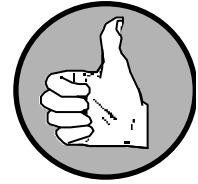


3.7 Healthcheck - Developing your Scout Fellowship:



Promoting

Read the following questions carefully and discuss the answers with your Executive Committee or your membership. Answer the questions as truthfully as possible and tick the appropriate box.

MANDATORY ISSUES	BEST PRACTICE				DANGER ZONE							
1 For how many of the following tasks do you have someone responsible? <input type="checkbox"/> Promotion <input type="checkbox"/> Public relations <input type="checkbox"/> Publicity <input type="checkbox"/> Links/liason with Scout sections	4	3	2		1		0					
2 How many of the following examples of promotional material do your Scout Fellowship use? <input type="checkbox"/> Brochures <input type="checkbox"/> Leaflets <input type="checkbox"/> Display boards <input type="checkbox"/> Web site <input type="checkbox"/> Newsletters <input type="checkbox"/> Letters to potential members <input type="checkbox"/> Programme news	6+	5	4	3		2	1	0				
3 How many of the following methods have you used to enhance the image of your Scout Fellowship in your local area in the last 12 months? <input type="checkbox"/> Newspaper articles <input type="checkbox"/> Television appearance <input type="checkbox"/> Radio mentions <input type="checkbox"/> Community projects <input type="checkbox"/> Community events <input type="checkbox"/> Scouting events <input type="checkbox"/> Newsletters <input type="checkbox"/> Internet (websites and e-mail) <input type="checkbox"/> Programme news <input type="checkbox"/> AGM	10	9	8	7	6	5	4		3	2	1	0

4	For how many of the following groups do you use your contacts? <input type="checkbox"/> Local newspapers <input type="checkbox"/> Local radio <input type="checkbox"/> Local television <input type="checkbox"/> Libraries <input type="checkbox"/> Schools and colleges	5	4	3	2	1	0	
5	How often have you sent press releases to the local media in the last 12 months?	6 or more	5	4	3	2	1	0
6	What sort of image does your Scout Fellowship have with others in Scouting (e.g.VS,District, Scouters,etc.)?	An excellent one		A good one		Not so good	Very poor	
7	When did you last have an articles or picture about your Scout Fellowship in the local paper?	In last 2 months	3-4 months ago	5-12 months ago		Over a year ago	No idea!	
8	How many of the following events did you actively participate in during the last 12 months? <input type="checkbox"/> Group/District executive meetings <input type="checkbox"/> Group/District AGMs <input type="checkbox"/> Unit/District Venture Scout meetings/AGMs <input type="checkbox"/> Unit/Group/District events and competitions	4	3		2	1	0	DANGER ZONE

Get Some Help...with promoting

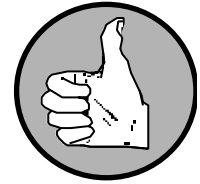
The Quick Fix!

- Ensure that you have someone responsible for promotion, public relations,publicity and/or liaison.
- Promote and/or advertise your Scout Fellowship locally – local newspapers,leafleting,radio,TV
- Set up your web site and link to other Scouting/non-Scouting websites
- Distribute your programme/diary/newsletter more widely
- Organise a set piece (slides,video, display) which can be taken to all Unit/Group/District meetings/AGMs
- Regularly distribute up-to-date information (newsletters,posters, displays) for public places (schools,colleges, libraries, leisure centres, town halls, work places)
- Direct communication (face-to-face, mail, e-mail,leaflet drop) with individuals
- Start a newsletter and publish on a regular basis
- Get into your local newspaper with photographs and a great story
- Make a video
- Help with group activities
- Help at a high profile public event

Resources that can help

- Venture Scouts – Getting noticed
- Examples of press releases
- Venture Scouts – Things can only get better
- The Resources section of the Scout Fellowship file

Recruiting



Read the following questions carefully and discuss the answers with your Executive Committee or your membership. Answer the questions as truthfully as possible and tick the appropriate box.

