

Recruiting Adult Volunteers Into Scouting Programs

1. Highlight the Value of Volunteering

- **Emphasize the Mission:** Share inspiring stories about how Scouting builds character and leadership in youth.
- **Showcase Impact:** Use testimonials from current leaders, parents, and alumni to demonstrate the difference leaders make.
- **Share Personal Growth Benefits:** Highlight the skills and experiences adult leaders gain, such as teamwork, leadership, and outdoor expertise.

2. Use Personal Invitations

- **Target Parents:** During Pack, Troop, or Crew meetings, personally invite parents to get involved. Many don't volunteer because they haven't been directly asked.
- **One-on-One Conversations:** Approach potential volunteers individually, expressing how their skills or interests can help the group.

3. Make It Easy to Join

- **Clearly Define Roles:** Break down leadership roles into smaller, manageable tasks to make them less intimidating.
- **Offer Training:** Provide accessible training and mentorship to help new leaders feel confident.
- **Flexible Commitments:** Allow for shared or co-leadership roles to reduce the time burden.

4. Tap into Existing Networks

- **Community Organizations:** Partner with service clubs, churches, or other groups whose members might share Scouting's values.
- **Local Events:** Set up recruitment booths at community fairs, schools, or other public gatherings.
- **Business Sponsorships:** Ask local businesses to encourage employee volunteerism with your Scouting group.

5. Promote Through Media

- **Social Media Campaigns:** Use platforms like Facebook, Instagram, and local community groups to showcase your Pack, Troop, or Crew in action and call for leaders.
- **Local News Outlets:** Publish articles, ads, or announcements in newspapers or on radio about the need for adult volunteers.
- **Flyers and Posters:** Distribute in schools, libraries, and community centers.

6. Create Fun and Engaging Opportunities

- Family Events: Invite potential leaders to family-friendly activities to see Scouting in action.
- Adult-Only Events: Host appreciation dinners, trivia nights, or other events to connect with prospective leaders.

7. Recognize and Reward Leaders

- Public Recognition: Acknowledge current leaders publicly to encourage others to step up.
- Leadership Awards: Offer certificates, patches, or other tokens of appreciation.

8. Leverage Youth Participation

- Encourage Youth to Recruit: Have Scouts ask their parents or relatives to get involved.
- Showcase Youth Benefits: Demonstrate how adult leadership enriches the experience for Scouts.

Here are detailed strategies for all eight areas to recruit more adult leaders in Scouting programs:

1. Defining and Simplifying Roles

- Create a Role List: Break down tasks into specific roles like treasurer, event coordinator, or fundraising chair. Use brief descriptions to explain the responsibilities.
- Micro-Volunteering Opportunities: Offer roles with minimal time commitments (e.g., managing one event or teaching a single skill).
- Use Visuals: Share a simple organizational chart to show how each role fits into the bigger picture.
- Job Sharing: Pair new volunteers with experienced leaders or allow co-leaders to share responsibilities.

2. Approaching Parents and Community Members

- Direct Asks: Avoid group-wide announcements. Instead, approach individuals with a specific ask like, "Would you be willing to organize the next campout?"
- Tap Into Skills: Identify talents in your group (e.g., a parent who enjoys cooking might help with camp meals).
- New Member Orientations: Use parent meetings to explain the importance of adult roles in Scouting.
- Follow Up: Send personalized emails or make phone calls to interested individuals.

3. Training and Mentorship Programs

- Provide Accessible Training: Offer online and in-person training sessions for new leaders. Use tools like the BSA's online learning center.
- Shadowing Programs: Pair new leaders with seasoned volunteers for on-the-job mentoring.
- Resource Kits: Prepare handbooks or guides for each role with step-by-step instructions.
- Regular Check-Ins: Hold monthly meetings for leaders to ask questions and share experiences.

4. Outreach and Partnerships

- Service Clubs: Collaborate with organizations like Rotary, Lions, or Kiwanis, where members might share Scouting's values.
- Faith Communities: Partner with churches or other places of worship to find leaders who are already active in youth programs.
- Schools and PTAs: Recruit teachers or PTA members who understand the value of youth development.
- Military/Veteran Groups: Veterans often align with Scouting's principles and may be willing to volunteer.

