



## Promoting Scouting in Schools

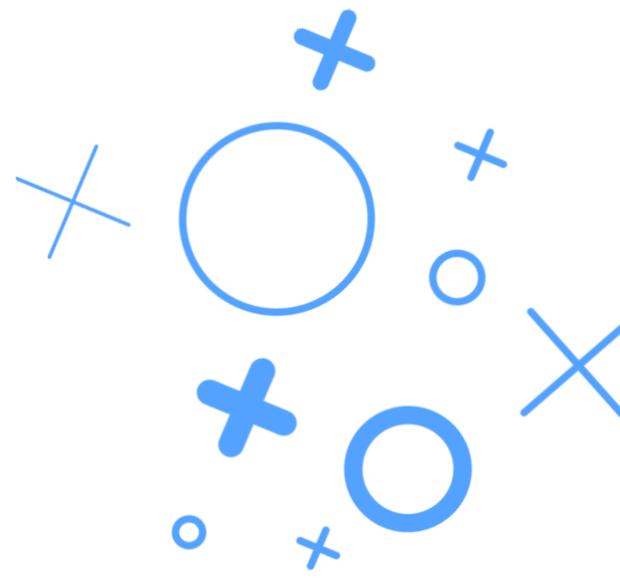
Schools are a great place to promote Scouting, connect with young people and recruit new members and volunteers. Depending on your recruitment needs, you may run a fun educational activity for students or invite teachers and other staff members to consider becoming volunteers.

In this document you will find several tips & tricks that will help you as an NSO or a local scout group to prepare and promote Scouting in schools.

### Making the first contact

- **Identify schools to contact.** Based on your recruitment targets, it can be a school with specific age group children or located in an area with no scout group.
- Consider **the right time** of the year to visit schools. It will probably be best to contact schools while students are in curriculum - either just starting or somewhere midway. It may not be the best to make presentations right before the long summer break.
- If you are running a national recruitment campaign - **support your local groups by helping them contact** schools in the area. Provide your groups with email or post templates explaining what is Scouting, why we are relevant and want to visit schools. Other resources will also be beneficial - create an accessible activity bank, digital presentations, posters or leaflets.
- Do not forget to **follow up** - consider calling school leadership if no answer is received via email or post. In case there is an opportunity, set up a separate meeting with the school leadership to explain them what is your activity about and agree on the practicalities - when, what, for whom and how it will be organised.

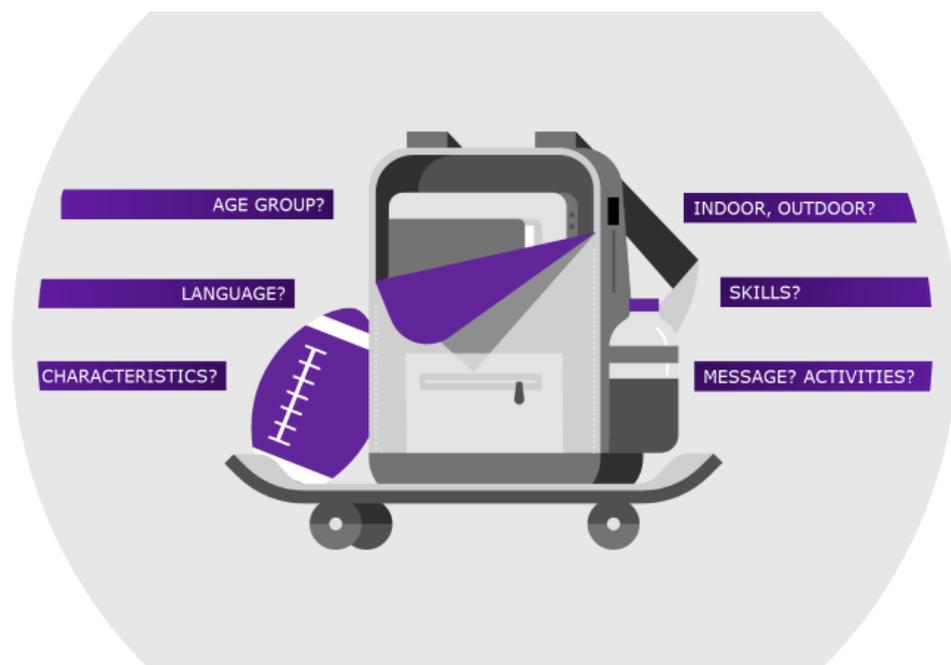
IN THIS PHASE YOU WILL NEED...	
AS A NATIONAL SCOUT ORGANISATION	AS A LOCAL SCOUT GROUP
<ul style="list-style-type: none"><li>• Initial email templates for local groups</li><li>• Digital invitations to post on school channels / posters to hang in schools</li><li>• Activity bank and meeting outline</li><li>• Presentations, leaflets, banner designs</li></ul>	<ul style="list-style-type: none"><li>• Contact details of schools to target</li><li>• A leader scout team</li><li>• Meeting details agreed with school leadership</li><li>• Meeting outline and prepared material</li></ul>





