the way?

ROVERS:

Rovers are always willing to help Scout Groups and being the service wing of Scouting are brilliant Leaders in waiting.

UNIVERSITY STUDENTS:

Universities across the country offer students special leadership programmes to help improve CV's. They may also be looking for a familiar organisation whilst studying away from home.

BRAIN STORM WITH LEADERS:

WOULD YOU BE COMFORTABLE WITH THIS PERSON BEING YOUR CHILD'S LEADER?

One of the most important questions to ask, as it is a basic assessment of a persons suitability as a Leader.

PREVIOUS EXPERIENCE NOT ESSENTIAL:

SCOUTS New Zealand offers all Leaders valuable ongoing support and training. Although experience is preferred, it is not essential.

A PERSON WITH INTEGRITY AND HONESTY:

Make sure the person you are selecting to be a Leader is trustworthy and honest.

SOMEONE DEPENDABLE, A TEAM PLAYER, AND WITH A UNIQUE SKILL:

Being a Leader is a special responsibility, and can only be done if the people involved are part of a team, can be there when you need them, and add something of real value.

AN OUTDOORS PERSON:

SCOUTS New Zealand prides itself on taking young people into the outdoors and in providing a safe environment to learn. Make a checklist of required skills or experience if they will be leading an outdoor activity.

LOOK WIDE:

Remember that there are a number of possible places to look for new Leaders.

DON'T TAKE FOR GRANTED A PERSON SIMPLY SAYING THEY ARE TOO BUSY:

If someone says they are too busy to become a Leader, is that their real motivation for saying no?



THE RECRUITMENT TEAM

Gather a group of Leaders together and form a recruitment team. Be clear to each other both on the need for new Leaders, and the skills you need them to have. A team approach is essential.



THE TEAM

THE SECTION LEADER:

The most important person to include in the recruitment team is a Leader of the Section looking for more help.

THE GROUP LEADER:

Additionally, the Group Leader should be there to support the Section Leader and ask questions.

THE ZONE LEADER:

For major appointments (such as a new Group Leader) the Zone Leader will be involved in the team.



ATTITUDE

ACTIVE LEADERS:

Your recruitment team should be made up of people who are active Leaders within your Section or Group.

POSITIVE ATTITUDE:

Having a positive attitude and selling Scouting is key to getting other people interested. Make it so they want to join a successful team.

DYNAMIC AND PROFESSIONAL:

Be dynamic and professional in your approach.

SKILLS REQUIRED

PEOPLE SKILLS:

Be sure to have people in your recruitment team who can relate to others. Can they communicate clearly and with conviction?

MANAGEMENT SKILLS:

When and where is it appropriate to approach new Leaders? Someone with some form of management skill should be making those decisions.

ANSWERING QUESTIONS:

Be prepared and available to answer any questions the prospective Leader might have.



MEETING WITH THE PROSPECTIVE LEADER

DO YOU KNOW THIS PERSON?

To make it easier on the prospective Leader, is there someone who knows them and can introduce the visiting team?

THE VISIT

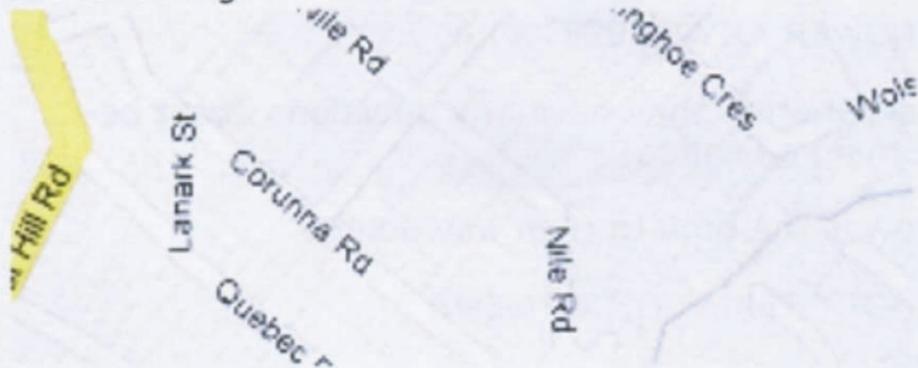
Be available to meet in pairs with the prospective Leader. Share the questions and answers between members in the team.



YOU WILL NEED A RECRUITMENT KIT

You will need to provide information to the prospective Leader showing that they will become a member of a very successful team.

In addition to providing the prospective Leader with a Job Description, you may need to collect the following:



GROUP DETAILS

SCOUT HALL ADDRESS:

Perhaps the most important piece of information you need to give prospective Leaders is where the Scout Hall or meeting place is. Be specific and make the Scout Hall easy to find.

