

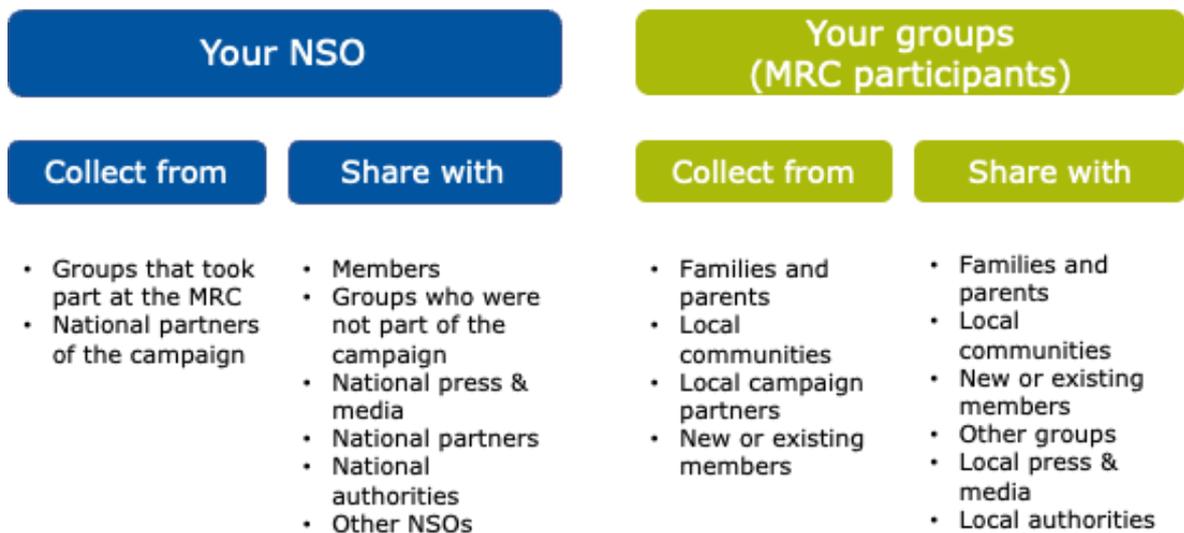


## Celebrate Your Successes and Share Your Story

Congratulations! You have recently finished a successful membership recruitment campaign and evaluated all the great experiences and results. Now it's time to share it! In this guide we will talk about the different stories that you should be sharing about your membership recruitment campaign!

### Who should hear your story?

A lot of different people, groups and other stakeholders will likely have been involved with your recruitment campaign, and so there will be a lot of success stories to tell, but as an NSO you might need to give groups a helpful nudge to share those stories and collect it yourself so that they are heard within the whole NSO too. The different people you and your groups might want to collect the stories from and share with include:



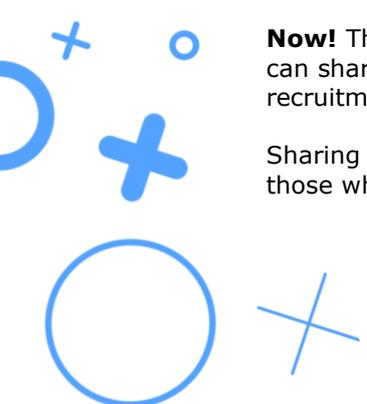
### Why is it essential to have your story heard?

We want people to be proud of what they've achieved, but what we really want to do is recognise and inspire others! As an NSO, you can use different success stories to inspire other groups and express the value and benefits of growth. This may help your groups decide to join the next recruitment campaign or initiate their own actions. For those groups who already took part in a campaign - sharing stories will provide recognition, boost their motivation and provide a platform to share their experiences with others. This is also a great way to empower your new members to tell others, still considering joining, how Scouting contributed to their journey. To add, sharing stories can be used to catch attention for new youth or adults in between organised campaigns.

### When is the best time to celebrate your successes?

**Now!** The best time to celebrate your achievements is straightaway, your NSO and your groups can share successes as soon as they happen. You don't have to wait until the end of your recruitment campaign to recognise milestones or the hard work being done.

Sharing stories **after your recruitment campaign** is also important to provide insights for those who may want to join Scouting via other pathways or in between organised campaigns.





Make sure to publish your stories and have them easily accessible on your webpage in addition to a sign up form that can be used in between different campaigns.

Reminding about the great achievements and benefits that growth brings to groups may also be important **before your next recruitment campaign** so that new groups see the need and join in!

## What to share, spotlight and celebrate?

10 great content ideas you may consider using on both local and national level:

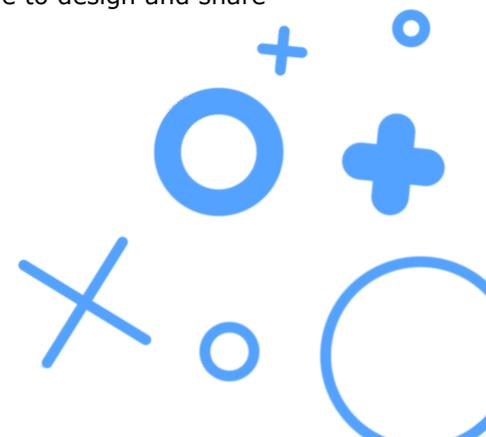
- Use the 10th new sign-up to celebrate the 9 that came before and share their stories on why they joined Scouting
- Spotlight a new leader or volunteer on your local website or in your monthly magazine or Facebook page
- Spotlight a group and their experience on your national media channels focusing on how growth helps boost the motivation, innovate and inspire groups to go further
- Ask campaign partners (other NGOs, communities) to share their experience on working with Scouting throughout the campaign
- Showcase local group events ran to invite newcomers to try out Scouting - don't forget to include photos or videos! You may consider taking over a social media channel and sharing stories throughout the day
- Ask new volunteers to share top tips on what helped them in the very first days and months of Scouting or in a new role
- Ask your recently joined members to share their initial experiences in Scouting and how it helped them in their daily, professional life
- Ask a parent or a family member how Scouting has made a difference for their son or daughter and their whole family?
- Send out a press release covering main results of your campaign showcasing stories of different groups and new members
- Inspire other NSOs by sharing your story with your respective Region or World level in WOSM by focusing on what was the key to success of your campaign and what different benefits it had on your groups and overall image of Scouting

As an NSO, you might want to create examples of templates to make it easy for your groups to share, or provide examples of great stories so they know what you are looking for. Remember to make it as easy as possible!

## Great ways to share your story, celebrate and recognise

There are lots of different ways to share stories, but the right method will depend on what the story is, who is sharing it, and who it is being shared with. Options for channels and platforms to share the stories include:

- Twitter, Facebook posts and other forms of social media
- Blogs and posts on your NSO website and local group websites
- Digital and face to face meetings of young people and volunteers
- Video updates or podcasts
- Traditional presentations and written reports
- Digital tools like Padlet, Mural, Miro or Canva that allow people to design and share online
- Press releases





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## Tell your story

There are lots of things to talk about, but now is the right time to think about how you encourage as many stories to be told so we bring even more people into Scouting and provide them with a warm welcome in the future!

