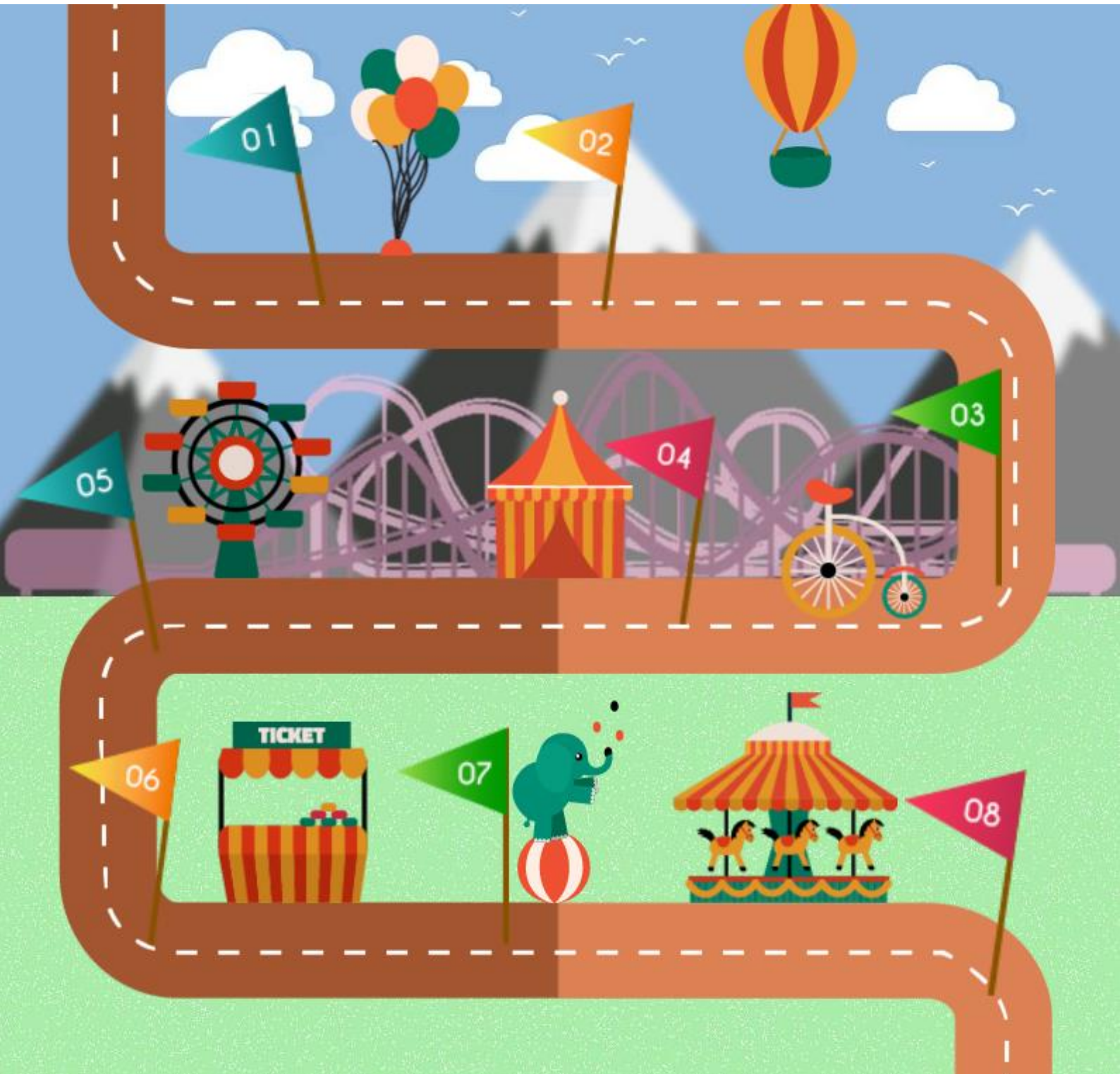


How to Recruit For Youth Members



How to Recruit For Youth Members



When looking at recruiting youth members, a certain amount of planning is required prior to the event. For successful recruitment to occur, we need to consider how we;

Show Scouts is Fun - Invite interested youth to a Scout event:

- Be sure to include the parents of the youth.
- Be sure that they can participate in the activity – no one wants to just “watch”, they want to “do”.
- The event should be a “taste” of Scouting and, initially, be limited to a few hours. Those that are very interested can attend another event that lasts longer if they are still interested but want a further “taste” .
- Showcase projects that the Scouts will be doing. e.g. balloon launches, crafts, rocket launches, skill demonstrations, Dutch oven cooking, etc.