SECTIONS IN THE GROUP:

Identify what Sections are currently operating in the Group, the age groups in each Section, and explain some of their activities.

MEETING DAYS AND TIMES:

Make sure that they know what day the Section they will be involved in meets, and what time the Section meets.

DETAILS OF GROUP LEADER AND COMMITTEE:

In order to help them not feel alone, ensure that they can get into contact with other Leaders and Committee.

GROUP CALENDAR:

Be sure to provide the prospective Leader with the Group Calendar so that they can see all the brilliant activities you have planned.

GROUP NEWSLETTER:

Provide them with one of your Group Newsletters and advise them that they will receive them regularly to keep them up to date.

OUTSIDE THE GROUP

ZONE INFORMATION:

Provide the prospective Leader with contact details for the Zone Team and Zone Section Leader and get them a copy of the Zone Newsletter.

ADVENTURE PLUS IN ACTION

PROMOTIONAL MATERIAL:

SCOUTS New Zealand has produced excellent promotional material, including brochures, DVD's and posters advertising 'Adventure Plus'.

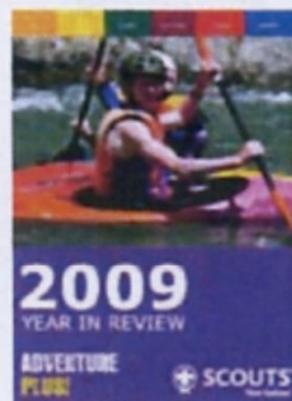


PHOTOS OF ACTIVITIES:

If all that promotional material isn't enough, let them look through recent photos of your Group on activities.

YEAR IN REVIEW:

Each year the National office produces the Year in Review - essentially a snapshot of everything that the Movement has done in the past year.



NATIONAL SUPPORT

NATIONAL PROGRAMMES:

It has never been easier to be a Leader. SCOUTS New Zealand provides all Leaders with prepared programmes. No prior knowledge or experience is necessary.

NATIONAL WEBSITE (www.scouts.org.nz):

The National Website is a key resource all Leaders should be registered to and using. Make sure they get registered and can access the resources.

LEADER TRAINING:

SCOUTS New Zealand prides itself on offering all Adults quality Leader training.

SCOUTS deliver that training to new Leaders in a flexible and adaptable manner. We also recognise prior learning.

AN 'INTRODUCTION TO SCOUTS NEW ZEALAND FOR LEADERS' BOOKLET:

Available from a Regional Service Centre, these booklets are excellent resources. Leaders should have the opportunity to read the booklet before the follow up visit.

VISITING THE PROSPECTIVE LEADER

Arrange for people from your team to visit the prospective Leader in their own environment. Make an appointment for at least two people from your team to visit them.

PREPARATION

SHORT LIST:

Prepare a short-list of the prospective Leaders you will be visiting. Identify their strengths and weaknesses if possible.

PURPOSE OF VISIT:

Explain to the prospective Leader the purpose of the visit. Make sure they know why you want to meet with them, and the possible outcomes.

THE DETAILS:

Be sure to go with all the relevant information you have both on the prospective Leader and on the Group. They may want to know about the Group's size or even the frequency of Camps. Have you got the answers?

THE MEETING ITSELF

GROUP POLICY:

Explain to the prospective Leader the Group policy that each Section should have at least three Leaders supervising weekly meetings.

OBTAIN INTEREST:

Do not let yourself get bogged down in the details or let yourself include irrelevant information. You may only have one chance at successfully capturing their interest in becoming a Leader.

INFORMATION ON THE GROUP:

Include reference to the strengths of the Group, such as current waiting lists or previous activities. Ask yourself 'would I want to join this Group?'

THE POSITION

THEIR SKILLS:

Check what their skills and interests are then match them to the job description.

JOB DESCRIPTION:

Outline the role being filled. Once the position has been explained, commence sharing your recruitment kit. Take some time to go over your expectations and answer any of their questions. Be honest with them.

THE WARRANT PROCESS

EXPLAIN THE PROCESS:

Take the prospective Leader through the Warrant application process and underline its importance.

ANSWER ANY QUESTIONS:

Ask whether they have any questions about becoming a Leader.

