



**SCOUTS**<sup>®</sup>  
Creating a Better World

# FROM INTENT TO IMPACT: INTRODUCING IMPACT OF SCOUTING





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Creating a Better World

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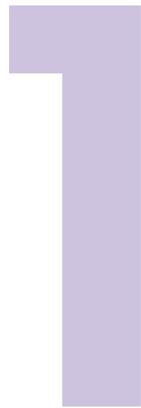
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# From Intent to Impact: Introducing Impact of Scouting

## Introduction

Scouting's mission is to contribute to the development of young people through a value system based on the Scout Promise and Law. By fostering the growth of individuals who are self-fulfilled and contribute positively to their societies, Scouting aims to create a better world.

We are devoted to fulfilling our mission, vision, promise, and law through our unique Scout Method. While this distinguishes us from other youth organisations, we must also understand how we are creating an impact on our members and communities that extends beyond anecdotal evidence.

This document aims to help National Scout Organizations (NSOs) understand the impact of Scouting and how it connects to individuals and society. For that purpose, we will explore the definition of the impact of Scouting, present what we have discovered through existing literature, and establish how it is relevant to the Movement and all NSOs.

Among the questions that we must ask are: How do we know if Scouting is positively affecting our members? Does being a Scout have a positive influence on local and global communities? How can we be sure that an NSO is improving the lives of its members and others?

As one of the world's largest youth movement, Scouting has inspired countless individuals to become active citizens, with many of their stories captured and shared. While each story is a powerful reminder of the impact of Scouting, it is also important to understand the specifics behind how the Movement and NSOs benefit members and communities across the globe.

Impact of Scouting has been a priority of the World Organization of the Scout Movement (WOSM) for more than six years. WOSM's Secretary General, Ahmad Alhendawi, has highlighted on multiple occasions the desire to show Scouting's positive social impact on individual young people, communities, and societal Institutions.<sup>1</sup> Over the years, significant efforts went in to develop methodologies and studies across WOSM, Regions, and NSOs to capture the impact of Scouting. In this document, we will highlight some of those.

1. WOSM - Measuring Scouting's Impact on the Development of Young People Pilot impact study results for Kenya, Singapore, and the United Kingdom March 2018. - [LINK](#)

# What is impact and what is Impact of Scouting?

## A general definition of impact

The Oxford Dictionary defines impact as “having an effect on something,” though definitions vary widely among researchers and organisations. For the sake of a common definition and understanding within the Scout community – and following a careful review of existing literature –, we propose the use of the United Nations Development Group’s definition:

*“Impact implies changes in people’s lives. This might include changes in knowledge, skill, behaviour, health, or living conditions for children, adults, families, or communities. Such changes are positive or negative long-term effects on identifiable population groups produced by a development intervention, directly or indirectly, intended, or unintended. These effects can be economic, socio-cultural, institutional, environmental, technological, or of other types.”<sup>2</sup>*



2. United Nations Development Group (2011). Results-Based Management Handbook. - [LINK](#)

## Definition of impact in WOSM

Understanding the Impact of Scouting and its educational methods is complex and multifaceted. In the Scouting context, we understand the impact as an effect on the personal development of young people and, through them, on societies. Our best-intended work may have a positive or negative impact or, ultimately, no impact at all. This underscores the importance of impact measurement, which aids in quantifying the effects of our educational offerings, strategies, and actions. It allows us to reinforce effective practices and revise those that fall short of our intended goals.

We aim to provide NSOs with tools to assess Scouting's individual impact – the impact on individuals, empowering their growth – and community impact – the changes we bring to communities by developing self-fulfilled individuals with strong community values. With millions of Scouts contributing to our programmes and initiatives, we play a vital role in addressing many global challenges, including sustainable development, environmental action, peace, social justice, humanitarian efforts, and gender equality. Scouting's influence can

### THREE LEVELS OF IMPACT

Scouting aims to achieve the following levels of social impact:

1

#### INDIVIDUAL

The direct impact of Scouting on personal development (skills and knowledge) as well as socioemotional development (behaviours and attitudes).

2

#### COMMUNITY

The results of Scouts' actions on improving the lives of people in the communities they work with.

