

## 3.1 De veloping your Scout Fellowship



### Introduction

There are various factors that are critical to the success and expansion of a Scout Fellowship. These include increasing awareness, improving our image, recruiting new members and retaining enthusiastic people both among Scout Association Members and the general public. This section gives help and suggestions on five key and interlinked themes that you should consider:

#### 1. PROMOTING

Promoting your Scout Fellowship is about increasing awareness of who you are, what you do, when and where you meet and what you can offer to your target membership and those you can give support to. It also helps improve the appeal and image of the Scout Fellowship and assists with recruiting and retaining new members.

#### 2. RECRUITING

Recruiting new members is essential to the success of the Scout Fellowship – spreading the workload and enabling us to provide even greater active support.

#### 3. INDUCTION

An essential stage, making sure new members feel welcome, helping them settle in to the Scout Fellowship and ensuring they understand their role.

#### 4. RETENTION

Once you have got these new members – how do you keep them?!

#### 5. BUILDING ON SUCCESS

We can all learn from other Scout Fellowships, and in this section we have collected together some suggestions of good practice, which will help you develop your own Scout Fellowship.

This section also suggests where else you might get help from. Discuss the ideas at your next meeting and work out an 'Action Plan' to develop your Scout Fellowship.