



Unit Build

HOW TO RECRUIT





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RECRUITMENT PACK

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ABOUT THIS MANUAL

Your Group has an existing Unit however the recruitment of additional Joey Scouts and Joey Scout Leaders is a continuous process. Where do we find new Joeys and Leaders?

This Recruitment Pack will provide ideas and resources to effectively target new Joeys and Leaders from within your local community.

Good luck!





Finding Joey Scouts

Scout numbers fluctuate in all Sections and the Joey Scout Unit is no different. As a result, Groups need to continually focus on recruiting new Joeys at every opportunity.

Finding new Joeys is a whole of Group responsibility involving the Group Leader, the Group Committee, Leaders, parents and youth members, and setting recruitment targets as part of your normal planning processes will focus on this important activity.

Here are several ideas that may help your Group recruit new Joeys.

Promoting your Unit

A Joey Scout Unit needs to continually advertise the wonderful opportunities offered by Scouting and through promotional activities such as: -

- **Scout Hall Open Days**
- **“Bring a Friend” Nights.**
Your current Joey Scouts are your best advertisements for growing your Unit!
- **“Come and Try” Nights.**

Schedule a night where any potential Joey Scout and/or parents can come along to participate in a Unit night. Use community posters and letter box flyers to advertise this.



- **Having a Presence in the Community**

Participation in community activities such as parades or festivals where youth members can participate in uniform and promote the Group. Assisting other organisations during community events also provides an avenue for promotion. Anzac Day involvement is a good example.

- School visits and involvement through School newsletters and participation in school fetes.
- Scout Hall Signage.
- Involving the Unit in Group fundraising events.
- Regular newsletters and press releases to promote the Unit.
- But of course, the best promotion is being seen in public! Be “Out and About” having fun activities in your community.

Recruiting tools

Resources to support your recruitment strategy might include: -

- **Auction board artwork.**

Auction boards are often made available to community groups by local real estate agents who in return achieve recognition for their name being attached to a good community cause like your Joey Scout Unit.

- **Fact sheets and flyers.**

Fact sheets and flyers raise public awareness and provide valuable attention-grabbing information. Maximise any outcome by carefully planning the timing and distribution of fact sheets and flyers. For example, are we going to mailbox drop, leave fact sheets and flyers at schools or libraries? Which activity will maximise the reach to our target audience?

- **Promotional Posters.**

Promotional posters portray a positive image of Scouting and impact can be achieved through carefully selecting high profile display locations.

Local shop owners and businesses are typically happy to support Groups particularly where Groups support their business for camps etc. Many supermarkets have community noticeboards, and your local Library or Council Offices may have places for the display of community notices.

- **School newsletter artwork.**

Many of our youth members attend the local school. Reach out to Principals and Committees to discuss the benefits that Scouting brings to their community, how Scouting can complement their curriculum and arrange for contributions for inclusions in the school newsletter. Consider how Scouting can be of service to the



school.

- **Social media art.**

For use on your Group website page and Facebook site.

- **“Bring a Friend Night” Invitation.**

Our Joey Scouts are our best advertisement. Find out why they love Joey Scouts and which of their friends they would like to invite to share in the fun and adventure. Choose a date and lock it in your program.

Please read the instructions that accompany each resource to see how to use them, and to adapt them for your local use.

Contact marketing@scoutsvictoria.com.au if you need assistance with adapting auction board art to a different format or size.

Other opportunities: -

Leveraging Current Members

Parents and youth members understand the benefits that Scouting provides. Seek their enthusiasm and support to spread the word amongst family, friends and acquaintances to find new Joey Scouts and Leaders.

Group families can assist by: -

- Distributing flyers within your community and sharing the flyer with family, friends, and neighbours with Joey Scouts aged children.
- Asking their schools to distribute materials, put up posters, or get something in the school newsletter.
- Seeking permission from schools or households to use their front fence for an auction board campaign of between 6-8 weeks (about 2 months). The best sites are those on a busy road.

Your Group Webpage

A strong website is crucially important. Searching websites for information is a way of life and potential youth members and their parents will engage with the Scouting organisation via your website.

Parents need to be able to quickly find the information they are after.

The content on your website should be: -



- Informative, up-to-date, engaging, and compelling
- Create a positive and lasting image of Scouting
- Make it easy for them to take their interest to the next level.