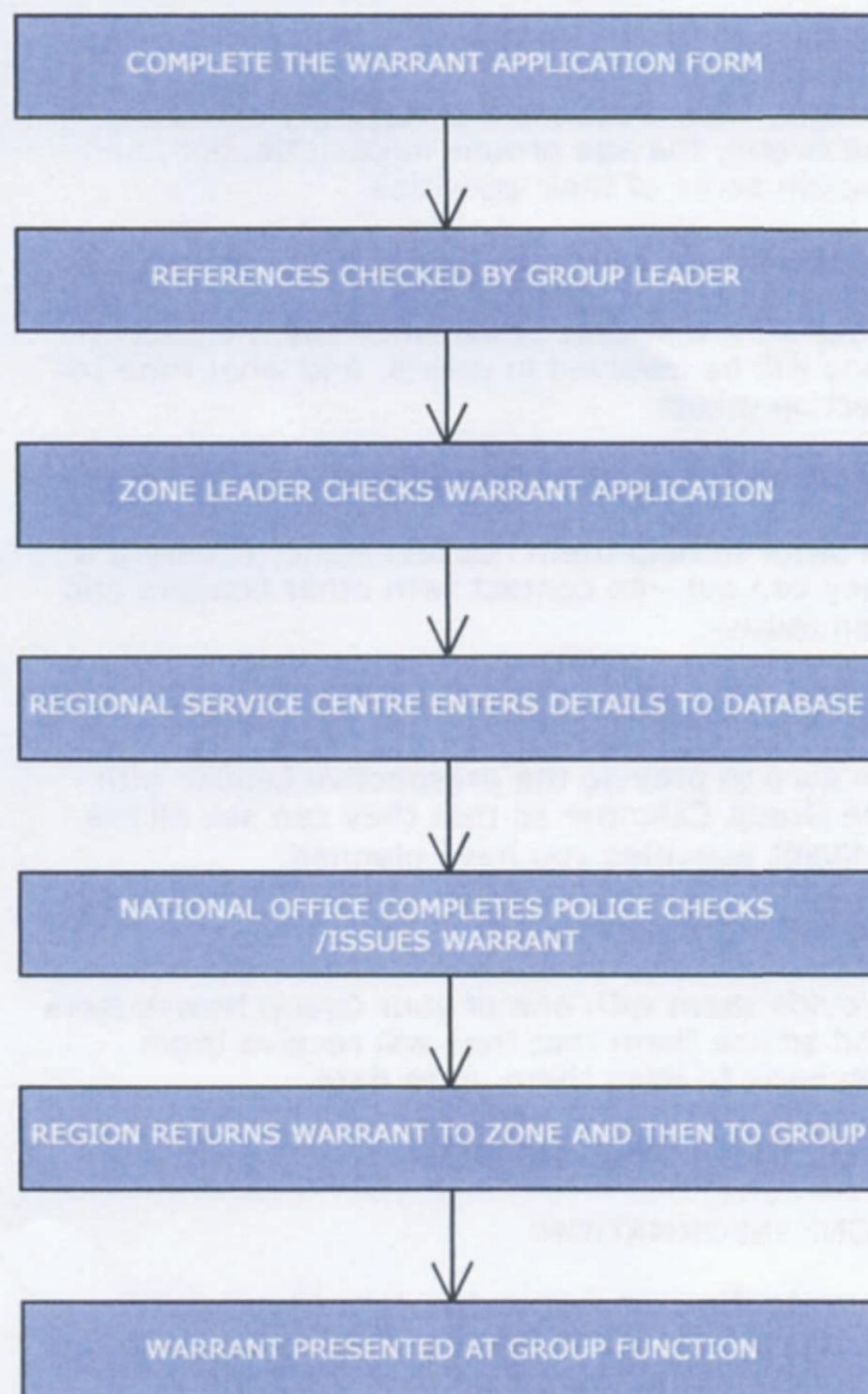
Now is the time to clear any doubts

SHORT TERM COMMITMENT:

Secure a short-term commitment from the prospective Leader initially.

INTRODUCTION TO SCOUTS NEW ZEALAND BOOKLET:

Discuss the 'Introduction to SCOUTS New Zealand' booklet with the prospective Leader and identify future training opportunities.



FOLLOW UP VISIT AND SUPPORT

It is important for all Leaders to feel like they are supported by those around them. A follow up visit ensures that they feel supported and allows you to see if they are still committed to becoming a Leader

THE FOLLOW UP

NEW LEADER QUESTIONS:

Refer to the introduction booklet and be prepared to help the prospective Leader by answering their questions. A follow up visit allows discussion of any outstanding issues.

ASSESSMENT:

Each new Leader should be assessed to identify areas needing explanation and of future training required. Check the completed assessment sheet.

NATIONAL PROGRAMMES:

Explain the philosophy of National Programmes and make sure the prospective Leader knows where to find the relevant resources to run activities and to see what is planned for the term within their team.

OPPORTUNITIES:

Offer prospective Leaders the opportunity to take part in new adventurous activities. Make sure they have fun so they want to become a Leader.

OBTAIN CONFIRMATION:

Ask if they still want to become a Leader. Suggest they discuss becoming a Leader with their partner if any doubts remain.

