



# Evaluating your Membership Recruitment Campaign

Time to learn!

How did your recruitment campaign go? With a project this big, not all of it will have gone perfectly - and actually - that's great! We learn a lot more from things that have not gone well, or could have gone better, than we do about things that do go well. Even for parts of the campaign that did go well, different people will have different opinions on how it went; and some Scout Groups will have had more success than others.

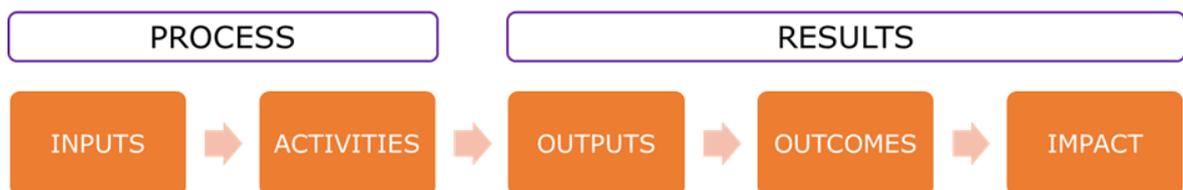
Keep on reading if you would like to know what are the best ways to evaluate the results of the campaign and capture lessons learned from your experience.

## For your NSO and your groups

We can plan, create and coordinate a recruitment campaign at the NSO level, but it is in our Scout groups where it comes alive. Getting groups also involved in the learning and review phase is therefore essential.

In this guide, you can find questions you can ask at the NSO level to get a strategic review, but it is equally important you ask groups their opinion to get the local perspective and experience. Let your groups know in advance what information they will need to collect for the evaluation (for example, provide them with a list of 8-10 questions) so that groups are sure to capture that information in the run-up, during and immediately after the campaign.

The chart below explains the framework for evaluating your membership campaign - we will further focus on the evaluation of the process and results and provide some ideas for methods to be used. Combining both quantitative and qualitative methods will give you the most comprehensive understanding. Evaluating your campaign is as essential as running it - to celebrate success achieved and identify any learning points for the future!



## Process evaluation: What did we do and how did we do it?

To start, it is useful to review all the different steps of the campaign. To evaluate the process, we will look into the planning phase and the actions taken to implement the campaign. The aspects to be covered are summarised in the table below. Depending on your capacity, you may wish to select several aspects to go more in depth. Whichever aspect you focus on, three key points to discover are: what went well? what didn't go according to plan? what can we do differently next time?

To run this part, you may use several methods, choose the ones that you are more familiar with and/or based on the capacity you have:

- Project team evaluation sessions. Select the topics to discuss, you may even consider an external facilitator to guide you through the reflection.
- Focus groups, workshops with local groups. Depending on your capacity, run a few sessions with representatives of your local groups involved in running the campaign on a local level





- Surveys / reflections from your local groups. Alternatively, you may collect information from local groups by asking them to share their own reflections in a survey or a pre-circulated list of questions.
- Social media statistics. To evaluate your promotion plan, analyse the insights from your online channels used to spread different posts about the campaign.
- Campaign action plan. If you were tracking the status of your actions, this will help you understand if the actions planned were carried out on time.
- Feedback from new members (link resource).

Aspect	Example Questions	Your Reflections
<b>Timing</b>	Did we choose the right time to run the Campaign? Did we start the preparation on time?	
<b>Project team</b>	Did we have the right people in the team? Was there any profile missing? Was everyone in the main team well aware of their roles? Did the reality match the expectations of each team member? How did the team perform and how did group dynamics go?	
<b>MRC plan</b>	Was the action plan effective? Was there a need to adjust? Why? Did we have the flexibility to adapt and adjust along the way?	
<b>Research</b>	Did we identify the right target audiences? Were the results of the research phase useful? What was missing?	
<b>Resources</b>	Did we have enough resources to carry out what was planned? Was the main MRC team too big/too small / just enough? Was the promotional material provided to the local groups useful? Enough? Was there sufficient commitment and support from the whole organisation?	
<b>Local group engagement</b>	Were the local groups involved in the campaign on time? How was the ownership of running the campaign on the local level? Did they receive our campaign materials on time? How was the communication between the local and national levels? Did we do enough to support our groups?	
<b>Communication plan</b>	Was the promotional plan effective? How? <i>(for example: you can ask participants of various recruitments events if they saw your promotional posts or material and help that determine the success of the plan)</i> Were the messages well received? Was the time chosen to promote the campaign ok? What was the reach via different online channels? Target groups? In total? <i>(for example: analyse the insights from your social media to see the demographics of your followers and post engagement)</i> What was the most effective channel to reach people?	