5. Using Media and Social Campaigns

- Social Media Spotlights: Post stories and pictures of leaders making a difference. End with a call to action like, “Join us as a leader!”
- Video Content: Create a short, engaging video featuring Scouts and leaders in action, emphasizing the need for adult help.
- Targeted Ads: Use Facebook or Instagram ads targeting local parents or community members interested in youth activities.
- Local Media Outreach: Pitch a story to newspapers or local radio stations about the positive impact of your Scouting unit and your need for leaders.

6. Creating Engaging Opportunities

- Bring-a-Friend Events: Host open houses, hikes, or family nights where potential leaders can see the program in action.
- Outdoor Experiences: Invite parents to join a campout or skills workshop to give them a taste of Scouting life.
- Leader Appreciation Events: Host casual social events for current leaders and invite potential ones to network.
- Leader-for-a-Day Trials: Let parents or community members step into a leader’s role during a specific activity.

7. Recognition and Retention

- Public Acknowledgment: Recognize leaders at meetings or award ceremonies. Use social media to highlight their contributions.
- Volunteer Perks: Provide leaders with small incentives, like free or discounted event participation.
- Annual Awards: Celebrate leaders with awards like “Leader of the Year” or “Outstanding Volunteer.”
- Personal Thanks: A handwritten thank-you note or verbal appreciation can go a long way.

8. Leveraging Youth Participation

- Youth-Led Recruitment: Encourage Scouts to ask their parents or friends’ parents to get involved.
- Demonstrate Growth: Showcase how Scouting builds skills like leadership, teamwork, and responsibility, which are only possible with adult support.
- Scout-Led Presentations: Have Scouts give short presentations at community meetings or parent gatherings, emphasizing their need for leaders.

Here are templates and examples for recruitment materials:

1. Recruitment Flyer for Adults

Front Side: Header: *"Be the Difference in a Scout's Journey!"*

Image: A group of Scouts enjoying a campfire or working on a project.

Body:

- *Scouting Needs You!*
- Join our team of dedicated volunteers and help shape the future of our youth. Whether you're an organizer, an outdoor enthusiast, or a team player, there's a role for you!
- Opportunities include:
 - Event Planning
 - Skill Instruction (outdoors, crafts, leadership)
 - Finance or Administration
 - And More!

Footer:

- Contact: [Your Name and Email/Phone]
- Learn More: [Website or Social Media Links]

Back Side:

- Benefits of Volunteering:
 - Make a direct impact on youth development.
 - Gain leadership and outdoor skills.
 - Build lifelong friendships.

Call to Action:

"Join Us Today—Your Skills Make the Difference!"

2. Social Media Post

Post Caption:

"Do you love working with youth? Want to make a difference in your community? Join our Scouting program as an adult leader! Flexible roles, training provided, and plenty of fun guaranteed. Contact us to learn more!"

Image/Graphic Idea:

- A collage of Scouts hiking, learning a skill, and having fun with the text overlay:
"Scouting Needs You! Become an Adult Leader Today!"

3. Outreach Script for Personal Conversations

Introduction:

"Hi [Name], I wanted to talk to you about something exciting. As you know, [Scouting Group Name] is doing some amazing work helping kids learn valuable skills and grow into leaders."

Why You're Asking Them Specifically:

"I've noticed you're great at [specific skill or trait], and I think you'd be an incredible asset to the program. We're looking for more adult volunteers to help support the Scouts."

Addressing Concerns:

- *Concern about time:* "You don't have to commit to everything. We have small, flexible roles you can choose from."
- *Concern about skills:* "We provide all the training you need, and you'll always have support from the rest of the team."

Close the Deal:

"Would you be open to learning more? Even helping with just one event could make a big difference."

4. Email Template for Recruitment

Subject Line: *"Join Us in Making a Difference with Scouting!"*

Body:

Dear [Recipient's Name],

I'm reaching out because [Scouting Group Name] is looking for enthusiastic adult volunteers to help guide our Scouts in their adventures. Whether you're skilled in [specific skills, e.g., hiking, finance, event planning], or just eager to lend a hand, we have a place for you!

With flexible roles, training, and a supportive team, you'll find this to be a rewarding experience. Together, we can shape the leaders of tomorrow.

To learn more or to sign up, please contact [Your Contact Info] or visit [Website/Social Media Links].

Thank you for considering this opportunity to make a lasting impact.

Sincerely,

[Your Name]

[Position in the Scouting Program]

5. Appreciation Card for Current Leaders

Front:

"Thanks for Your Leadership!"

Inside:

"Your dedication inspires both Scouts and fellow volunteers. Thank you for your time, effort, and heart. Together, we're building something extraordinary!"