TITLE	BEST PRACTICE	DANGER ZONE
1 Do you have someone responsible for recruitment?	Yes	No
2 How many of the following sources have you obtained new members in the last 12 months? <input type="checkbox"/> Venture Scouts <input type="checkbox"/> Ranger Guides <input type="checkbox"/> Leaders who retire <input type="checkbox"/> Leaders who retire due to lack of time <input type="checkbox"/> Former members <input type="checkbox"/> Scouters and Commissioners <input type="checkbox"/> Group and District administrators <input type="checkbox"/> Non-Scouts – Work <input type="checkbox"/> Non-Scouts – Friends and families	9 8 7 6 5 4	3 2 1 0
3 How many members have joined your Scout Fellowship over the last 12 months?	6 or more 5 4 3	2 1 0
4 How often do you have contact with each Unit in your area?	Regularly Quite often	Occasionally Never
5 Do you know the names of and have you spoken to all the 18 and 19 year olds currently in your feeder Units?	Yes Some of them Not really	There aren't any No
6 For how many of the following groups do you hold and maintain contact lists as potential members? <input type="checkbox"/> Venture Scouts <input type="checkbox"/> Parents of BS,CS, S,VS <input type="checkbox"/> Leaders who have retired <input type="checkbox"/> Former members <input type="checkbox"/> Scouters and Commissioners <input type="checkbox"/> Group and District Administrators	6 5 4 3	2 1 0

	Regularly	Quite often			Occasionally		Never
7 How often do you invite potential members to your programme meetings?							
8 How many of the following recruitment tools and methods have you employed in the last 12 months? <input type="checkbox"/> Invitation (post,e-mail,spoken,etc.) <input type="checkbox"/> Birthday cards <input type="checkbox"/> Recruitment event <input type="checkbox"/> Newsletter <input type="checkbox"/> AGM <input type="checkbox"/> Promotional tools	6	5	4	3	2	1	0
9 How many of the following opportunities do you promote? <input type="checkbox"/> Duke of Edinburgh's Award for the under 25s <input type="checkbox"/> Activity training courses (Scout and non-Scout) <input type="checkbox"/> Leadership opportunities <input type="checkbox"/> Social events <input type="checkbox"/> Utilising a members skills	5	4	3	2	1	0	
DANGER ZONE							

How Did You Score?

If you have;

2 or less ticks in the Danger Zone

Congratulations, your Scout Fellowship is running well, just focus on the areas where you didn't do so well.

3 - 4 ticks in the Danger Zone

Not too bad, but some things to watch here. Check out 'Where to Get Help' for some help and advice on what to do.

4 – 5 ticks in the Danger Zone

Quite a long way from 'Best Practice'. Start working on a development plan now, focusing on those Recommended Issues.

6-7 ticks in the Danger Zone

Some serious problems here if you really want to provide Active Support to Scouting. Go through the list again to highlight the areas you think are critical and work on these over the next twelve months.

8+ ticks in the Danger Zone

Are you sure you read the instructions? If you've seriously got more than 8 ticks in the danger zone then it's time to really question what you're doing.

Remember : Every Scout Fellowship is different, and as your membership changes, so will the results of your healthcheck.

Get Some Help...with recruiting

The Quick Fix!

- Identify your target market (what type of groups could you recruit and where do they meet – VS, school/college, leisure activities, work) and target individuals
- Distribute your programme/diary/newsletter more widely
- Organise a set piece (slides, video, display) which can be taken to all Unit/Group/District meetings/AGMs
- Regularly distribute up-to-date information (newsletters, posters, displays) for public places (schools, colleges, libraries, leisure centres, town halls, work places)
- Direct communication (face-to-face, e-mail, leaflet drop, birthday cards, invitations, letters) with individuals
- Explanation (face-to-face, mail leaflet/letter, e-mail) of what happens next when VS leave VSs
- Prepare a FAQ sheet (what is the Scout Fellowship, what does it cost, do I wear a uniform, what will I be doing, where does the Scout Fellowship fit into Scouting, etc.)
- Get all the names of 17+ Venture Scouts/Ranger Guides
- Regularly invite them to activities
- Promote to friends and work colleagues
- Increase promotion
- Help VSs/RGs with their awards
- Have a joint activity with the older VSs/RGs

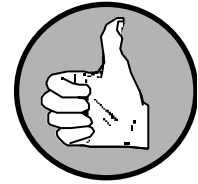
Resources that can help

- Venture Scouts – 'Things can only get better'
- The 'Resource' section in the Scout Fellowship file
- Recruiting Adults - A practical guide
- Venture Scouts – 'Getting Noticed'

People who can help

- Section contacts
- Line manager contacts

Induction



TITLE	BEST PRACTICE		DANGER ZONE								
1 Do you really make new members feel welcome in the first few weeks and months?	Very welcoming	Sort of welcoming	Not really	Not at all							
2 Which of the following tools do you employ with new members? <input type="checkbox"/> Welcome pack <input type="checkbox"/> Joining procedure + FAQ <input type="checkbox"/> New member questionnaire <input type="checkbox"/> Introductions <input type="checkbox"/> Member list <input type="checkbox"/> Programme/diary <input type="checkbox"/> Buddy <input type="checkbox"/> Involvement in activities <input type="checkbox"/> Tasks/What will I be doing?	9	8	7	6	5	4	3	2	1	0	DANGER ZONE

Get Some Help...with induction

The Quick Fix!