Show You Exist - Promotion/Advertising:

- Post events/flyers at the community library
- Flyer/information brochure on community bulletin boards
- Promote your Group events in the local newspaper – be sure to include contact information for someone within your Group.
- Put an ad in the local newspapers promoting joining your Group. You could advertise a fun “joining” activity.
- If your Group has a web site, make sure that the contact information is up to date. Periodically update the other information on your web page to “keep it fresh”.

Bring a friend:

- Your current Scouts are one of the best possible resources to get new youth into the program. “Bring a Friend” – ask your youth to bring a friend to your meetings/activities:
 - ✓ This could be any meeting or
 - ✓ You could have a special “Bring a Friend” meeting.
- Provide your current youth with written material that they can give to their friends:
 - ✓ Bookmarks
 - ✓ Pocket size invitations
 - ✓ Business card size information



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Service Projects:

- When your Scouts are working on any community service project, make Scouting “visible”.
- If your unit has a trailer with your unit information on it, park it where people will see it while you work on your project.
- Display your Group flags where you are working.

Recruit through schools:

- Speak with school principals, guidance counsellors, and/or key administrators to see how Scouting can be promoted within the school.
- Flyers/information table at school registration or open days.
- When providing written materials (fliers, business cards, web sites, etc.) be sure that you provide a way for people to contact your Group.
- Don't just provide information about when/where you meet. People may want to contact you prior to attending. A contact name and phone number and/or e-mail address are very important.

Recruit through churches:

- See if you can get information into their church bulletin.
- Pay attend to churches that do not have a Scout Group affiliated with them.

Have a physical “presence” at community events:

- Community festivals, picnics, and parades (such as Regional Shows, ANZAC Day Parade etc.). Be sure to have a sign on your float or carry a sign promoting joining Scouting.
- Have a booth at the event.
- Pay attention to how both the leaders and the youth present themselves in public. A lot of times, image is everything,
 - ✓ Encourage them to wear their uniforms (rather than a t-shirt) and to wear the uniform properly (neat and tidy, etc.).
 - ✓ Everyone should behave in a “Scout-like” manner.
 - ✓ Friends and co-workers know you are a Scout or leader, even when you aren't wearing the uniform. Act accordingly (following the Scout Law in your daily lives).



How to Recruit For Youth Members



Growing your Group requires a sustained team effort. Use the following checklist regularly at Group Council to monitor and focus progress and effort.

First Impressions

- Up to date signage
- Good lighting
- No rubbish, weeds or graffiti
- News & info for parents and members
- Posters & photos of recent events
- trophies, pennants & honour boards
- badge progress charts

Welcome Kit

- Up to date
- Plenty of copies on hand
- Electronic version for email

Program

A GOOD program

- Developed with the Programming Toolkit
- Input from youth
- Creates leadership opportunities for Sixers, PLs, and the Unit Council
- mostly small teams, not whole Section
- educational, social and fun
- occasional major highlights

Conscious effort toward good relationships with

- Your neighbours
- Your feeder schools
- Local shops and businesses
- Local community and service organisations
- Your councillors and MPs
- Local media
- Your Scouting District

Relationships within the Group

- every individual matters
- everyone feels safe and welcome
- everyone is known by name
- siblings and parents feel welcome too

Communication

How do you communicate?

In writing:

- Term programs circulated
- Separate notices for major activities
- Members Directory
- Group newsletter

Internet

- Group website
- Reminders emailed
- Group newsletter emailed
- Social media (e.g. Facebook)

By phone:

- Phone tree established

Recognition

- All badges should be presented promptly
- Major awards presented with appropriate celebration

Promotion

Spread the word

- Stories sent to local newspaper

Your local feeder school

- Principal of local school knows your Group
- Occasionally mention in school newsletter
- Posters on noticeboards

Be visible in your community

- Signage to and on your hall
- Posters in shops

Recruiting

You never stop recruiting ...

- New Joey Scouts and Cub Scouts all the time
- You can never have too many Leaders
- Refresh the Group Committee each year

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