



Adult Leader Recruitment

Unit Success Courses



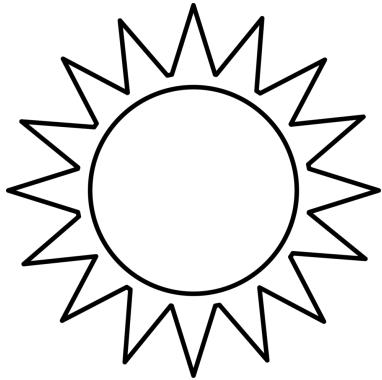
Unit Success

Annual Planning

Youth and Adult Recruitment

Crossover

Summer



Fall



Winter



Who would like more adult
leaders in their unit?



Many Reasons to have more Adult Leaders

Share the workload

Two-deep coverage for activities

Development and succession planning

Grow the hive mind

More adults = better adult interaction (1 of the Methods of Scouting)

Make memories

What are the obstacles to recruitment?



Many Reasons to NOT ask for help

Additional time required to recruit and train new adult leaders

Fear/anxiety of rejection

Don't know how to ask

Don't know who to ask

Don't know what to ask them to do

What have you tried?

Has anything worked?



How do we recruit more adults?

Adult Leader Recruitment Principles

Culture of Contributing

Principle 1 Set the expectation EARLY (new parent orientation) and often (committee meetings, courts of honor, Blue and Gold, etc.) that EVERY family is expected to contribute as adult leaders. It takes a village to raise a child and scout units are villages run by volunteers. We do it TOGETHER.

Principle 2 Make a succession plan. Tell every adult leader you recruit and train that their final task will be recruiting and training someone to take their place BEFORE they leave.

Correct Candidates

Principle 3 PEOPLE WANT TO BE ASKED. It makes them feel special, seen, wanted, and included to get an invitation to join a committee or take on a position. If you tell a scout parent you need their help, they will at least have the conversation with you. Remember, these are scout families with scout values. It's in their DNA.

Principle 4 Ask everyone. This is another HUGE point. We should ASK EVERYONE TO JOIN THE COMMITTEE. If we restrict our pool of candidates to only those that show up or step up, we are severely limiting ourselves. Having a scout in BSA should come with the implicit agreement that parents will volunteer time to support the program.

Principle 5 Pre-screen your candidates. When there is a position to fill, consider the occupation, scouting experience, availability of each candidate and ASK AROUND TO GET AN IDEA OF THEIR SUITABILITY FOR THE POSITION. If you are asking everyone to help, having knowledge about candidates will help you to suggest positions that align to their skills and interests and, therefore, increase your probability of successfully recruiting them.

Perfect Pitch

Principle 6 Start small. If the first request is imminently achievable and simple, you are more likely to get an affirmative response. From there, it is possible to build and request more complicated and more involved responsibilities. Plus, this will give you a chance to learn your new recruits strengths and challenges.

Principle 7 Be clear on mission and expectations. A recruitment pitch is actually not that hard if you can clearly explain: 1) what the role means to the mission of scouting; 2) what the time commitment is; 3) what the responsibilities are; 4) what the resources / processes are; and, 5) how the training / ongoing support will work. It is critical to BE HONEST ABOUT HOW MUCH WORK IT REALLY IS. Also, it is much less intimidating to join a team than to be the lone person or the person in charge. Splitting some jobs up into a committee may be a way to get more volunteers. Not only will this increase our success rate, but it will help us to build a pipeline to train and develop committee chairs.

Principle 8 Ask individually. Blast emails and putting a request out to a large group almost never works. People are busy, distracted, and get hundreds of messages every day. But do you know what's unique and special? ASK FOR A VOICE, VIDEO, OR IN-PERSON CONVERSATION. Plus, it is a lot harder to say 'no' when someone is being asked directly.

Principle 9 Be excited. We all do this because we love it. It is important to successful recruiting that our enthusiasm and love for the work come across. ENERGY AND CHARISMA ARE MAGNETIC and make people want to be a part of it.

Execute EDGE

Principle 10 Let them know you are with them for the long haul. The biggest reasons people say no are: 1) not enough time; and, 2) not knowing how to do the job. If you can CLEARLY ARTICULATE HOW YOU WILL TEACH THEM to do the job and how you will BE AVAILABLE TO HELP THEM, it goes a long way to assuaging #2. We have all been there before, so conveying your own story of how we learned to do the job will help. And don't forget to plug BALOO, IOLS, Wood Badge and other training opportunities!

The Four Elements of Adult Leader Recruitment

Culture of Contributing

Correct Candidates

Perfect Pitches

Execute EDGE



Culture of Contributing

- Every family contributes an adult leader
- Every adult leader recruits and trains replacement

Emphasize these culture elements at:

- Recruitment
- New parent orientation
- Committee meetings
- While inviting to volunteer
- Courts of Honor / Blue and Gold
- Personal interactions



Correct Candidates

- People want to be asked
- Ask everyone
- Pre-screen your candidates

Seriously, ASK EVERYONE!!



