

**Recruitment checklist**

**Please see below ideas on how to get to know your parents and community, ask them to support and encourage them to get involved.**

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| 1. **Getting ready to recruit** |  |  |
| **Action** | **Why?** | **Who?** |
| Visit [Scout Association recruitment pages](https://www.scouts.org.uk/volunteers/growing-scouts/recruitment-toolkit/) |  |  |
| Put a parent rota in place | Get to know parents/  Experience scouting |  |
| Invite parents in to join activities regularly – at least once a term | Get to know parents/ Experience scouting |  |
| Frequently have a team member on the door to greet and get to know parents | Get to know parents  Build relationships |  |
| Set up FB pages for each section and use them to update on activities and achievements | Build relationships |  |
| Set up section What’s App groups for parents to aid communication | Build relationships |  |
| Keep all team members aware of recruitment needs | Spread the word |  |
| Promote success stories in local media | Increasing local awareness |  |
| Ensure a group presence at local community events | Increasing local awareness |  |
| Plan regular communication to parents re volunteering | Increasing awareness |  |
| Inform DLV | District support |  |
| Email [VDO](mailto:becky.eytle@berkshirescouts.org.uk) with vacancy details for volunteer adverts | Attracting those outside group |  |
| [Facebook Adverts](https://www.scouts.org.uk/volunteers/growing-scouts/ready-to-recruit/attract/) on Group/ section pages using adverts/ brand centre posters/ videos | Increasing awareness |  |
| [Facebook Adverts](https://www.scouts.org.uk/volunteers/growing-scouts/ready-to-recruit/attract/) on local community pages using adverts/ brand centre posters/ videos | Attracting those outside group |  |
| Flyers/ posters around local area | Attracting  those  outside  of group |  |
| Larger local businesses |  |
| Parish and town magazines |  |
| Local newspapers |  |
| If you have low YP numbers – contact [LDO](mailto:kelly.fricker@berkshirescouts.org.uk) to discuss schools approach. | Use waiting list and local demand to increase YP and volunteers. |  |
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| 1. **Making the ask** |  |  |
| Let families know, upon joining a section, that volunteering is encouraged and they are now joining scouts as well as their YP. | Increasing awareness |  |
| Ask new families to confirm volunteering commitment & complete [family survey](https://view.officeapps.live.com/op/view.aspx?src=https%3A%2F%2Fprod-umbraco-core.azurewebsites.net%2Fmedia%2F3241%2Fskills-survey.docx&wdOrigin=BROWSELINK) upon enrolment | Get to know parents |  |
| Ask new families to undertake the [4 week challenge](https://www.scouts.org.uk/volunteers/growing-scouts/recruitment-toolkit/four-week-challenge/) as part of joining process. | Get to know parents |  |
| [Family meeting](https://www.scouts.org.uk/volunteers/growing-scouts/ready-to-recruit/adult-talks/)/ [Webinar](https://www.scouts.org.uk/volunteers/growing-scouts/ready-to-recruit/adult-talks/family-information-webinars/) with an ask to: |  |  |
| 1. [Family survey](https://view.officeapps.live.com/op/view.aspx?src=https%3A%2F%2Fprod-umbraco-core.azurewebsites.net%2Fmedia%2F3241%2Fskills-survey.docx&wdOrigin=BROWSELINK) to current families then approach those with skill sets to take on tasks/ meetings OR | Get to know parents |  |
| 1. Plan an outline term – ask parents to join a team to help plan/ run a session of their choice OR 2. Ask all parents to take part in a 4 week challenge | Experience Scouting  Get to know parents/ experience scouting |  |
| Split up the leader role into tasks | Easier to commit |  |
| Identify who is best placed to make direct asks in team | Relationship |  |
| Plan ask – skills/ needs/ benefits | Knowledge of person |  |
| Directly approach parents- face to face, 121, to ask for help with a specific task. | Focus/ relationship |  |
| 1. **Welcome and Induction** |  |  |
| Respond to potential volunteers within 48 hrs. | Phone directly. Do not ask them to call you, email you. |  |
| Invite to section/ meet for chat within 2 weeks. | Introduce them to who they are meeting. |  |
| Invite for trial for 3-4 weeks | Let them know programme for these weeks and answer any queries. Be on hand for support. |  |
| Welcome | Introduce to YP, team and parents.  Provide Necker and access to programme. |  |
| Inform of the process for joining as a volunteer | New process coming in Jan 2023. |  |
| Induction | Use induction checklist & assign Buddy. |  |
| Flexibility | Be flexible around timing/ uniform/ tasks they take on. |  |
| Team building | Involve in team meetings/ communications/ socials. |  |
| Reviews | Put 6 month/ 12 month catchup in diary. |  |