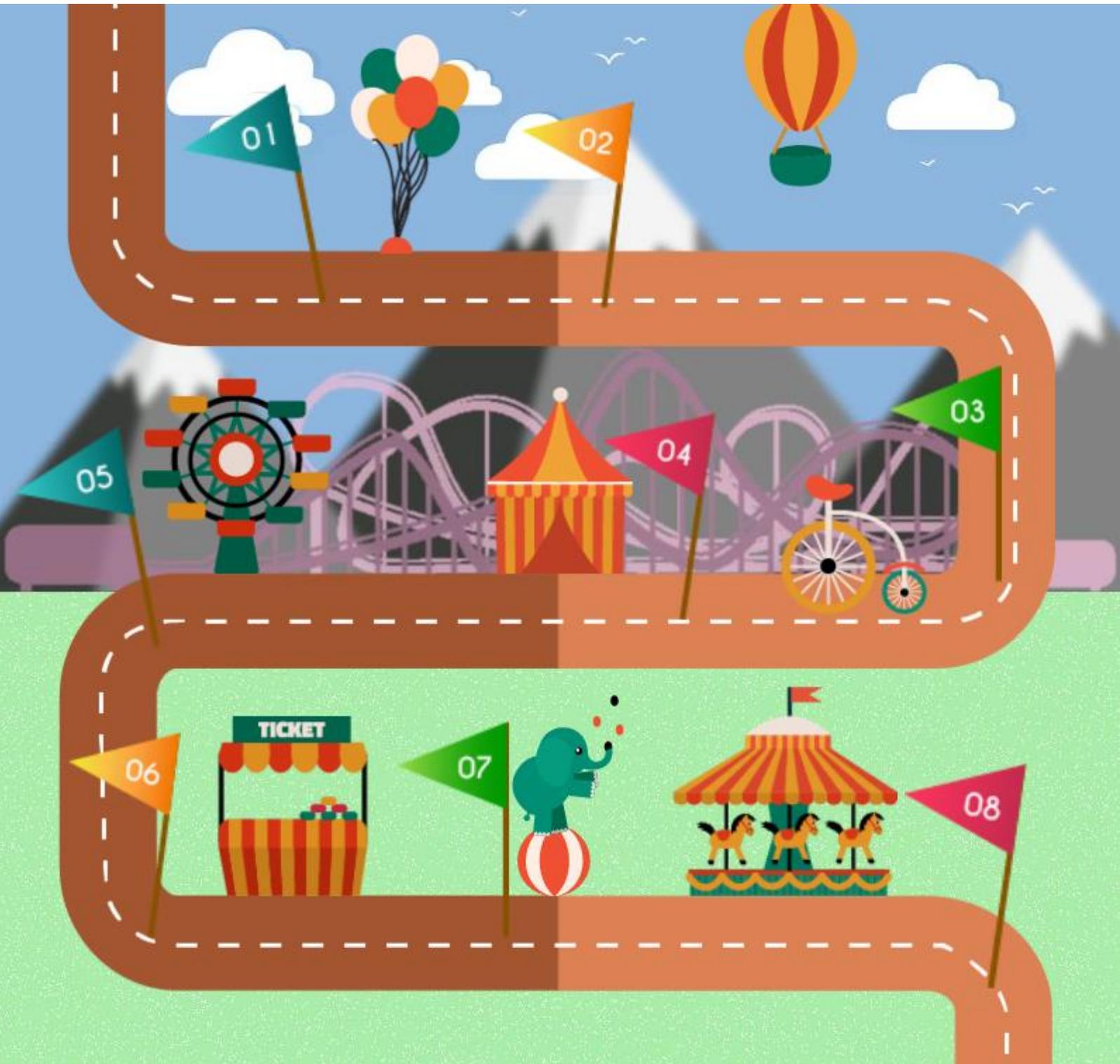


How to Recruit For Leaders



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When looking at recruiting Leaders, a certain amount of planning is required. For successful recruitment to occur, we need to consider how we;

Step 1: Define the role that needs to be done.

We need to look at the role that you want done in terms of the tasks, the time, the team and the help the new volunteer can expect.

It is important to think widely about what it is you need doing. Try to think in terms of the tasks that they will carry out rather than the name of the role.

