



Unit Start

Part 2:

HOW TO RECRUIT



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RECRUITMENT PACK

- finding Joey Scouts
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ABOUT THIS MANUAL

Your Group has decided to launch a new Unit.

Where do we find our Joey Scouts?

Your Group might have a waiting list from past enquiries but most Groups will be starting from scratch.

Where do we find Leaders?

Thus Recruitment Pack will provide ideas and resources to effectively target new Joey Scouts and Leaders from within your local community.

Good luck!



Finding Joey Scouts

Recruiting tools

Here are some of the items we have produced to support you:

- Auction board artwork
- Fact sheet on Joey Scout
- Flyer on Joey Scouts
- Posters
- School newsletter artwork
- Social media art
- And there will be more. We will share them with you as they are created.
- Please read the instructions that accompany each item to see how to use them, and to adapt them for your local use.
- Please contact marketing@scoutsvictoria.com.au if you need assistance, for example with adapting auction board art to a different format or size.

There are other ways to spread the word about your new Joey Scout Unit.

YOUR CURRENT MEMBERS

Your current parents and youth members can help spread the word:

- Sharing the flyer with family, friends, and neighbors with young school-age children
- Asking their schools to let them distribute materials, put up posters, or get something in the school newsletter. It is difficult for a school to say No to parents who have a strong relationship with the school (eg on School Council, a regular volunteer at working bees). It's easy for a busy school to ignore the local Group Leader.
- Allowing the Group to use their front fence for 6-8 weeks (if they live on a busy road) for an auction board

YOUR GROUP WEBPAGE

Websites are important. They are searchable through Google and other search engines when a parent is looking for 'suburb + Scouts'.

The information on your website should be:

- informative, up-to-date, and compelling
- create a positive image of Scouting

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.

The fact sheet is available via this link

<https://scoutsvictoria.com.au/media/1810/fact-sheet-digital-online-guide-for-groups.pdf>

An engaging website with a prominent link to a webpage about your new Unit will:

- Provide information about the Joey Scout section, its aims and objectives, the program, and the benefits to youth
- Provide links to specific pages in the Scouts Victoria website.
- Inform interested parents how to contact the Group by email or telephone.
- Obtain parent commitment to be involved with the establishment of the Unit.
- Allow parents to revisit your site.
- Keep Group families informed.
- Display photos of your happy Group in action
- Share good news stories such as the level of public interest or prospective Joey Scout Leaders.

BY ANSWERING ENQUIRIES PROMPTLY

Some of the worst PR we do in Scouting is not responding promptly to enquiries from parents.

When you get your first community interest in your new Unit, a quick and positive response will encourage referrals to other families.

Many Groups use shared email addresses for communication with parents.

This allows all relevant Leaders (eg the Group Leader, Assistant Group Leader, Section Leaders) to see the email chains of these conversations and be aware of what is happening.

With a shared email address, when someone is away others can deal with enquiries.

Some ideas for good email practice:

- Answer all emails within 24 hours.
- Send a follow-up email 24 hours later asking whether their query had been satisfactorily addressed. This demonstrates that you value their initial enquiry and provides the opportunity to present your Group.
- Email enquiries should also be shared with two or three members of the Unit Start Committee to ensure at least one Committee member is available to respond.
- Establish a hierarchy to respond to emails. If the first Committee member is unavailable for a period, then the second or third Committee member will respond to the enquiry.
- Discuss with the Unit Start Committee the types of questions being received and the responses, for future reference.
- Keep statistics on the number of email enquiries or questions received including the type. Was the enquiry for example related to meeting nights, the cost of Scouting or the program? Understanding the types of enquiry may identify areas where the Unit Start Committee needs to provide further information, clarify the information provided or include information that has been overlooked.



CHECKLIST I

A Unit meeting time sticker has been ordered from Marketing & Communications for the Group hall sign.	
A Joey Scout Section flag has been ordered from the Scout Shop.	
The Group has a sufficient supply of Group scarves, membership badges, District and Region badges	
Procedures have been established to respond to public enquiries.	
Procedures have been established to review the type of questions/enquires received and to up-date the Group website.	
The Group website and Unit Start webpage is up-to-date and adheres to Scouts Victoria Digital Guide.	

Finding Leaders

WHO CAN YOU USE AS LEADERS?

- **Leaders transferring between your Sections**

You may have a qualified Leader in another section who wishes to lead the new Unit. That Leader would be designated the Leader in Charge and would require assistance from another trained leader of the Group, a Trainee Leader, a Parent Helper or Group Rostered Parent.

- **Roster of leaders within your Group**

Not having a qualified Joey Scout Leader should not be a reason not to establish a Unit. If a Group waits for qualified Joey Scouts Leaders before starting a Mob, there is a strong likelihood that the Unit won't start and, in the meantime, you may have missed opportunities.

As a Group Leader, your primary focus is to start the Unit at the earliest opportunity, and this can be achieved by utilizing leaders with a current Certificate of Adult Leadership. By creating a roster of Group leaders. With a roster of Group leaders in place, the Unit can operate until your own Joey Scout leaders have achieved their Certificate of Adult Leadership.

In need, call upon experienced Joey Scout Leaders from your District however you need to provide enough notice.

HOW CAN WE RECRUIT NEW LEADERS?

- **LeaderBuild**

LeaderBuild is a proven process to recruit new leaders and at a suitable time the Group should invite parents and all Group families to a Leaderbuild session with the focus of securing Joey Scout Leaders.

- **Past youth members**

Past youth members may respond favorably to an invitation to become a Joey Scout Leader because: -

- They have an affinity with your Group having been a youth member.
- Being youthful they have a sense of adventure, fun and involvement, great attributes for a Joey Scout Leader.
- They will recall their own Scouting memories, achievements, and activities as a youth member.
- They may have an interest in "giving back" to the Movement and your Group.
- They have skills which can be passed on to youth.
- They may have a child that is eligible to join the Unit.

Review the Group's records to identify past members who are of leadership age, send them a letter highlighting the latest development in their Scout Group and openly enquire whether they would consider becoming a leader. Don't forget invite them to Launch Day.

CHECKLIST 2

The Group has a roster of Certificate of Adult Leadership leaders to run the Unit.	
A Group roster of Adult Helpers and Parent Helpers is in place to assist the Leader-in-Charge.	
Activities and tasks that the youth members can contribute within their abilities have been identified and allocated.	
Once the Unit is running a date has been set to run a Leaderbuild session.	
All Group families and the new Joey Scout families have been invited to the Leaderbuild session.	
Past youth members have been invited to become Joey Scout Leaders.	