An engaging website with a prominent link to your Unit will: -

- Provide information about the Joey Scout Section, its aims and objectives, the program, and the benefit of the program for their child.
- Provide links to specific pages in the Scouts Victoria website.
- Inform interested parents how to contact the Group by email or telephone.
- Encourage parent commitment to be involved with the Unit.
- Encourage parents to revisit your site.
- Keep Group families informed.
- Have photos of Joey Scouts involved in activities that are adventurous, fun, challenging and inclusive.
- Share good news stories.

Groups with an existing website and Groups about to establish their website should refer to the *Scouts Victoria Fact Sheet – A Digital Guide to Scouting Communication* for recommended online options and practices,
www.scoutsvictoria.com.au/media/1810/fact-sheet-digital-online-guide-for-groups.pdf

Answering Enquiries Promptly

Membership enquiries demonstrates interest in your Unit and Group with time taken to read your website with parents or guardians interested enough to take their enquiry to the next level.

Responding promptly to all enquiries is respectful and demonstrates your interest the becoming a member of your Group.

Good practice includes: -

- Acknowledge all emails within 24 hours.
- Send a follow-up email 24 hours later to ensure their initial query has been answered. This demonstrates that you value their initial enquiry and provides the opportunity to present your Group again.
- Email enquiries can also be shared with several members of the Group Council to ensure at least one member is available to respond to the enquiry.
- Have a list of membership enquiry questions typically asked and the responses. Example might include Group fees, meeting times and nights, age ranges etc.



- Keep a record of email enquiries or questions received including the type. Understanding the types of enquiries may identify areas where the Group needs to provide further information, clarify the information provided or include information that has been overlooked.

CHECKLIST 1

The Unit meeting times and contact details on the Group Hall sign are up to date.	
Processes have been established to respond to membership enquiries.	
A Unit promotional and recruitment program is a regular part of the Group's calendar.	
Processes are in place to review the type of questions/enquires received and to up-date the Group website if required.	
The Group website and Unit Build webpage is up-to-date and adheres to Scouts Victoria Digital Guide.	
All the important administrative tasks associated with registering a new youth member are up to date	
The Group has a sufficient supply of Group scarves, membership badges, and District and Region badges for all your enthusiastic new Joey Scouts!	
Does your Group include ongoing recruitment targets as part of your strategic planning?	

Finding New Leaders

How Can We Recruit New Leaders?

- **LeaderBuild**

LeaderBuild is a proven program to recruit new Leaders and the Group should invite all Group families to a Leaderbuild session with the focus of securing additional Joey Scout Leaders.

- **Current Venturer and Rovers**

Youth and adult members may respond to an invitation to become a Joey Scout Leader as part of their award scheme. Review the Group's records to identify current Venturer and Rovers who may be interested in taking on a Leadership role.

- **Past youth members**

Past members who are of leadership age might have an interest in leadership. Write highlighting the Group's achievements and openly enquire whether they



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have considered becoming a Leader. Remember to invite them to your LeaderBuild session.



Why might past youth members consider becoming a Joey Scout Leader?

- They have an affinity with your Group having been a youth member.
- They have a youthful sense of adventure, fun and involvement. Great attributes for a Joey Scout Leader.
- They will recall their own Scouting experiences, achievements, and activities as a youth member.
- They have an interest in “giving back” to their Scout Group.
- They have skills which complement the Joey Scout leadership team.
- They may have a child who is eligible to join the Unit.

Who else can you use as Interim Joey Scout Leaders?

- **Internal Leader transfer**

A Leader within the Group may have interest in transferring to the Joey Scout Unit. That Leader may require assistance from another trained leader of the Group, a Trainee Leader, a Parent Helper or Group Rostered Parent.



- **Internal Roster of Group Leaders**

A strong Joey Scout Unit is of benefit to the whole Group and any Group Section Leader with their Certificate of Proficiency can lead the Unit via a roster as an interim measure. This enables the Unit to continue to operate until new Joey Scout Leaders have achieved their Certificate of Adult Proficiency as well as providing Leaders with an insight as to how much fun is has in Joeys.

- **District Support**

Do not be afraid to call on your District Leader – Joey Scouts or experienced Joey Scout Leaders from your District to provide support however be mindful to provide sufficient notice and of their own Scouting commitments.

CHECKLIST 2

Future dates are set to run LeaderBuild sessions to assist with recruiting new Leaders.	
Venturer Scouts and Rovers, as well as past youth members have been invited to become Joey Scout Leaders and have been invited to the Group’s LeaderBuild session.	
All Group families have been invited to the Leaderbuild session.	
A Group roster of Adult Helpers and Parent Helpers is in place to assist the Leader-in-Charge.	