- Ensure new members meet existing members
- Create your own welcome pack (what happens, what is the joining procedure, what are the options, what will I do/be doing, FAQ sheet, members, etc.)
- Prepare a FAQ sheet (what is the Scout Fellowship, what does it cost, do I wear a uniform, what will I be doing, where does the Scout Fellowship fit into Scouting, etc.)
- Distribute job descriptions
- Explain and distribute a questionnaire to new members
- Re-check your programme. Is it good and would new members want to stay?
- Ensure new members have a "buddy".

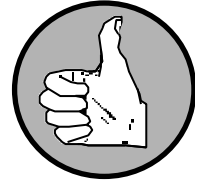
Resources that can help

- Venture Scouts – 'Things can only get better'
- Example of a new member questionnaire

People who can help

- Section contacts
- Line manager contacts
- ADC (SF)

Retention



TITLE	BEST PRACTICE					DANGER ZONE			
1 For how many of the following tasks do you have someone responsible? <input type="checkbox"/> Member records <input type="checkbox"/> Member communications <input type="checkbox"/> Programme manager <input type="checkbox"/> Links/liaison with Scout sections <input type="checkbox"/> Secretary <input type="checkbox"/> Treasurer <input type="checkbox"/> Fundraising <input type="checkbox"/> Activity specialists	8	7	6	5	4	3	2	1	0
2 Did you retain the new members who visited your Scout Fellowship in the last 12 months?	All		Most			Some		None	
3 Do you have an active programme	Yes					No			
4 How many of the following events did you incorporate into your programme in the last 12 months? <input type="checkbox"/> Expedition <input type="checkbox"/> Party <input type="checkbox"/> Meals <input type="checkbox"/> New activity <input type="checkbox"/> Competition	5	4	3			2	1	0	
5 What percentage of your members turns up for your regular meetings?	100%		75%			50%	25%	0	
6 Over the last 6 months, what percentage of your members have been involved in organising events and regular meetings?	100%		75%			50%	25%	0	
7 How far ahead is your diary planned?	12 months	6 months	4 months	3 months		2 months	1 month	Less	
8 Does your diary always go to plan?	Always		Usually			Occasionally		Never	
9 Do you regularly re-assess what your members want to do, have time to do and/or have experience/knowledge/qualifications to do?	Regularly		Occasionally			Sometimes		None	

10 Do you have good communications?	Yes	No				
11 How many of the following good communications tools do you employ?						
<input type="checkbox"/> Communications officer						
<input type="checkbox"/> Programme officer						
<input type="checkbox"/> Telephone tree/e-mails						
<input type="checkbox"/> Newsletter/diary	4	3	2	1	0	
				DANGER ZONE		

Get Some Help...with retention

The Quick Fix!

- Recheck your programme – is it good and would new members want to stay
- Ensure new members meet existing members
- Ensure there is an active programme
- Ensure there is good communication of new members and programme/diary
- Distribute job descriptions
- Distribute “How to.....” leaflets (fundraise, help a section, organise a night hike, etc.)

Resources that can help

- Venture Scouts – ‘Things can only get better’
- ‘Programme Ideas’ section in this file
- Example of a telephone tree system

People who can help

- Section contacts
- Line manager contacts

Action Plan

Once you have completed any section, evaluate the needs of your Scout Fellowship. If you have needs in that area, agree your goals/objectives and come up with an action plan to achieve them. Set target dates for completion and evaluate the results. You need to consider what do we need to do, what are we going to do about it, who is going to do it and when are we going to do it.

What we are going to do	Who is doing it	Date to complete	What next
PROMOTION	-----	-----	-----
1			
2			
3			
4			
5			
RECRUITMENT	-----	-----	-----
1			
2			
3			
4			
5			
INDUCTION	-----	-----	-----
1			
2			
3			
4			
5			
RETENTION	-----	-----	-----
1			
2			
3			
4			
5			