WHAT TO DO IF THEY SAY NO:

If a prospective Leader declines your offer or says that they are not available currently to become a Leader, add them to your waiting list and be sure to return to them once they do become available. Perhaps arrange a time to meet in the future.

AFTER THE FOLLOW UP MEETING

WARRANT APPLICATION:

Check the Warrant Application Form and contact their references. If you feel comfortable after their ability to be a Leader, send the form off to the Regional Service Centre.

A SECTION VISIT:

Arrange a suitable time for them to come to the Section they will be involved in and take part in some of the programme.

MENTORS:

Make sure that the prospective Leader is teamed up with an experienced Leader in the Group and the Zone Section Leader to mentor them along.

ONGOING SUPPORT

Welcoming new Leaders must include ongoing support and leave them understanding that they are not being left to 'sink or swim' on their own.

SHARING THE LOAD:

Arrange a meeting with other Leaders in the Group.

Encourage discussion amongst the Leaders about how best to include the new Leader.

INTRODUCTIONS:

Introduce the new Leader to other members in the Group and the Zone Section Leader, especially those Leaders that they will be working with on a regular basis.

THE YOUTH:

Introduce the young people in your Group to their new Leader. Help them become involved in activities.

GROUP COUNCIL:

Invite the new Leader along to the next Group Council to make sure that they are introduced to everyone in the Group and know that they belong to a strong team.

TEMPORARY SCARF:

Offer them a Group Scarf to wear on activities until they receive their own.

NEVER ON THEIR OWN:

State that they will never be left on their own with young people, and that at least until their Warrant is approved they will not be solely responsible for any activity.

TRAINING:

Ensure that they understand that training is about ongoing development and that they may commence Initial Training with the support of a mentor.

PRESENTATION:

The Warrant presentation ceremony should be a full Group celebration with all Leaders involved, family members and Group members present.

RETENTION OF A VALUABLE RESOURCE

If we can look after and grow our Leader base there will be less need to recruit. As we keep our current Leaders, they will in turn attract more Leaders into the successful Group.

OFFER PRACTICAL TRAINING:

Staying one step ahead of the youth is important in order to run smooth programmes. Leaders should be encouraged to try activities themselves to be confident and competent on the night.



AT THEIR OWN PACE:

Training should be offered to suit the availability of the Leader, and should acknowledge existing time commitments. Good training should never be rushed, so help them progress at their own pace inside the Group environment to begin with.

PROVIDE OPPORTUNITIES:

Be sure to pass on all information relating to training so that your existing Leaders can make informed decisions and plan accordingly.

Provide opportunities where they can test newly learnt skills under supervision.

TRAINING IS ONGOING:

Leader training never stops. Leaders should be encouraged to regularly share experiences and ideas. Leaders are never fully trained.

PRIOR LEARNING:

As many Leaders have little spare time, be sure to recognise prior learning or skill sets they may bring from other sectors.

MEETING OTHERS:

Leaders can gain valuable skills and tips from meeting other Leaders, both within the Group and at Zone or Region activities.

MINIMUM NUMBER OF LEADERS:

Each Section meeting should always have a minimum of three Leaders present.

MAKE IT FUN:

Make sure that all meetings and activities are fun for those attending. No one wants to attend a boring or drawn out meeting. Make it worthwhile for your Leaders to attend and take part.

MAKE IT SOCIAL:

Leaders should have the opportunity to have social time with other Leaders. This can be at Leader only camps or functions.

LEADERSHIP RESPONSIBILITY:

Create opportunities for Leaders to take responsibility and allow them to run activities. Reward good results. Create a self-motivating environment and share good news stories.

SPECIAL SKILLS:

Some Leaders may want to learn special skills, such as how to run a campfire or how to become involved in a Gang show. Be sure to tailor your training to suit these additional requests.

BE PROMPT:

Present Awards to Leaders promptly. Be positive and recognise their achievements when they occur. Present annual gifts to Leaders to recognise loyalty to the Group, instead of when they leave.

Celebrate success.

ROTATION POLICY:

Implement your own rotation policy to provide a varied and interesting range of opportunities to your Leaders.



TAKE A BREAK:

Allow your Leaders to take a break from SCOUTS. Sometimes people just need to take a step back. Perhaps suggest that they instead become a Scouting Associate to keep them involved but with less commitment required.

EXIT INTERVIEW:

If a Leader does leave be sure to complete an exit interview with them. Find out why they really are leaving so you can prevent other Leaders from going down the same path.

TAKE A REST:

Some Leaders become too involved in a Group. Be prepared to ask them to take a step back, take a rest and let someone else take over.

NOTES

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