3

#### INSTITUTIONAL

The impact of Scouts, NSOs, or WOSM in influencing national, regional, or global policies and debates on youth and education.

therefore also have institutional impact, as it can be seen through local, national, and global actions. Below are the three levels of impact that we aim to measure.

The importance of measuring impact was highlighted by Ben Secretario, a volunteer from the Boy Scouts of the Philippines: "As the organisation endeavours to stay relevant in today's youth, it is imperative to identify areas where value is needed through evidence-based information. Impact measurement can provide a valuable resource. It is essential to measure impact to ensure that the organisation is driving positive change towards achieving its goals. When we have clear indicators for measuring impact, it will be easier to manage plans and activities, propose and assess interventions, and solve problems creatively."

# Impact of Scouting background and first studies

In 2017, WOSM piloted a method of measuring the effects of Scouting on the personal development of young people. The study “Measuring Scouting’s Impact on the Development of Young People” compared young people who have been involved in Scouting to those who have not, across a set of skills, attitudes, knowledge, and behaviours considered to be developed through Scouting. It involved the NSOs of Singapore, Kenya, and the United Kingdom. The study found significant statistical evidence that Scouts outperformed their non-Scout peers in nearly every category of personal development measured across the three continents.<sup>3</sup> Scouts scored significantly higher in 13 out of 14 outcomes, with the largest group differences in physical activity, active citizenship, and life skills and employability.

The second phase of the project<sup>4</sup> was conducted in 2019, with pilots in France, Mexico, the Netherlands, and Saudi Arabia. A similar methodology with differently stated outcomes was used. More than 7,000 individuals participated in the research. Once again, the findings showed significant differences between Scouts and those not involved in Scouting. Scouts showed improved self-esteem, self-confidence, interpersonal skills, and feeling to be more responsible citizens and had the highest scores in physical activity, nature, and spirituality.



In response to the COVID-19 pandemic, Scouting introduced “Home Scouting”, offering new ways for Scouts to participate in a range of activities. The European Scout Region conducted a survey to evaluate the impact of these activities. The survey involved Scouts aged under ten and those between 11-17 years, as well as parents and adult Scout members, to gain a holistic understanding of various stakeholder perceptions of Home Scouting. The questionnaire was translated into 28 languages and garnered responses from 3,000 individuals across 30 countries, marking one of the most significant response rates in the WOSM European Region’s recent history. The findings were insightful: young Scouts reported feeling less isolated with Home Scouting. Meanwhile, parents appreciated how it instilled a sense of usefulness in their children, and adult Scout members became inspired to assist others during those challenging times. Furthermore, the results highlighted Scouting’s extraordinary ability to adapt and evolve amid changing circumstances, continuing to provide meaningful development and fostering a sense of community among young people.

# MIYO toolkit for measuring youth organisations' impact

The “Measuring Impact: with, for and by Youth Organisations” (MIYO) project, in collaboration with the National University of Maynooth, YMCA Europe, and six member organisations, led to the creation of an innovative and versatile toolkit that youth organisations could use to gauge the effectiveness of their programmes on members. Its development involved extensive research, consultations, and refinement with all partners, including by conducting six pilot studies across WOSM and YMCA member organisations to ensure diversity, applicability, and generalisability.

This toolkit was designed to assess how Scouts aged 14-18 perceive the impact of Scouting on their development. It uses a mixed research method, combining questionnaires and focus groups to obtain both qualitative and quantitative data. At its core, the toolkit is structured around the “SPICES” framework, which stands for six dimensions of personal development in Scouting: social, physical, intellectual, character, emotional, and spiritual. A questionnaire included in the toolkit features 18 questions, divided evenly among these developmental areas to ensure a comprehensive evaluation. Focus groups were used to craft the questions with the aim of uncovering qualitative insight on the impact of youth organisations. The goal was to create a methodology that not only provides measurable data for easy comparison but also captures the rich stories and outcomes that highlight the importance of non-formal education.