Turn these into Google forms and have parents fill them out at new parent orientation - more candidate information will help you recruit

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Perfect Pitch

- Start Small
- Be clear on mission and expectations
- Ask individually



Mission and Expectations

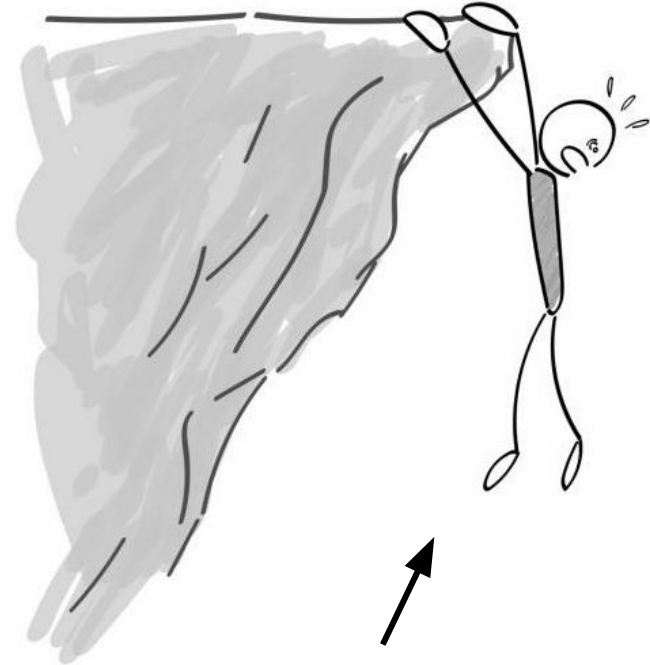
- what the role means to the mission of scouting
- what the time commitment is
- what the responsibilities are
- what the resources / processes are
- how the training / ongoing support will work

Execute EDGE

- Tell them you will teach them...

THEN DO IT!

- **E**xplain
- **D**emonstrate
- **G**uide
- **E**nable



Don't leave them
hanging on an
edge like this

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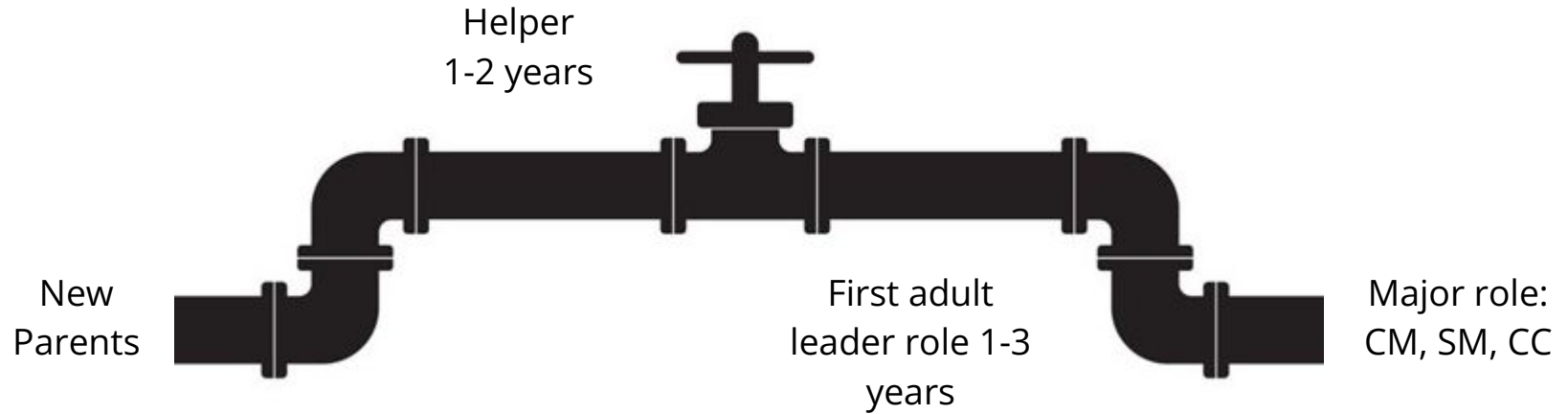
Execute EDGE



How do you organize
your new leaders to
ensure success?



Development Pipeline



Scouting Operations - 6 Core Functions

Program

Advancement and Awards

Training

Membership

Communications

Finances

Program

Cub Scouts

Cubmaster - A

Assistant Cubmaster - I

Den Leader - B

Assistant Den Leader - B

Cook/bring treats - B

Scouts BSA

Scoutmaster - A

Assistant Scoutmaster (ASM) - I

Patrol ASM - I

New Scout ASM - I

Both

Activity Chair - I

Activity Committee - B

Summer Camp Coordinator - I

Unit Chaplain - I

Adult Quartermaster - I

Signup creator - B

Equipment Transport (trailer) - B

Scout Transport - B

Fire Wood - B

Winter Sports Activity Leader - B

Trebuchet Architect - B

A-Advanced, I-Intermediate, B-Beginner

Advancement and Awards

Cub Scouts

Blue and Gold Coordinator - I

Blue and Gold Decorating/Food - B

Scouts BSA

Eagle Coach - I

Court of Honor Decorating/Food - B

Boards of Review - B

Merit Badge Counselor - B

Both

Advancement Chair - I

Advancement Committee - B

Adult Leader Award Coordinator - I

A-Advanced, I-Intermediate, B-Beginner

Training

Training Chair - I

Training Committee - B

ILST Coordinator - I

Leave No Trace Trainer - I

Membership

Membership Chair - I

Membership Committee - B

Recruitment Coordinator - I

New Parent Coordinator - B

Crossover Coordinator - I

A-Advanced, I-Intermediate, B-Beginner

Finance

Treasurer - B

Fundraising Chair - B

Fundraising Committee - B

Sales Venue Coordinator - B

Communications

Communications Chair - B

Weekly Email - B

Website Coordinator - B

A-Advanced, I-Intermediate, B-Beginner

Adults are the engine of the unit

Make sure to keep it tuned up