

Active Recruitment



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This factsheet is designed to guide you through the basic steps of recruitment, identifying the different proven methods for different age ranges.

So why do we need to recruit?

By recruiting more young people and adult Members into the Movement, we are increasing opportunities for individuals to participate in the largest co-educational youth Movement in the Country.

Preparing the Sections and Groups for new Members is fundamental to recruitment, and the follow up of a new Member is just as important as the preparation.

Recruitment with Pre-Adolescents (6-10 ½)

Preparation for recruiting pre-adolescents:

- Establish that Leadership is in place to manage the new Members.
- Set yourself an upper limit of numbers within the Section.
- Identify your target audience. Is there a provision for girls within the Group? If not contact the nearest Group that does, or the local Guides to possibly run a joint session.
- Identify the biggest concentration of young people, in this case, schools.
- Make contact with the nearest school and away we go...

Running a school's presentation

BEFORE

- Visit local businesses i.e. Banks, Building Society's, Supermarkets, and request 'goody bag' items, i.e. pens, pencils, rubbers, rulers etc.
- Contact the school and arrange a meeting with the Headteacher. Remember to take with you the information that you will use during the schools presentation itself.
- Agree with the Headteacher to run 15-20 minute slots with each class in their main hall/gym. This should last for the duration of the day. If the main

hall is not available, try to ensure that time is still spent with each individual class.

- Spend time with the Section that you are recruiting into to ensure an exciting and full programme for the new recruits.
- Prepare a parent's letter (including relevant meeting information) to be given to the young people on the day to take home.
- Put together 'goody bags' for every child – include parent's letter, any freebies from the local businesses (possibly a colouring-in competition with prizes for those who bring it with them to the Section meeting).
Goody bags are an excellent way of ensuring the letters get home

DURING

- Give a very quick introduction simply stating who you are, why you are at the school, and what they are about to do.
- Young people must **feel** and **do** Scouting – so don't just talk!
- Spend 10-15 minutes playing parachute games. A parachute provides fun, excitement and possibly a new experience.
- Spend the remaining 5 minutes giving the young people an opportunity to ask questions about Scouting – How they can join, Where the meeting is, What activities take place, etc.

FOLLOW UP

- Ensure the meeting has a good programme (we want them to come back next week)
- Support the Leadership team (and new recruits) by bringing in extra support to cope with the first night following the presentation. This will make the parents and young people feel welcome and Leaders can put on a good programme.
- Consider 'enrolment forms' as a useful way of identifying parental support.
- Offer welcome packs to parents – invest in parents now. Consider the Induction Toolkit material.
- Follow up any offers made by parents and the new adults and involve immediately.

The Scout Association

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Resources to aid in Pre-Adolescent Recruitment

Available from the Information Centre:

Living and Working Together
- Co-educational material
Induction Toolkit
Scouting Today Leaflets
- Beaver/Cub Scout Sections

Available from the Field Development Service:

Example letters, parachute games and handouts.

Recruitment with Post-Adolescents (10-18)

Preparation for recruiting Post-Adolescents:

- Establish that Leadership is in place to manage the new Members.
- Set yourself an upper limit of numbers within the Section.
- Identify your target audience. Is there a provision for girls within the Group? If not contact the nearest Group that does, or the local Guides to possibly run a joint session.
- Identify the biggest concentration of young people, in this case, schools.
- Make contact with the nearest school and away we go...

Running a school's presentation:

BEFORE

- Design and print attractive postcards, including Groups contact details.
- Arrange for approx. 25 projector slides of pictures of Scouting activities.
- Contact the school and arrange a meeting with the Headteacher. Remember to take with you the information that you will use during the schools presentation itself.
- Agree with the Headteacher to run 15-20 minute slots with each class in their main hall/gym. This should last for the duration of the day. If the main hall is not available, try to ensure that time is still spent with each individual class.
- Ask for the use of a projector screen.
- Arrange for the use of a sound system, and some recent up-beat music.
- Spend time with the Section that you are recruiting into to ensure an exciting and full programme for the new recruits.
- Prepare a parent's letter (including relevant meeting information) to be given to the young people on the day to take home.

DURING

- Turn up early on day of presentation to set up and test equipment.
- Put a postcard on everyone's seat.
- Play music as young people are entering, and quickly flash through images on slides.
- Give a very quick introduction simply stating who you are.
- Spend the remaining 5 minutes giving the young people an opportunity to ask questions about Scouting – How they can join, Where the meeting is, What activities take place, etc.

FOLLOW UP

- Follow up all responses to returned postcards.
- Ensure the meeting has a good programme (we want them to come back next week)
- Support the Leadership team (and new recruits) by bringing in extra support to cope with the first night following the presentation. This will make the parents and young people feel welcome and Leaders can put on a good programme.
- Identify skills the young people have to offer and make full use of them within the programme.
- Remember if you provide a varied and exciting programme one of the best ways of recruiting new members is by word of mouth!

Resources to aid in Post-Adolescent Recruitment

Available from the Information Centre:

Scouting Today Leaflets
-Scout/Venture Scout Sections
Living and Working Together
- Co-educational Material

Available from the Field Development Service:

Powerpoint slides of Scouting activities
Example letters and handouts

Recruitment with Adults

Preparation for recruiting adults:

- Ensure that the District/County structure is capable of supporting new Leaders/Helpers.
- Define the jobs that need to be done.
- Identify the skills and qualities needed.

Running a name generation evening:

BEFORE

- Target the best choice of people to invite to a name generation evening, i.e., parents, teachers, local government, local businesses, etc.
- Ensure venue is suitable, i.e. comfortable and welcoming.

DURING

- Using the job definition and skills needed as identified in the preparation, generate a list of who can do the job(s).
- Target the best individuals to ask to do the job(s). Ensure you have a shortlist in-case someone says no.
- Identify who will ask the individual(s). This doesn't have to be the GSL/DC/CC.

FOLLOW UP

- Ask the individual(s)
- When they say 'yes' offer support and welcome them into Scouting.
- If they say 'no' then revisit your shortlist and ask the next individual, following the procedure as before.
- Provide a full induction for the new adult, including, where applicable, the opportunity to work with the relevant Section before applying for their warrant to ensure the new Leader is comfortable working with that age group.

Resources to aid in Adult Recruitment:

Available from the Information Centre:

Recruiting Adults a Practical Guide
Adult Support prompt cards
Support for Training booklet for Commissioners
Leaflet on the 6 steps to Adult Recruitment
Induction Toolkit

Available from the Field Development Service:

Handout on running a successful name generation evening.

For further information, please contact the Scout Information Centre.