## Adult Leader Recruitment

Unit Success Courses



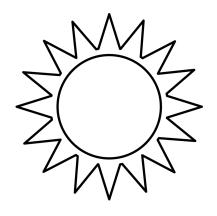
**Annual Planning** 

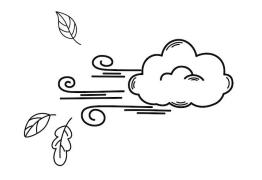
#### Youth and Adult Recruitment Crossover

Summer



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

**C**ulture of Contributing

Correct Candidates

Perfect Pitches

**E**xecute 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!!



## Parent Surveys

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

	FAMILY T	ALENT SURVEY					
alliland	FAMILY	ALENT SURVET	Pack				
Each adult family member is invited to fill out a separate sh							
group of families possible program	ne to our Cub Scout pack. Cub Scout who have indicated a willingness to he n can be developed for your child. <u>We h</u> dever you can do to help will be apprec	Ip. We invite you to add your talen ope that you will enjoy being part.	ts and interests so that the best				
My interests/past	imes include: Social Media	Music Sports (please speri	bu'r				
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	es Gardening Cooking						
Other Volunte	er Work (please specify):	Other (p	lease specify):				
2. A topic I would en	joy teaching youth is:						
. My job, business,	or profession might be of interest t	o Cub Scouts:					
1. I have training or ex	perience that might be helpful.						
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	Teaching, Coaching, or Mentoring (please specify):						
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Other:							
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## Perfect Pitch

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

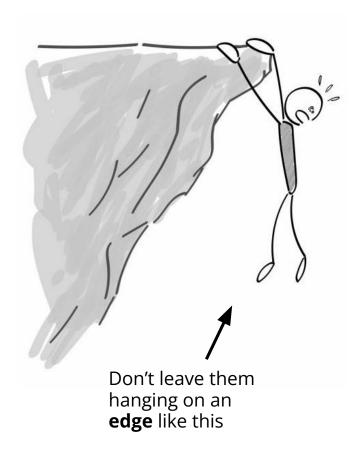


#### Mission and Expectations

- 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!
- Explain
- **D**emonstrate
- **G**uide
- Enable



### The Four Elements of Adult Leader Recruitment

**C**ulture of Contributing

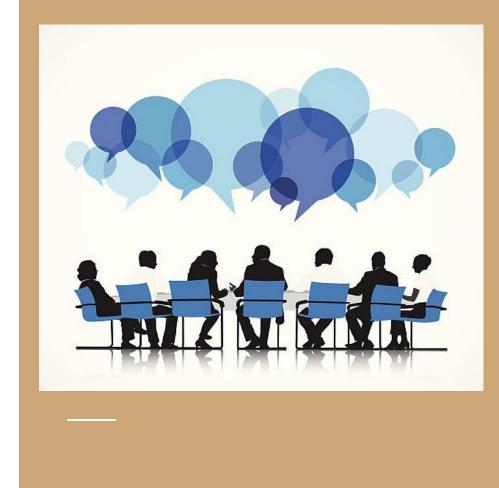
Correct Candidates

Perfect Pitches

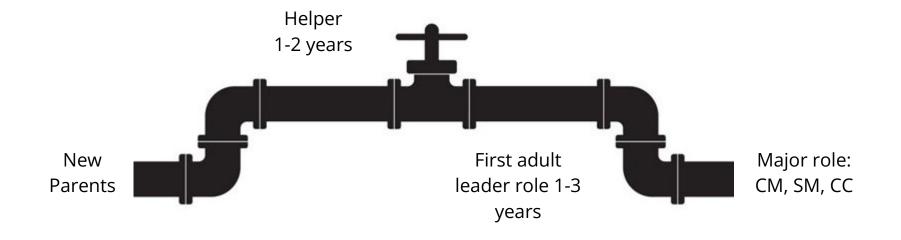
**E**xecute EDGE



## 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

#### <u>Scouts BSA</u>

Scoutmaster - A Assistant Scoutmaster (ASM) - I Patrol ASM - I New Scout ASM - I

#### <u>Both</u>

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

#### 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

#### <u>Both</u>

Advancement Chair - I Advancement Committee - B Adult Leader Award Coordinator - I

## 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

#### Finance

Treasurer - B Fundraising Chair - B Fundraising Committee - B Sales Venue Coordinator - B

#### Communications

Communications Chair - B Weekly Email - B Website Coordinator - B

# Adults are the engine of the unit

Make sure to keep it tuned up