3. WOSM - Measuring Scouting's Impact on the Development of Young People Pilot impact study results for Kenya, Singapore, and the United Kingdom March 2018. - [LINK](#)

4. WOSM - Measuring Scouting's Impact on the Development of Young People – Phase II, Research results from France, Mexico, the Netherlands, and Saudi Arabia, July 2019. - [LINK](#)



## Outlook for Impact of Scouting

The MIYO project has effectively measured Scouting's impact on individuals. Building on this and recognising that community impact is fundamental to Scouting's identity and its significance as a youth movement, WOSM has initiated a new project called "Measuring the Community Impact: with, for and by youth organisations". This project aims to develop a methodology that accurately measures the influence of Scouting on communities. Furthermore, to gain a comprehensive understanding of Scouting's institutional impact of Scouting at local, regional, and global levels, a third follow-up project is envisioned.

The initial MIYO project laid the groundwork to establish the WOSM Service on the Impact of Scouting. With the introduction of these new projects, this service is poised to expand, incorporating capacity building and providing support in implementing these innovative methodologies. This expansion aims to holistically capture the impact of Scouting among NSOs, enhancing the overall understanding and appreciation of Scouting's multifaceted influence.

# 2

## **Beyond Good Intentions: Why Measuring Impact Matters**

As the world gets more complex to navigate, resources are shrinking, and scepticism is winning over cooperation, the role of Scouting becomes ever more vital in fostering peace and intercultural dialogue. Through our dedication to youth development, we aspire to be the driving force behind positive transformations, empowering young individuals with the necessary skills, attitudes, and behaviours to become active and responsible citizens of our global community. Scouting plays a pivotal role in the fabric of society. By nurturing personal development, we enable young individuals to acquire life skills such as leadership, teamwork, time management, problem-solving, and effective interpersonal communication. Each of these skills forms a cornerstone for Scouts to help them successfully navigate life, fostering self-confidence and resilience.

Throughout the history of Scouting, its positive impact has been captured and presented through different compelling narratives: individual success stories, humanitarian actions, or community development initiatives. Each narrative has illustrated the immense value of our work. However, to truly understand the full extent of our impact and enhance our programmes for even greater effect, we recognise the need for a robust, measurable, and applicable research methodology.

In this document, we illustrate the advantages of showcasing your impact to internal and external audiences.

# 11 reasons why measuring our impact is crucial

By presenting your achievements to both internal and external audiences, you can reach four distinct target groups: beneficiaries of Scout programmes, volunteers and staff members who make it all possible, potential new members, and the wider public, including partners, donors, and media.

Measuring your impact offers valuable insight into the different aspects of organisational development, enabling you to identify areas for improvement and take action accordingly. It serves as a compass guiding you toward continuous progress and enhanced effectiveness in fulfilling your mission. Let's explore 11 reasons behind why measuring impact is critical.



## **1. SENSE OF BELONGING AND PURPOSE**

Being a part of a community is an empowering feeling. It gets even more exciting when you can measure and demonstrate the impact you have on individuals, communities, and society. Showcasing your impact is a powerful experience that undeniably increases your sense of belonging and purpose.

Importantly, Scouting frequently tackles various societal, environmental, and community-based issues. When you engage with these issues and witness the change you inspire, you start to comprehend the larger context of your community and society. This exposure can provide you with a broader perspective of your place in the world, thereby fostering a sense of belonging to a larger Scout community and cultivating an understanding of the interconnectedness of society.

## **2. SATISFACTION OF MAKING AN IMPACT**

Scouting is a distinctive space for young people to grow and develop, and the impact a Scout can have within this space can be immensely rewarding.

When a Scout takes an active role in youth work and subsequently sees the impact of their efforts, the feelings of satisfaction can be very powerful. They have not only made a difference but also done so in a context that directly relates to their peers and their community. This is important, as Scouting is about creating positive change for young people, by young people.

Beyond the personal sense of accomplishment, there's also a deep sense of social connection and contribution. Scouting is inherently about improving the community and helping peers. When young people see they have made a positive change, it underlines their role as active, valued participants in their community. This not only promotes a sense of belonging but also underscores the significance of their actions on a broader social level.

Overall, the satisfaction derived from making a difference through Scouting is multifaceted, blending feelings of achievement, social connection, purpose, and responsibility. These experiences can play a pivotal role in a young person's development and self-confidence, shaping their identity and worldview and encouraging them to continue leading positive change in any community that they are a part of.