## Getting Ready for the Activity

- Make sure to do some queries or **research about the school** - is it a school where most students speak a different language at home? is there any other characteristic to be aware about? Use this as an opportunity.
- Consider your **target group** and adapt your activities based on what would be the most interesting and appealing for different age groups - are you recruiting cubs or venture scouts? You may need to adapt your language, messages and activities accordingly.
- **Have the right leaders** running the presentation or activity at school. Pick a scout leader who has a great connection with children, a rich box of fun educative activities and experience in dealing with the different and unexpected dynamics of a meeting.
- The time of the year, weather conditions and other restrictions may dictate whether you run the meeting **indoors or outdoors** or both - in any case, good preparation is the key.
- **Provide school leadership with posters or digital information** about the meeting which could be shared with the students. The invitation should be appealing - how can you catch their eye? Photos and other video materials from camps or activities in nature are always exciting!





## Running a Scouting Activity at School

- Host an **outdoor meeting** by engaging students in different Scouting activities that provide both fun and new learning experiences. Also, think about the meeting dynamics to maintain the interactivity and balance other elements.
- As in all situations, be **mindful for the diversity** of behaviours and reactions of children and youth, try to evaluate the situation on the spot and include everyone in the activity.
- If any of **scouts in your local group are students** of the schools you are visiting, make sure to involve them in the planning and running of the activity. Giving them ownership and having them take the lead will make them the best possible ambassadors of Scouting. After the activity you can also invite your Scouts to share about their favorite scouting activity. Their enthusiasm and passion in sharing their adventures and stories will be key to spark that interest in others.
- Do not forget to **leave something to remember and contact you!** It can be a flyer, a card, a shared post on social media, QR code or something catchy that can bring up a memory of the meeting back in a few days and provide a way to express willingness to join.
- Through a couple of simple questions at the end of the meeting, test the feeling of the young people **about their short Scouting experience:** were they excited about it? Would they be interested in joining a troop? Will they talk to their parents about the experience? This will allow you to improve your activity for the next time and have a better understanding of what to expect in terms of young people joining in the long term.

### TIPS FOR RUNNING THE ACTIVITY

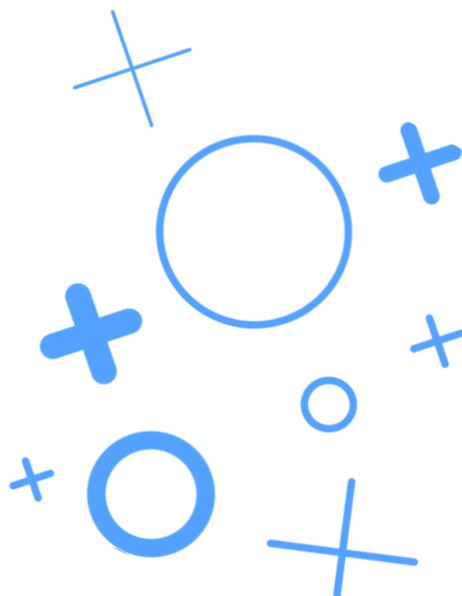
**Different roles in a scout patrol.** Via a fun teambuilding activity, demonstrate the different roles a scout may have in a patrol such as patrol leader, patrol chef, patrol historian and others.

**Symbolic framework.** Showcase the scarfs, badges, uniforms and all other catchy Scouting attributes and reward system.

**Camping gear.** Use outdoors as an opportunity - bring some ropes, tents, backpacks and other camping material to try out and even build a small project.

**Scouting Videos.** For indoors, think of the activities and games you can run in a limited space. Use the opportunity to show a short video clip of scouts in action - camps, jamborees, hikes and other exciting moments!

**Burning questions.** Find a moment and let students ask all of the burning questions they have. Be ready to explain what is a scout scarf for, what is a "scout", what do you do in camps and many fascinating subjects to cover.





## Caught Attention? Make a Move!

- Right after or few days after the meeting you will be, ideally, receiving a number of interested student contacts to join Scouting. For a local group, consider scheduling a meeting for these students in your ordinary meeting place. **Introduce them to the next steps**, the age section leaders.
- Invite the parents of your new members for a meeting either together or separately with the children & youth to explain what is Scouting all about and answer any concerns.
- Step by step, **involve new scouts** into the activities of your local group. Take a look at the Welcome & Onboarding resources to get some useful ideas!
- If you have not reached a lot of attention or as much as you expected - consider another meeting. There may be many different reasons to why the visit was not as successful as expected but do not give up. **Plan another visit**, talk to the school leadership and go ahead!

## Recap - Main Steps



## Next Steps & Building the Relationship

Depending on your membership recruitment campaign, your visit to schools may be regular or connected to a specific project or recruitment method.

This can also be the start to building a long-term partnership with formal education providers, which is beneficial both for Scouting and for schools, but most importantly for the young people. For example, you may want to explore partnerships in schools for a collaboration on STEAM programme. Some schools may be running specialised projects & events for different subjects - Arts, Maths and others that you can join. Explore what are the strengths of your programme that can attract the students to try it out. You may also propose to run a joint project in the local community.

Good luck!