1. What do you want done?

This process will help you to identify the realistic and achievable key tasks that the individual will do as part of their role, which may include;

- Assist the Group Leader in implementing the Group's development plan.
- Encourage inter-sectional Group activities
- Ensure that Risk Assessments are carried out on Group activities

2. Where and when do you want the role done?

- Where will the person work from, how much time will it take to get there, and on which days of the week will they need to be available?
- What level of commitment would you ideally like from the person who takes on this role?

Having the answers to these questions will allow you to look for people who have the necessary skills, time and transport.

3. With whom will the person be working?

This describes the team that is connected with the role and the wider group of people with which they will have contact.

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4. For whom will the person be responsible?

Will the position require the person to “manage” other people?

5. To whom will the person be responsible?

This describes who will agree their role description, and to whom they can go for help and support.

6. What help will the person get?

An adult will be more likely to accept your invitation to volunteer if they know they are not going to be on their own. More importantly you will need to ensure that the support they require is available.

7. What equipment and facilities are available?

The adult might want to know what resources they have available to do the role. This will include resources that are already available and can be passed on to them. You will also need to think of resources that are needed but missing – for example, publications that haven’t been passed on.

8. How much does it cost in terms of time and money?

It is important to think of costs for adults new to Scouting or to a role (e.g. uniform). Specifying the amount of time per week that an adult may be involved will help to reassure them.

It will allow them to honestly assess whether they have the time to commit to it, or whether another role would be more appropriate.

Remember in the long term you may need to be flexible - especially over the amount of time that can be offered.

9. For how long do you want the person to do the job?

People are more likely to volunteer if they can agree do a specific role for a specific amount of time, rather than making an open ended commitment.

Some roles are only needed for a short period and others will change over time, so think about the time and costs involved in induction and training.

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Step 2: Identify the skills and qualities needed

These can be grouped under the following headings:

- Personal qualities
- Functional qualities
- Personal values

Personal Qualities:

- Everyone has individual characteristics and personalities, which reflect their upbringing and life experiences.
- All or some of the following personal qualities may be desirable depending on the role in question:
 - Positive attitude, forward looking, keen, enthusiastic, a sense of humour. initiative, reliability, tolerance, honesty, a realistic approach, and works well with young & adults.

Functional qualities:

- This area looks at an adult's ability to do the tasks required. The following skills will be necessary for any role in Scouting:
 - Practical skills, organisational skills, team player, leadership qualities, empathy with appropriate age range, maturity, communication skills, ability to learn new skills

Personal values and faith:

- The following qualities will be important for people holding roles that require adults to become Members of The Scout Association, wear the uniform and make the Promise.
 - Duty to Self – trustworthy, self-confident, self-controlled and respecting.
 - Duty to Others – respect for others, working together to serve other people, improve society and show respect toward the natural world.
 - Duty to God – carrying into daily principles of a religious faith or belief; belonging to a religious body; accepting that there is a higher being.

Once you have identified the skills required, use the headings: Essential, Important and Useful to categorise them.

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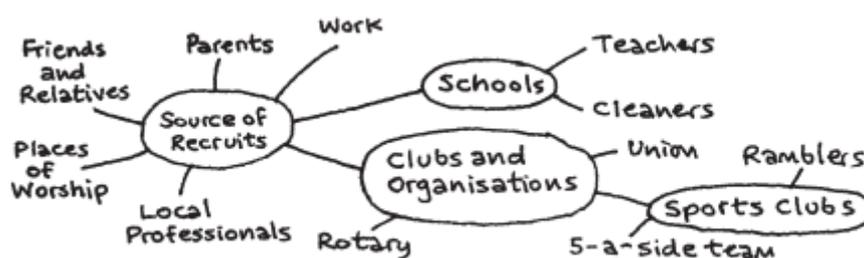


Step 3: Generate a list of who can do the job

- In Step 1 you identified what needs to be done and Step 2 helped you identify the skills required to do the job. You now need to find someone who has the skills to do that job well.
- The following are all ways of coming up with the list:
 - Mind mapping
 - Name generation evenings
 - Nominations
 - Using lists of people who have shown an interest at events/meetings
 - Parents and friends of the Group
 - Use names from previous recruitment exercises.

1. Mind mapping:

- Mind mapping is one way to find the group of people who could then help you to come up with your list of names.
- In this case, it is 'source of recruits'.
 - Branch out from there with sub-themes, for example 'clubs and organisations'.
 - Continue to branch out with themes, for example a 'sports club.'
 - And again, branch out from there, for example the local 'five-a-side football team', or 'swimming club'.
- An example of how to mind map for recruitment:



- Once you have your mind map of possible sources of recruits in the local area, contact someone from each of the organisations. Ask them to help you to create your list of possible recruits.