## **3. UNDERSTANDING YOUR VOLUNTEERS**

Your research findings can enhance your comprehension and interaction with your volunteers. When focusing on local efforts, the broader impact might not be immediately apparent. Illustrating the concrete outcomes of their dedicated work can heighten their enthusiasm and attract additional participants. Providing evidence of how their hard work has made a real difference helps them see the value in what they're dedicating their time to.

Impact measurement is crucial in motivating volunteers because it provides tangible proof of the success and effectiveness of their efforts. Volunteers often dedicate their time and energy without immediate rewards, so showing them how their contributions have directly led to positive changes can be incredibly inspiring. It builds a sense of accomplishment and reinforces the importance of their role within Scouting. This not only boosts morale but also promotes a deeper engagement with the Scouts, potentially leading to increased interest in programme planning and implementation.

#### 4. EMPLOYABILITY OF YOUNG PEOPLE

Impact measurement within Scouting allows beneficiaries to clearly identify and articulate the skills, experiences, and positive changes they've contributed to or experienced during their participation. This practice of systematically tracking and evaluating the outcomes provides concrete evidence of their abilities and achievements. When added to their CVs or profiles, these documented successes make them stand out to potential employers, showcasing not only their involvement in meaningful projects but also their ability to drive results. It translates their Scout experience into quantifiable and verifiable evidence of competencies that are often sought after in the job market, such as teamwork, leadership, problem-solving, and initiative.

For future employers, this data provides an assurance of a candidate's proven capabilities. It isn't just a list of activities or roles; it is a detailed description of what the individual has achieved. The practice of measuring impact paints a more comprehensive picture of the candidate's real-world experience and how they've applied their skills to create solutions and make a tangible difference. In a competitive job market, where employers are looking for candidates with hands-on experience and proven success, having this type of well-documented and measured impact on a CV or profile can give job seekers an edge. It creates a story of success and growth that resonates with employers, aligning with their own goals of finding employees who can contribute positively to their organisation.

#### 5. CONTINUOUS IMPROVEMENT

The service offers an excellent opportunity for NSOs to utilise data in evaluating various aspects of their activities. Particularly for organisations not yet familiar with regular assessments, this initiative serves as an ideal introduction to the principles of continuous improvement:

1. Identifying areas of improvement: By harnessing the insights from the assessment, NSOs can pinpoint specific areas requiring enhancement. This step is vital in determining where to focus efforts for improved outcomes.
2. Developing an action plan: Upon identifying these areas of improvement, NSOs can craft a strategic action plan. This plan outlines the necessary steps to address the identified areas, ensuring a structured and efficacious approach to improvement.
3. Re-evaluating post-implementation: It's crucial to re-evaluate these areas after implementing the action plan. This reassessment allows NSOs to gauge the impact of their initiatives and understand the effectiveness of their improvement strategies.

This methodical approach aids in continuous organisational development and ensures that improvements are measurable and aligned with the organisation's objectives.



## 6. PROGRAMME REVIEW

**Evaluation of the programme content:** Research facilitates continuous improvement and allows evidence-based decision-making. If certain elements of the Scout programmes are not producing the expected impact, they can be adjusted, refined, or replaced based on the insights gained from measuring outcomes. On the other hand, aspects of the content that are clearly contributing to positive impacts can be emphasised and even replicated in other areas. The data-driven nature of impact measurement creates a feedback loop that promotes a culture of learning and adaptation within the programme, ensuring that the content remains relevant, effective, and aligned with the evolving needs and goals of the participants and the community it serves.

**Evaluation of the programme delivery methods:** Impact measurement allows for the monitoring of how different aspects, such as teaching styles, technology utilisation, participant interaction, and engagement methods, are influencing the desired changes. This kind of analysis provides insights into whether the methods are accessible and resonant with the target audience, ensuring that how content is delivered is as effective as the content itself. It turns programme delivery into a science rather than an art, with decisions grounded in data and evidence, enhancing overall efficiency and effectiveness.

**Reflections and periodic evaluation:** Consistent tracking allows for a real-time understanding of how well the Scouting programmes are performing against their stated objectives, making it possible to identify trends, successes, and areas of improvement. Regular impact measurement ensures that these evaluations are not just snapshots in time but part of an ongoing process of learning and adaptation that can guide the programmes to greater success.

