SCOUTS ®
Creating a Better World

World Organization of the Scout Movement
Organisation Mondiale du Mouvement Scout
Всемирная Организация Скаутского Движения
Organización Mundial del Movimiento Scout
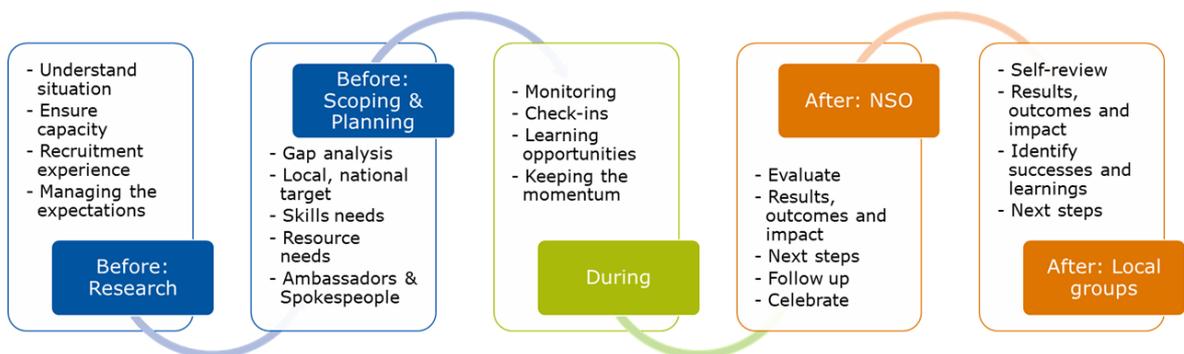المنظمة العالمية للحركة الكشفية

How to Engage & Involve Local Groups

This guide is to help you and your NSO better engage and involve your local groups in every step of your membership recruitment campaigns.

Introduction

Getting local groups buy in is essential to a successful recruitment campaign. Your NSO may do a lot of work and create positive noise about opportunities to take part in Scouting but your campaign will have limited success if your local groups are not:
-    Aware of your campaign
-    On board with the plan
-    Not ready to welcome new members or volunteers
Effective and successful recruitment campaigns work when NSO's and groups work together!

Before: Research
- Understand situation
- Ensure capacity
- Recruitment experience
- Managing the expectations

Before: Scoping & Planning
- Gap analysis
- Local, national target
- Skills needs
- Resource needs
- Ambassadors & Spokespeople

During
- Monitoring
- Check-ins
- Learning opportunities
- Keeping the momentum

After: NSO
- Evaluate
- Results, outcomes and impact
- Next steps
- Follow up
- Celebrate

After: Local groups
- Self-review
- Results, outcomes and impact
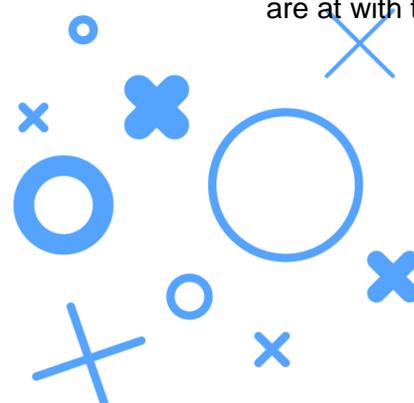- Identify successes and learnings
- Next steps

Pre-Campaign

Before your NSO and your groups start making lots of noise about how great it is to be involved in Scouting, there is much groundwork needs to be done. You will need to plan your recruitment campaign internally in your NSO and with your local groups before the external campaign has launched. This is what we refer to as the pre-campaign. If you are reading this, there is a good chance you are doing that right now!

Research

Before setting up action plans and working out all the details, it is critical to do your research and analyse the expectations, capacity and willingness of local groups to recruit, and understand where they are at with their membership.

Recruitment happens at the local level, so get your local groups on board as much as possible!

Steps	How
Understand where your local groups are at	There are different phases your local groups may be at: • Which groups have been steadily growing? Losing members? • Are some of them already facing a shortage of volunteers to run activities?
Ensure capacity	• Do your local groups have capacity to welcome new members? • Does your local group have good practices in welcoming new volunteers? • Do you need to work with them and provide support first?
Recruitment experience	If you have run an MRC before or the groups have been recruiting on their own, it is useful to understand their experience. • What has been successful? • What improvements could be made? • Have they been able to retain the new members and how are they feeling now with their engagement?
Managing the expectations	• Can you help local groups navigate their way through different recruitment expectations and find a way forward? A vision? • How could you further engage them and ensure those expectations and needs are met? What support do they need? • How will the groups take ownership of the campaign?

Scoping & Planning

Once you have done initial research with your groups, it is time to start putting a detailed plan together of how you are going to support local Scouting and this plan needs to be informed by what they have told you.
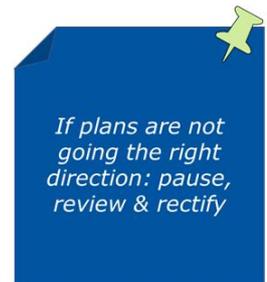
Steps	How
Gap analysis	• Where are you missing the greatest number of youth members or adult volunteers? List these geographically and use your campaign to target particular cities or communities. • It might be particular sections in your NSO could be targeted, do Cub Scouts have fewer volunteers (or young people) than Scouts for example?
Local, national target	• How have you helped your groups identify who they are targeting with their recruitment campaign? • How can you support this through the national campaign?
Skills needs	Before you start, you need to make sure your groups know how to recruit new members and volunteers and how to talk about Scouting with excitement and onboard new people. This can be done by: • A national set of training webinars • Running local training workshops

SCOUTS ®
Creating a Better World

World Organization of the Scout Movement
Organisation Mondiale du Mouvement Scout
Всемирная Организация Скаутского Движения
Organización Mundial del Movimiento Scout
المنظمة العالمية للحركة الكشفية

|	
Resource needs	What resources have the groups told you they need? • Posters, flyers and other printed materials? If you design them for groups to print locally this could be a great help and ensures your message is kept aligned. • Help running a local social media campaign: Do you need to bring in expertise and best practice from outside Scouting?
Ambassadors & Spokespeople	• Ask your groups to identify local ambassadors and spokespeople to amplify your message • How are you going to coordinate your key messages, integrate them into any social media work? • If you have young spokespeople in local groups, what skills will they need, and how will you train and empower them?