<b>Events</b>	Did we offer the right events and engagement actions to attract new members? Was the participation of these meetings and events as expected?	
<b>Onboarding</b>	Did the transition from recruitment to onboarding go smoothly? Was the follow up with new potential members organised in the right time? How were the families and parents involved?	

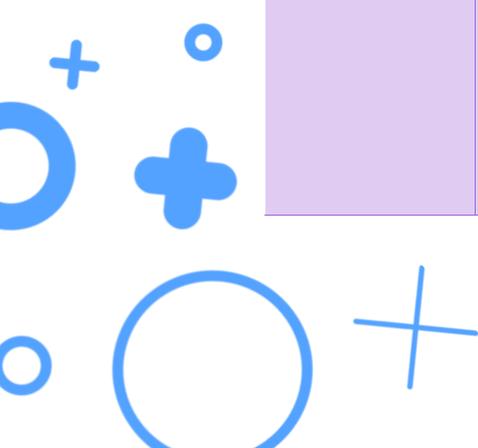
## Results Evaluation: Did we achieve what we set out to achieve?

Now as you have evaluated your experience on planning and running the campaign, it's time to evaluate the actual outcomes and results. Use the following questions to guide you through the result evaluation, looking into immediate and midterm campaign results.

You may need to use several different sources of information, however mainly in this part, we will look at the quantifiable information which may be sourced from your membership management system or, alternatively, from information collected from your local groups. In this case, make sure your groups know in advance that they will need to track the numbers and share this information with you beforehand.

To evaluate the mid- and long-term results, you will need to follow up with your groups 6 months after the end of your campaign.

Aspect	Example questions and metrics	Your Results
<b>Immediate results: Reach</b>	<p><b>How many youth or adults responded to the campaign?</b></p> <ul style="list-style-type: none"> <li>How many participated and tried out Scouting throughout the campaign activities?</li> </ul>	
<b>Immediate results: New members</b>	<p><b>How many new members or volunteers actually joined us?</b></p> <ul style="list-style-type: none"> <li>Number of youth members recruited</li> <li>Number of adult volunteers recruited</li> </ul> <p><i>(per age group, location, target characteristic, etc.)</i></p>	
<b>Immediate results: Target</b>	<p><b>Did we reach our recruitment target?</b></p> <ul style="list-style-type: none"> <li>Percentage of target achieved</li> </ul> <p><i>(for example, 75% of adults planned to recruit were actually recruited)</i> Depending on the KPI chosen, could also include:</p> <ul style="list-style-type: none"> <li>increase in market share</li> <li>increase in annual NSO growth rate</li> </ul>	





<b>Midterm results: Youth members</b>	<b>How many youth members stayed active?</b> <ul style="list-style-type: none"><li>• Share of youth members recruited who stayed in membership 6 months after campaign</li></ul>	
<b>Midterm results: Adult volunteers</b>	<b>How many adults stayed and took on a role?</b> <ul style="list-style-type: none"><li>• Share of new adult volunteers recruited who stayed in membership 6 months after campaign</li><li>• Share of new adult volunteers who took up a role in the group 6 months after campaign</li></ul>	
<b>Longterm impact</b>	<b>What impact did the campaign have on Scouting?</b> <ul style="list-style-type: none"><li>• Existing members (<i>for example: increased motivation, increased interest in wanting to grow their local group?</i>)</li><li>• Did the public image on Scouting and your NSO change?</li></ul>	

Make sure to capture all the information gathered throughout the evaluation phase and identify key learnings to inform your decision making when you start planning your next campaign. Learning-by-doing!