## 7. MEMBERSHIP GROWTH

By highlighting tangible results and showcasing real-world changes, potential members can see the direct value and difference that Scouting is making. This creates a compelling narrative that resonates with individuals who share Scouting goals and values. When people can see the positive impact that their participation might contribute to, they become encouraged and more likely to engage and join the Scouts.

Showcasing impact also enhances your organisation's reputation and credibility. Transparency in sharing successes, challenges, and lessons learned demonstrates a commitment to accountability and continuous improvement. This not only builds trust among existing members but also attracts new members who appreciate an honest and data-driven approach. The stories of impact can be shared through various channels such as social media, newsletters, and community events, reaching a wider audience and creating a sense of excitement and momentum around the Scouting mission.



## 8. ENHANCING YOUR IMAGE AS A YOUTH ORGANISATION

Showcasing your real-world impact through empirical data helps in engaging the community. People are more likely to support and advocate for an organisation when they understand the tangible impact it creates. By translating empirical data into compelling stories of change, an NSO can build a broader base of community support, enhancing its image as not just an organisation but a movement that is having a positive and measurable transformation in the lives of young people.

In summary, empirical data and programme evaluation offer NSOs a robust framework for building an image that is rooted in credibility, effectiveness, innovation, alignment with stakeholders, and community engagement.

## 9. DEVELOP PARTNERSHIPS

In essence, the impact measurement toolkit goes beyond mere self-assessment. It serves as a bridge to meaningful and productive partnerships, weaving a narrative of success, alignment, transparency, collaboration, and resource attraction.

Measuring the impact of Scouting enables an NSO to demonstrate tangible evidence of success, building credibility that makes the organisation an attractive partner for collaboration. Potential partners, ranging from other NGOs to governmental bodies and corporations often seek organisations that can showcase and measure results.

What is more, this process of impact measurement also helps in clearly defining the NSO's goals, values, and methods. By showcasing outcomes that resonate with others' priorities, an NSO can lay a robust foundation for collaboration, emphasising areas where mutual goals meet.

Finally, the practice of impact measurement has the power to attract additional resources and support. A well-documented track record of success makes a compelling investment case, drawing in partners willing to contribute time, money, and expertise. This evidence-based appeal can help an NSO to secure partnerships that bring valuable resources to the table, enhancing the organisation's reach and influence.



## 10. FUNDRAISING

Another significant facet of showcasing impact pertains to securing resources. For many organisations, continued support and resources are the lifelines that allow them to carry on their valuable work. Potential supporters, from individual benefactors to large corporations, often look for clear indications that their contributions are being used effectively and making a concrete difference on the ground. When an NSO can illustrate its positive influence, whether it's enhancing lives or transforming communities, it can more convincingly inspire the necessary support. This allows them to sustain and even expand their initiatives.

And remember, support from the local community is also vital. When an NSO can demonstrate a measured positive impact, it can galvanise local businesses, schools, and families into action. This might come in the form of financial contributions, services, or even individuals volunteering their time.

Therefore, the process of showcasing the impact of Scouting isn't simply a moment for self-congratulation. It's about maintaining accountability, nurturing support, strengthening community bonds, and, above all, ensuring that we continue to make a substantial difference for young people.

## 11. ATTRACTIVENESS AS AN EMPLOYER

Studies show that purpose-driven organisations attract more applicants and retain talent more effectively. Demonstrating your impact through a robust methodology helps create a strong employer brand with a compelling value proposition not only for attracting new candidates but also for securing stronger retention of existing employees.

Additionally, the use of data-driven analysis suggests a professional environment that values innovation and continuous improvement, making the organisation an attractive choice for individuals seeking growth and fulfilment in their careers.



# 3

## **From badges to breakthroughs: Crafting a narrative for Scouting's impact on society**

### A guide on communicating about impact

Scouting's mission is to contribute to the education of young people, aiming to help build a better world where individuals are self-fulfilled and play a constructive role in their societies. By measuring the impact that Scouting has on society, we can at the same time assess whether we are fulfilling our mission. Therefore, assessing our impact enables us to internally adjust our procedures and programmes, and externally signal our success in achieving our mission.

