

# JOY BUILD

## HOW TO RECRUIT



## **CONTENTS**

### RECRUITMENT PACK

- Finding Joey Scouts
- Finding New Leaders

## **ABOUT THIS MANUAL**

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

This 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

For any number of reasons Joey Scout numbers in your Unit will fluctuate and it's important that the Group continually focus on maintaining Joey Scout numbers. This is a whole of Group responsibility and should involve the Group Leader, the Group Committee, Leaders, parents and youth members. It is useful to set and track recruitment targets as part of your normal planning processes to provide focus on this important activity.

Here are a number of ideas that may help your Group recruit new Joey Scouts.

### Promoting your Unit

A Joey Scout Unit needs to continually advertise the wonderful opportunities Scouting can provide to youths aged 5 to 8 years. This can be done 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.
- 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

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

- **Auction Board Artwork** | Auction boards are often donated to community groups by local real estate agents who in return get positive 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 information. Carefully plan your 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? Think about where you are most likely to reach your target audience.
- **Promotional Posters** | Be creative about identifying possible places to display your posters. Approach local shop owners and businesses to see if they will allow you to display in their windows or public areas. Most supermarkets have community noticeboards and your local Library or Council Offices may have places to display community notices.
- **School Newsletter Artwork** | Approach your local school Principals and Committees to discuss the benefits that Scouting brings to their community, how Scouting can complement their curriculum and to request approval for contributions or inclusions in the school newsletters. Whilst you are there, don't forget to ask how Scouting can be of service to the school.
- **Social Media Art** | For use on your Group website pages and Facebook site.
- **Bring a Friend Night Invitation** | Have a chat with your Joey Scouts to find out why they love Joey Scouts, and which of their friends would like the opportunity to have as much fun. Choose a date and put 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.
- Please contact [marketing@scoutsvictoria.com.au](mailto:marketing@scoutsvictoria.com.au) if you need assistance, for example with adapting auction board art to a different format or size.

Here are other valuable ways to spread the word about your Joey Scout Unit:

## Leveraging Current Members

Parents and youth members understand the benefits that Scouting has provided them. Utilise their enthusiasm and support to help spread the word and find new Joey Scouts and Leaders. Ask Group families for their assistance by:

- Sharing the flyer with family, friends and neighbours 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. Many potential youth members and their parents use a Google Search as their first way to engage with the Scouting organisation in your community. Websites are searchable through Google and other search engines when a parent is looking for 'suburb + Scouts'.

The first view of your website needs to be both engaging and informative. The content on your website should be:

- Informative, up-to-date 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 a webpage about your 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.
- Encourage parent commitment to be involved with the Unit.
- Encourage parents to revisit your site (for example by providing up to date information on programs and events).
- Keep Group families informed.
- Display photos of your Joey Scouts involved in a program that is adventurous, fun, challenging and inclusive.
- Share good news stories such as the level of public interest or any prospective Joey Scout Leaders.

Groups with an existing website and Groups about to establish their website should refer to the Scouts Victoria Fact Sheet – A Guide to Digital Communication for recommended online options and practices.

The fact sheet is available through this link  
[www.scoutsvictoria.com.au/marketing-fact-sheets](http://www.scoutsvictoria.com.au/marketing-fact-sheets)

### By Answering Enquiries Promptly

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

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

Some ideas for good email practice include:

- 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 Group Council to ensure at least one Council member is available to respond.
- Have a list of the types of questions typically asked and the responses, for future reference.
- Keep statistics on the number of email enquiries or questions received including the type. Understanding the types of enquiry 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 is up-to-date.	
Procedures have been established to respond to public enquiries.	
A Unit promotional and recruitment program is a regular part of the Group's calendar.	
Procedures have been established to review the type of questions/enquires received and to up-date the Group website.	
The Group website and Unit Build webpage is up-to-date and adheres to Scouts Victoria Digital Guide.	
Ensuring that 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 process 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 Scouts and Rovers**

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

- **Past youth members**

Review the Group's records to identify past members who are of leadership age and send them a letter highlighting the Group's achievements and openly enquire whether they would consider becoming a Leader. Don't forget invite them to your LeaderBuild session.

- **Parent Helpers**

The use of the Parent Roster in the Joey Scout Section is essential; there are great benefits to be gained from incorporating parents, care givers, grandparents or a family representative - minimum age of 18 years, into the weekly Joey Scout meeting. Please refer to the Info Book for more details.



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.
- Leaders transferring between your Sections

You may have a qualified Leader in another Section who wishes to transfer to the Joey Scout Section. That Leader may require assistance from another trained leader of the Group, a Trainee Leader, a Parent Helper or Group Rostered Parent.

Who else can you use as Interim Joey Leaders?

- **Roster of Leaders within your Group**

As a Group Leader, your primary focus is to ensure that the Joey Scouts continue their Scouting experience and this can be achieved by utilising other Section Leaders with a current Certificate of Adult Leadership as an interim measure whilst the Group recruits sufficient Joey Scout Leaders. With a roster of the Group’s Leaders in place, the Unit can continue to operate until your new 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.

## CHECKLIST 2

Set future dates to run a Leaderbuild sessions, to assist with recruiting new Leaders.	
Current 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.	