During the Campaign

The active campaign is a critical time. It is important to be in regular contact with your groups to make sure the campaign is heading in the right direction and motivate them if they are not making success from the very beginning. It is as important to monitor the ongoing experience of your groups but essentially - to track if you are getting potential new volunteers.

If plans are not going the right direction: pause, review & rectify

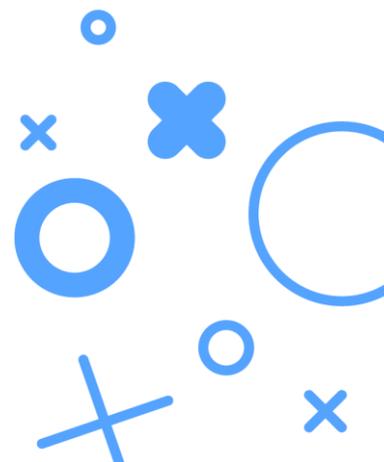| Steps	How
Monitoring your campaign	• Follow metrics on the number of new members / volunteers recruited, geographical coverage, age groups, roles taken • Monitor your communication & online marketing stats on the channels used for public engagement

Organise check-ins with your local groups	• Find a way to check in with local groups either directly or via districts
	• Is everything going to plan? Are there any challenges they need support with? Are they able to track the progress?
	• Ask your local groups to provide feedback on:
	   o What techniques/processes are working well or not?
	   o What messages/material is working well or not?

Mutual learning opportunities	• Pair up and facilitate exchange between different local groups for mutual learning • Propose a buddy / mentor system to be used within your local Scout groups
Keeping the momentum going	Once your local groups start recruiting, it is not always successful from the very beginning. It's important to explore: • What could further motivate and engage these groups? • How could you support them to regain the energy? • Do they simply need more encouragement or is there an underlying issue that needs more attention (lack of resources, mismatched expectations).
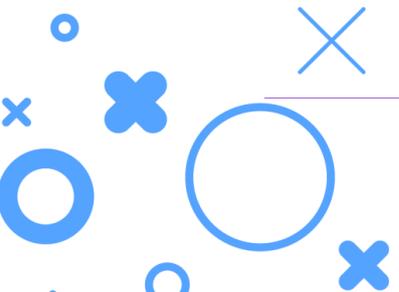
Post Campaign

Congratulations, you have now finished your campaign!
As soon as the campaign is completed evaluating it is an important stage that gives the NSO an insight on its success. This also ensures you understand those areas which may require improvements for the next campaign you do. For further learning, it is essential not only to measure your success but to reflect on the different stages of the campaign and the engagement of the local groups themselves.

Evaluating results & learning through experiences locally and nationally is as essential as running the campaign!

For the NSO

Steps	How
Evaluate your campaign	Make sure all necessary project teams and stakeholders are involved. This make take some time, several workshops or discussions to ensure further learning. Have you considered an external facilitator?
Results, outcomes and impact	- Consider metrics such as: new groups created; new members or volunteers recruited; drop-out rate during the campaign; - Reflect on the different stages of the campaign - were you well prepared? What didn't go as expected? - Was the communication plan successful? - How was the support and engagement during the campaign?
Next Steps	Think about how you can use some of the lessons learned to improve or update the following areas: - Youth Programme - The way you recruit and retain youth members and adults - Boost your Communication efforts What are the take-aways for the next recruitment campaign?
Follow Up	- Did you follow-up with your groups after 3, 6 or 9 months? - Do you know what further support your new members need to remain active? - Are you able to measure the impact of the campaign?
Celebrate	We hope you have not forgotten to...celebrate! Acknowledge your achievements - celebration is a crucial step in closing any project, you deserve it.

SCOUTS®
Creating a Better World

World Organization of the Scout Movement
Organisation Mondiale du Mouvement Scout
Всемирная Организация Скаутского Движения
Organización Mundial del Movimiento Scout
المنظمة العالمية للحركة الكشفية

For the Local Groups

Steps	How
Facilitate self-review	Provide your groups in advance a simple easy-to-fill-in review framework. This makes it much easier for you as an NSO and for your groups to understand how successful the Recruitment Campaign was.
Results, outcomes and impact	• How many new members did you recruit? • How many of them stayed for more than 3 months? • Do your groups still have gaps?
Identify successes and learnings	• Evaluate the process and different campaign components • What worked and what didn't? Why? • Some of your new members may have left, why? • Recruited adults did not fill the roles you were looking for. Why was that?
Next Steps	• Identify actions and next steps. What support will you need from your NSO? • How are you going to improve the process for next time? • How can we learn from other groups that were successful, how can an NSO facilitate this?

Wrapping up

We hope you've found this guide useful. Remember, for your NSO to have a successful recruitment campaign it's critical to engage your groups from the beginning to the end of the process. We've given you lots of questions to think about, but there will be more, and we suggest you discuss this in more detail with the rest of your project team and with your local groups of course.

Good luck!