The purpose of this guide is to explain how NSOs can communicate their research findings to various audiences, each with potentially different interests and perspectives of the results.

# Identification of your audience

The identification of audiences is crucial when designing a communication strategy. It ensures that the message is effectively tailored to reach and engage the intended recipients. More specifically, three aspects differ across various audiences:

1. The aim of communication
2. The content of communication
3. The channels through which communication takes place

In the document 'Beyond Good Intentions: Why Measuring Impact Matters', we delve into various reasons why an NSO should measure and disseminate the impact of its programmes. The document highlights that the purpose of communicating with different audiences varies. For example, the way an NSO talks to volunteers to show the value of their work is quite different from how it might convince policymakers about the positive contribution of Scouting.

Moreover, the way an NSO communicates about its impact studies is tailored to fit the interests and understanding of its target audience. Typically, impact studies involve a detailed analysis of quantitative data, which can be overwhelming for certain groups. For instance, consider the likely response of a youth leader when faced with a presentation brimming with intricate statistics and a barrage of numbers. Such content might be too complex or irrelevant for their needs, necessitating a different approach to effectively convey the message.

This document also discusses the use of different communication channels to reach diverse groups. For example, a lengthy, detailed report might be ideal for an NSO's board members who need in-depth information to guide the organisation, but it's not the best choice for a journalist who could promote the NSO's activities. The same report wouldn't be suitable for communicating with young volunteers either.

This document therefore aims to identify key audiences that an NSO might want to engage with to leverage the results of their impact studies. It outlines the profiles of various stakeholders, helping to choose the right communication strategy for each group.

# Internal Communications

The primary stakeholders for an NSO are its people, based on their role in fulfilling the NSO's mission. These include board members, national-level volunteers, and central administration personnel, who are responsible for decision-making, implementation, and support of regional and local volunteers. Local volunteers are crucial as they directly deliver the Scouting programme. Additionally, parents and friends of Scouting play a vital role in supporting and promoting Scouting within local communities, even though they are not involved in day-to-day activities.

## 1. VOLUNTEERS & FRIENDS

This group comprises individuals dedicated to realising the mission of World Scouting. They contribute their time, skills, and resources to help your NSO achieve its goals. The results of your NSO's impact measurement reflect their efforts. In addition to detailed reports for decision-making and operational improvement, a concise version can be shared with volunteers. This highlights the significance of their work and the impact they help create, aiding in engagement, retention, and recruitment of new volunteers.

## 2. PARENTS & GUARDIANS

While Scouting focuses on young people, parents and guardians are responsible for children and adolescents until they reach adulthood. This group often shares their Scouting experiences with other potential Scout families. They typically don't have the time or inclination to delve into extensive analyses or attend dedicated events on Scouting's impact. Their main interest lies in understanding how Scouting provides valuable skills and experiences for their children. Demonstrating Scouting's impact on young people in particular can garner the attention and commitment of parents and guardians, positioning Scouting as a top choice among extracurricular activities.



# External Communications

External stakeholders are not directly involved with your organisation, but they may be interested in learning about your NSO, partnering with your NSO, or assisting your efforts to reach a broader audience.

## 1. DONORS & FUNDERS

Your NSO likely relies on external partners for financial or material support. This group includes individuals, corporations, foundations, and government entities providing financial backing. Understanding their values, priorities, challenges, and philanthropic interests is crucial for effective communication. It's important to demonstrate how supporting your NSO helps funders achieve their own objectives. The results of impact studies can establish your NSO as a reliable partner that delivers substantial outcomes, validated by robust methodologies. These results serve as powerful evidence of your NSO's societal contributions, justifying the social return on their investment.

## 2. GOVERNMENT BODIES AND POLICY-MAKERS

Local or national government officials, policymakers, and influencers shape the regulatory and policy environment that affects your NSO and the areas you advocate for, from youth rights to civil protection. When communicating with this audience, it's essential to keep the message concise and accessible. The findings should underscore practical societal benefits.

