

# Introduction to active recruitment

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Many of us in Scouting could do with extra adult help, whether it is at Section, Group, District or County level. This resource is about finding the adults that you need now, and planning to recruit the adults you'll need in the future – known as succession planning. This means, for example, that when your Cub Scout Leader decides they want to take on a different role in Scouting, there isn't a crisis as to who should replace them.

## Recruitment of adult volunteers

This book also helps you to target the right people for the right job, which will mean they are more likely to stay in the job longer.

## The wider picture

There is currently a lot happening at a national level in the drive for recruiting both young people and adults. For example, the Mobile Display Unit – a 15 metre trailer with a fold out stand, used at public events to promote Scouting - is a high profile venture for recruiting those not already involved in The Scout Association. One of the roles of the corporate website ([www.scouts.org.uk](http://www.scouts.org.uk)), is to tell people who are not involved in Scouting what we're all about and how to join us.

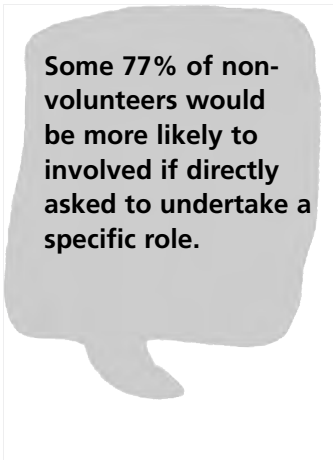
## Know what you want!

Research by the Institute For Volunteering shows that 77% of non-volunteers questioned would be more likely to get involved if they were directly asked to undertake a specific role. Deciding what needs doing and asking someone to help with these tasks is likely to be far more effective than placing a general advert for help in the local newspaper.

Recruitment involves many tasks and you are more likely to succeed if you work at it with other people. You could also organise search groups for appointments such as a DC or a GSL; nominations from all those involved in Scouting in the local area could be invited for these roles.

## An integrated approach

Remember that recruitment does not take place in isolation. Newly recruited adults will become a part of existing teams, so it is a good idea to take account of the skills that the team already has and more importantly those it lacks.



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Ideally, the adult you are looking for will have skills that complement the others in the team. It also pays to think about how you can help the others get used to having a new team member to work with.

Having the help that is needed can save time, so if you invest time in recruitment now, you can save time later. Take the time to think about what it is you want doing and the type of person you want, this is the first step toward getting the help that you have been waiting for.

### **The Six Step Approach to Recruitment – an overview**

The Scout Association has a model for recruitment called the Six Step Approach. It is important to remember that this is not the only way - you may have seen other models used that have proved a great success.

However, the 'Six Steps' model is one that is simple to use. Research and experience have shown us that it works well when each step is followed through properly. Take a look at the case study – *Six Steps to Success* – for an example of how this has worked in practice.

The model is based on well-known recruitment methods and variations of the principles are used in recruitment all over the world. It is based on the organisational technique of breaking down a big task into smaller steps.

The model follows a sequence. It is vital to use all the steps and not move on to the next step until the previous one has been fully completed.

The steps are as follows:

#### **Step 1 – Define the job that needs to be done**

This means working out exactly what it is you need to be done and what tasks need carrying out rather than what role you want to fill.

#### **Step 2 – Identify the skills and qualities needed**

What skills and qualities would the ideal person for the job have; what sort of person are you looking for to carry out the tasks you've identified?

#### **Step 3 – Generate a list of who can do the job**

Identify individuals who might be able to do the tasks you've identified and have the skills and qualities for which you are looking.

#### **Step 4 – Target the best choice**

Select from the list who best fits the description of your ideal person.

#### **Step 5 – Ask someone to help you**

Decide who will ask them, how, and then do it!

#### **Step 6 - offer support and welcome them into Scouting**

Use the induction process to welcome them and make them feel part of Scouting by outlining the training and support available to them.