



Scouts

South London

**Tip for
running a
adult recruitment
stand**

OUR AIM

What we want the public to do...

Know...

That scouting is modern, exciting, thriving and relevant to the young people and adults of all backgrounds in their community.

Feel...

Inspired that being part of scouting helps young people fulfil their potential and provides them with skills for life whilst contributing to their community.

Do...

Find out how they can be part of the adventure of scouting and to sign-up to become a volunteer!



Do & Don'ts

When promoting scouting on a recruitment stand

Do...

- be positive and smile
- approach the public and speak to them
- ask them a question like 'have you ever been in scouting?' or 'Do you know anything about scouting?'
- have 'peripheral shepherds' to guide people towards the stand
- remind the public we are the largest youth organisation in the world
- remind the public scouting is open to anyone whatever their background etc...
- remind the public we are open to boys and girls
- remind the public there is no upper age limit for volunteering
- collect 'intelligence' as to why they do not want to join
- suggest people they can rejoin scouting
- take contact details of those interested in joining and give them the relevant leaflets
- point out to people that we also need 'supporters, administrators and trustees' as well as leaders
- tell people scouting provides adult training, uniform and lots of support
- have a mixture of 'ages' running the stand
- have a uniformed dress code (but not Scout uniform)

Don't...

- be negative
- just stand there
- sit down
- stand chatting to the others helping to run the stand
- have your break or lunch whilst running the stand
- chew
- just hand out fliers
- wear Scout uniform
- just have one age range or all men or women running the stand
- approach people with the question 'Do you want to join?'

The key to running a recruitment stand is to collect names and contact details not to hand out fliers and leaflets - they just end up in the bin!

Remember these selling points of scouting for all potential volunteers:

- We are an international organisation with local opportunities to get involved
- All our roles are flexible: you can give us as much or as little as you want
- There are roles to suit most interests
- The professionalism of scouting: how it operates, the external recognition to its training, the support and resources available
- Its wealth of experience, history and tradition
- The good lifestyle it gives people: values, health and fitness etc.
- The sense of satisfaction gained through volunteering
- The opportunity to develop skills and learning something new
- Gaining more friends through being part of the scouting community
- Having international opportunities
- Enjoying themselves and having fun
- Get to input into the development of their child and other children
- CV enhancing opportunities
- Engaging and giving back to the local community
- Get to make a difference
- Scouting is open to all: we practice an equal opportunities policy
- Share their life experience with others
- Scouting is recognised by many employers
- Offer specialist skills to Scouting and to keep using skills that they may not get the chance to use on an everyday basis
- To benefit the young people in their own community

C.R.O.A.K.!

Working on a recruitment stand is very much a frog-kissing exercise – they all look the same and you don't know which ones are princes.

We can summarise with the following five stage process (CROAK):

Contact

Make eye contact, smile, say hello and use your opening line.

Reveal

Find out who you are talking to and introduce yourself

Offer

When you know they're interested in talking. Start a conversation about the opportunities and benefits of volunteering with Scouting

Action

Take their contact details and let them know you will be in touch very soon

Beware of brochure collectors, who take loads of paper that ends up in the bin when they get home!

Kiss goodbye

Stake their hand and end the conversation.

Think about developing a sign with the other members of the team on the stand so you can help each other when they want to end a conversation.

Remember: adults are the key young people are important too but without adults we cannot offer this great product we know as Scouting!

Good luck your hard work will pay off!



**South London Scouts
Development Service**

We have lots of tools and resources in the members area of our County website: www.southlondonscouts.org.uk

Or for further advice and support please contact Matt our County Development Officer:

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