## 3. MEDIA & JOURNALIST

Journalists, reporters, bloggers, and influencers can help amplify your NSO's message and boost public awareness. They are interested in how Scouting addresses various problems, and trending challenges, along with notable ideas and achievements. Information provided to them should be clear and easy to share. Storytelling is vital across all audiences, but crafting compelling stories that stand out in a crowded media landscape is especially critical.

## 4. GENERAL PUBLIC

The general public is drawn to exciting and intriguing stories. They are curious about what makes your NSO unique. Share your major achievements, challenges, and innovative solutions. This audience appreciates ideas, concrete cases, and personal testimonies.

## 5. STRATEGIC COMMUNICATIONS

Strategic stakeholders include key organisations, institutions, or businesses that share similar goals and can support the mission and strategy of Scouting. When communicating with these stakeholders, it's crucial to emphasise shared values and goals, highlighting how collaboration with your NSO can advance their objectives alongside yours. Tailoring the message to align with their strategic interests, and showcasing potential synergies and mutual benefits, fosters a strong partnership foundation. This approach not only strengthens existing relationships but also opens doors for new collaborative opportunities.

# Content of Communication

Being mindful of who will receive your message allows you to tailor the content, tone, and language appropriately. The formality, complexity of terms, and language used, as well as the detail of your key message, must be adjusted according to the audience you are trying to reach.

The common aspect should be the emphasis on the real-world impact of your work. This includes highlighting not just statistics, but also success stories and tangible outcomes. Ensure that your communications clearly articulate how your NSO, and by extension Scouting, is making a significant difference and transforming lives and/or communities. Below, we will demonstrate how to shape different aspects of your message to suit various audiences.

## 1. KEY MESSAGE

To effectively communicate with each target group, it's essential to craft a key message that addresses their specific needs. Convey crucial information about the impact measurement results clearly and concisely, ensuring that it's easily understood and memorable for your audience. Highlight the benefits they can gain from these results and explain why it's relevant to them. Consistency in messaging across different groups is key to coherent and effective communication.

When formulating your key messages, consider using the following 'mind framework' consisting of three main elements:

- 1. Head:** What do we want people to know? Provide evidence, data, and information to give a clear idea of our actions, goals, or background.
- 2. Heart:** Why should people care? Craft your message to resonate with your audience, making them feel connected and invested in the topic.
- 3. Hands:** What action do we need them to take? Make a clear request or call to action, guiding your audience on how they can help in achieving your goals.

Brand consistency is also crucial. Ensure that your messaging, visuals, and branding elements are coherent across all communication channels. This consistency builds recognition and reinforces Scouting's identity and reputation. For guidance, consult the relevant Service and available resources within WOSM.

Communications should also demonstrate tangible results of your NSO's impact by integrating examples of activities, flagship programmes, and initiatives. Real activities that illustrate the impact are effective in showcasing your work and demonstrating alignment with your audiences' objectives or interests. Share testimonials and personal stories from beneficiaries, volunteers, or staff to humanise the impact and build emotional connections with your audience. Use success stories, before-and-after narratives, or statistical data to highlight positive changes.

A valuable tool for showcasing your NSO's contributions is the 17 Sustainable Development Goals (SDGs) of the United Nations' 2030 Agenda, which align with World Scouting's strategic targets. Using the SDGs helps establish a common understanding between Scouting, civil society, decision-makers, and the private sector. Remember to highlight partnerships, mentioning NGOs, institutions, or platforms with which we collaborate.

Lastly, provide actionable insights not only for your NSO but also for your audience. The key findings from the study can guide future strategies and initiatives and may inspire involvement in your NSO's activities. Emphasise this opportunity as a stepping stone to further action.

## 2. DATA

Presenting data in a way that resonates with your audience is crucial. Don't hesitate to use various visual methods like diagrams, charts, or drawings to make your data more comprehensible.

### Which data to show?

A key guideline is to present data that enhances your message and omit it when it adds no value. Being selective in what you share can be effective, especially in advocacy. For instance, highlighting that Scouts are 20% more physically active than non-Scouts is impactful, whereas mentioning a 6% higher score in responsibility might not be as striking.

### How to showcase data with images?

There are several ways to visually represent data to make it easier to understand:

### Infographics

These are visual representations designed to convey complex data or stories succinctly and engagingly. They can be a combination of images, graphics, and minimal text summarising the topic for easier understanding.

