

3.5 Induction and retention



Welcoming a new member

The first impressions of a Scout Fellowship are key to encouraging a visitor to stay and become a fully fledged member. The first hurdle has been passed – a potential new member has come through the door.

Now is the chance to make them feel welcome and ensure they come back for a second visit. To do this you need to:

- create a friendly environment/atmosphere
- make them feel comfortable
- introduce existing members and consider using a “buddy”
- pass on and explain the contents of a welcome pack
- ask for feedback and collect their completed questionnaire
- tell them about the next meeting – what, where, when, who to contact
- ensure that someone contacts the new member nearer to the date of the next meeting, offers a lift and reminds them of the details
- ensure that they join in, organise an event fairly quickly and have tasks to complete and report back on

A welcome pack could include:

- aims of the Scout Fellowship
- membership contact list
- diary of the programme
- frequently asked questions and answers
- new member’s questionnaire
- joining procedures
- details of subscriptions

The questionnaire for a new member could include:

- name, address, telephone (fax), e-mail
- job title and employer
- past Scout Association experience and links
- interests, hobbies, pastimes
- name, address and telephone of the person to pass the completed questionnaire to

For an example, see factsheet 'Promotion and Recruitment Examples'

For further ideas try the following other resources:

- The Venture Scout resource – 'Getting Started'
- Adult Support resources – 'Supporting Adults When They Are New'
– 'Supporting Adults - A Toolkit for Scout Groups'

Retaining members

The key concern now is to ensure that the new member comes back for repeat visits, becomes actively involved and a key member of the Scout Fellowship team.

In addition to the actions for welcoming new members, the Scout Fellowship could consider:

- keeping and regularly updating member records
- regular communication to/between members (telephone, newsletter, letters, e-mails, diary)
- creating positions of responsibility
- regularly reviewing the programme to ensure it is interesting
- organising special activities such as a particular sport, an expedition, party, meals, competitions
- regularly re-assess what the members want to do, have time to do and have experience/knowledge/qualifications to do
- use people, make them feel wanted and valued – more people leave an organisation through lack of anything to do, than anything else.

Remember to do the Scout Fellowship Healthchecks on a regular basis.