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2. Name generation evenings:

- These are events for a small group of people to meet and come up with a list of names of people who may be able to carry out the role you have identified.
- It is important the group of people you ask is large enough to come up with a lot of names, but not so large that the group cannot function effectively.

3. Before the meeting:

- Decide who would be the best person to run the actual evening. It will need someone who is good at working with a group of people.
- If they do accept your invitation to attend you should send a letter confirming the venue, time and date.
- You may also want to make a courtesy call a week before the event, to check they have the letter and that they are happy with the details.

4. During the meeting:

- You should do your best to start on time and thank those for attending and giving up their time to support the development and growth of Scouting.
- In your opening explanation: confirm the expected finish time, and stick to it, explain that the purpose of the evening is to produce a list of people who could be approached for a particular role in Scouting, hand out copies of the job description and list of skills and qualities you've written, and talk through them – remembering that your guests may not know anything about Scouting.

5. Compiling the list:

- You should allocate enough time at the end of the session (within the time limit you initially set) to gain information on the names provided – particularly how their skills and qualities match up with those listed.

6. After the meeting:

- Once you have an idea about the people on the list, you are ready to move onto Step 4: identifying the best choice.

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Step 4: Identifying the best choice:

- You should have now built up a job description (Step 1), a list of skills and qualities (Step 2) and a list of people that might have the skills and qualities needed (Step 3).
- Enter each name across the top of the chart you created in Step 2.

Skills & Qualities	Name John Smith	Name Mel Brown	Name Peter Piper	Name Willy Wonka
Essential				
Works well with adults and young children				
Realistic approach				
Honest				
Tolerant				
Reliable				
Shows initiative				
Good planner				
Willing to make promise				
Can set an example for others				
Important				
Enthusiastic				
Forward Looking				
Knowledge of risk assessment				
Flexible				
Knowledge of Scouting				
Useful				
Positive attitude				

- For each name, go through the list ticking off the skills and qualities that you think each person has.
- The short list could be considered with a smaller group of people, perhaps including members of the team in which they will be working.
- Put the people on the short list in order of preference, based on the skills and qualities identified. The person at the top of your list is your 'best choice.'
- Once you are clear on who the best choice is for this role, you will need to go on to step 5 – asking them to volunteer.

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Step 5: Asking someone to help you:

An important part of the asking process is who you choose to go and speak to the “best choice.”

- They will be able to help you ‘sell’ Scouting, the role, and the opportunities it offers in a really positive light.
- The person who is going to ask should be :
 - Outgoing, friendly, able to make people feel at ease, prepared to answer in depth questions about Scouting in your area, able to ‘sell’ the opportunity
- They will also need to know about the role that they are asking the person to take on and the support and training they will get if they agree.

Tips for the person who is doing the ‘asking’:

- Contact the best choice and arrange a meeting. Then follow these steps:
 - Explain your role in Scouting and that you would like to talk to them about how they could support Scouting.
 - You will need to make a good case so that they will agree to a meeting!
 - Don’t discuss the role you want them to do at this stage.
 - Agree a time, date and venue with them when neither of you will be disturbed.
 - Let them know how long you think the talk will last.
- While preparing for the interview, the venue should be informal and comfortable setting. You should take all the relevant information with you, such as role description and the list of skills and qualities.
- It will be more helpful, if you will break the meeting down into following categories;
 - What the role is
 - Why you want them to do it
 - The benefits – what’s in it for them!
 - The support they will receive
 - Asking them do it!

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Step 6 – Offer support and welcome them into Scouting:

- This step of welcoming them into Scouting, or 'induction', will be important in getting them to stay involved.
- You have now found somebody with the appropriate skills and qualities agree to take on a role that you have identified.
- Their line manager (e.g. GL or DC) needs to get in touch with them, so they can agree the job description and begin the appointment process.

Once you have successfully recruited, it is important to 'check-in' with them periodically to ensure the role is meeting their expectations and that they are getting the support they need.

The better the start to their appointment, the more satisfying the role (and longer they will stay with you).

References:

- <http://members.scouts.org.uk/recruitment>
- <http://members.scouts.org.uk/factsheets/BS320030.pdf>
- http://www.scouts.ca/js2g/resources/JSTG_Volunteer-Recruitment-Guide-Master.pdf



How to Recruit For Leaders



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