Infographics can be categorised into five types based on their objective:

- 1. Inform:** Used to convey a single important data point, like a large number, a donut chart, or a pictograph.
- 2. Compare:** Useful for comparing categories or showing compositions, such as bar charts, bubble charts, pie charts, tree maps, or word clouds.
- 3. Change:** Depict changes over time or location, like line charts, area charts, timelines, or map charts.
- 4. Organise:** Focus on presenting information in an organised manner, using lists, flow charts, Venn diagrams, mind maps, pyramid diagrams, tables, and ordered bar charts.
- 5. Relationships:** Show correlations between variables, using scatter plots, histograms, and multi-series charts.



## Graphics

Graphics are primarily visual, designed elements aimed at conveying specific concepts or aesthetic appeal. They may include illustrations, icons, symbols, logos, charts, diagrams, or photographs, and often form part of a larger design. Unlike infographics, which communicate data and relationships, graphics enhance visual communication through visual cues, interest, or identity.

## Tone & Language

Data is just one aspect of communicating your NSO's impact measurement results. The tone and language of your content and personal interactions should resonate with your target audience. Use accessible, jargon-free language that's culturally sensitive. Be informative yet inspiring, emphasising achievements and commitments positively and affirmatively, and avoid tentative language like "intend" or "try".

Consider different communication styles:

- **Informative:** Provide factual and objective information about the findings.
- **Persuasive:** Highlight the significance and implications of the findings.
- **Contextual:** Place your results within the broader context of your organisation's goals, challenges, and societal environment.
- **Action-Oriented:** Encourage further action, showing how your organisation's next steps are shaped by the newfound knowledge.



# Channels of Communication

Different audiences necessitate different communication approaches for your key messages. By using various forms of communication, you can effectively convey your results, ensuring they are presented in a relatable, actionable manner that resonates with your audience, thus promoting transparency, credibility, and support for your organisation.

## 1. WRITTEN COMMUNICATION

Written communication is more stylized and indirect. While it ensures control over the delivery of key messages, it can become disengaging or overlooked, especially if recipients are not aware of your intentions. Here are some examples:

1. **Email:** Use email for reaching specific individuals or small groups with personalised messages, attaching detailed reports or summaries.
2. **Reports:** Develop comprehensive reports for an in-depth analysis, suitable for stakeholders needing detailed information.
3. **Newsletters or blogs:** Use these to engage a wider audience with highlights, key findings, and stories from the survey.
4. **Case studies and success stories:** Share narratives and real-life examples on websites, newsletters, or social media.
5. **Online platform and blogs:** Publish articles, infographics, graphics, and videos on websites and social media channels.

## 2. ORAL COMMUNICATION

1. **Presentations:** Engage audiences with visual aids and storytelling to convey key findings and recommendations. Suitable for stakeholders and larger groups.
2. **Discuss:** Discuss survey results in team meetings, encouraging dialogue and interactive discussions.
3. **Workshops or training sessions:** Facilitate in-depth discussions in interactive sessions, exploring implications and strategies.
4. **Stakeholder meetings and conferences:** Present impact results at dedicated meetings or conferences to engage stakeholders.
5. **Public events and campaigns:** Use these to communicate impact results and raise public awareness about the NSO's work.



## Conclusion

As Scouts, our actions aim to create a positive impact on our members and the wider community. For example, our programmes strive to develop specific skills, attitudes, and behaviours in our members, with the goal of creating direct and meaningful impact. However, accurately measuring this impact can be challenging, especially for organisations that are not primarily focused on research.

To address this, the Impact of Scouting WOSM Service has been developed to provide essential support to NSOs. This service initially focuses on measuring individual impact across the six dimensions of personal development. By offering consultant support to NSOs, it is a critical step forward in enabling members to begin acquiring quantitative and qualitative data on the impact of their organisation.

Insight gained through this new service will not only have academic benefits but also practical applications in various areas, such as fundraising, programme improvement, public relations, and branding. This approach is captured in the “Beyond Good Intentions” document, which highlights the transition from intent to achieving measurable impact, thereby enhancing Scouting’s effectiveness and its visible positive influence in society.





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Creating a Better World

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