



Receiving feedback from newcomers

This survey template can be used by NSOs and local groups to receive initial feedback and recommendations from new youth members who have been in Scouting for three months. This will help NSOs, and local groups assess the effectiveness of their recruitment campaign as well as gain insight into what is attracting young people to Scouting.

This resource contains a range of example questions you can use to build your own survey. However, we encourage you to adapt it to your local context and NSO reality. You may also adapt this to target new adults in Scouting if needed, by tailoring the questions to them.

You can distribute the survey targeting those newly joined members, possibly through a dedicated mailing list, or it can be handed out in Scout meetings.

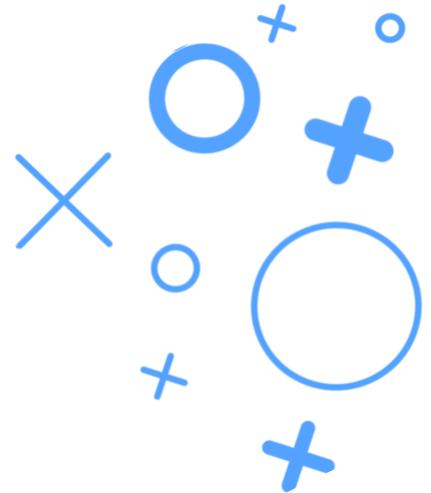
Survey template

NB: If you wish to gather feedback related to the cub-scout experience, you will likely need to target parents and adapt your questions accordingly.

- Name, age section, place of residence, contact (email address)

Campaign and discovering Scouting

- What made you want to join Scouting?
 - Meeting new friends
 - The outdoor experience
 - Learning new skills
 - Serving my community
 - Self-development
 - Challenging myself
 - All of the above
 - Other (please fill in)
- How did you first hear of this campaign/Scouting ?
 - A friend
 - A family member
 - A poster in your community
 - A forum or a city event
 - Our website
 - On Facebook or twitter
 - On another social media channel
 - An advertisement on TV/radio
 - Other (please fill in)
- How did you find our local group/event that enabled you to join Scouting?
 - A friend or a family member
 - A poster in your community
 - A forum or a city event
 - Our website
 - Social media (groups, pages, posts)
 - An advertisement on TV/radio
 - Other (please fill in)
- Did you hear about the membership recruitment campaign your Scout Organisation carried out?
 - Yes
 - No





Scouting activities

- Are you having fun in Scouting ?
- Which activities are you enjoying the most?
- What are you most excited about in Scouting?
- What are you least excited about in Scouting?
- Do you feel welcomed into the group?
- Have you made friends in Scouting?
- Does Scouting fit your expectations and why?
- Do you know where to find the information you need?
- Do you know where to go for help?
- How can we further support you?

Recommendations

- What can we improve to bring more young people into Scouting?
- Would you recommend Scouting to your friends or classmates?
 - Yes
 - No

