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Description automatically generatedAdult Recruitment – A checklist for success!**

As a team take a short time to look over the following sections. Take a moment to think about:

* how you aim to achieve each success statement
* what other thinks you could or would you like to do as part of the process
* which areas are your biggest priority?

For lots more help and easy to use resources on each area, head over to the recruiting adults pages at [southlondonscouts.org.uk/recruiting-adults](http://www.southlondonscouts.org.uk/recruiting-adults) you can find direct links to many of the different areas below.

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| **Understand your needs** | **We understand where we are starting from** | | |
| **Success statement** | **We’ve got this!** | **We need to give this**  **some thought** | **Find guidance here:** |
| We've got a good understanding of how it's going with our leadership team at the moment, and how it could be better. |  |  | This is step one in planning for recruitment  **[Graphical user interface, text  Description automatically generated](http://www.southlondonscouts.org.uk/welcome-our-members-area/places/county-development-service/tools-and-resources/growing-scouting-2-5)** |
| We've identified what we already do well in attracting and welcoming volunteers and where we want to do more. |  |  | Carry out a SWOT analysis’s with each of your teams.  [Graphical user interface, text  Description automatically generated](http://southlondonscouts.org.uk/welcome-our-members-area/places/county-development-service/tools-and-resources/growing-scouting-2-7) |
| We know the roles/tasks we want to fill or the particular skills we’re looking for. |  |  | Clarity about the roles/tasks you need will help you determine how to set about finding your volunteers.  **[Graphical user interface, text  Description automatically generated](http://southlondonscouts.org.uk/welcome-our-members-area/places/county-development-service/tools-and-resources/growing-scouting-2-6)** |
| **Organise your team** | **We have a team making regular time for attracting and welcoming new volunteers** | | |
| **Success statement** | **We’ve got this!** | **We need to give this**  **some thought** | **Find guidance here:** |
| We share ownership and responsibility for attracting and welcoming new volunteers, and we're clear on who's doing what. |  |  | Build your team so you know who will be involved with your recruitment plans.  [Graphical user interface, text  Description automatically generated](http://southlondonscouts.org.uk/welcome-our-members-area/places/county-development-service/tools-and-resources/growing-scouting-2-8) |

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| Adult recruitment is a regular and ongoing activity for us, (not just something we do when we need more help). |  |  | Take a look at some trends in volunteering  **[Graphical user interface, text  Description automatically generated](http://southlondonscouts.org.uk/welcome-our-members-area/places/county-development-service/tools-and-resources/growing-scouting-2-0)** |
| We regularly review our plans and take action to ensure our system is the best it can be for our team and new volunteers. |  |  | It’s really important to look at what you’ve done and think about how things are going/have gone  [Graphical user interface, text  Description automatically generated](http://southlondonscouts.org.uk/welcome-our-members-area/places/county-development-service/tools-and-resources/growing-scouting-16) |
| **Assess your image** | **Our image and resources are modern, eye catching and up to date** | | |
| **Success statement** | **We’ve got this!** | **We need to give this**  **some thought** | **Find guidance here:** |
| We’ve got up to date resources to help spread the word face to face, online and in our local community. |  |  | View and order our free county recruitment resources  [Graphical user interface, text  Description automatically generated](http://southlondonscouts.org.uk/welcome-our-members-area/places/county-development-service/recruitment-resources)  Check out the national brand centre for lots of options you can personalise and use.  **[Graphical user interface, text  Description automatically generated](https://scoutsbrand.org.uk/)** |
| We have a great local image, and our scouting is seen as modern and relevant to the young people in our community. |  |  | Your identity is important. It affects how people think and feel about your group and our Movement.  [Graphical user interface, text  Description automatically generated](http://southlondonscouts.org.uk/welcome-our-members-area/places/county-development-service/tools-and-resources/growing-scouting-2-9) |
| **Design your message** | **We know what we want to say in a way that motivates people to act** | | |
| **Success statement** | **We’ve got this!** | **We need to give this**  **some thought** | **Find guidance here:** |
| We’ve got a great offer for volunteers.  Our advertised opportunities to ‘get involved’, tell people, who we are, what we offer and why it’s so much fun to be a volunteer. |  |  | A clear communication plan can help focus your message and reach your target audiences.  **[Graphical user interface, text  Description automatically generated](http://southlondonscouts.org.uk/welcome-our-members-area/places/county-development-service/tools-and-resources/growing-scouting-10)** |

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| **Decide how to recruit** | **We’re ready to share the benefits of joining scouting and how volunteers can get involved** | | | |
| **Success statement** | **We’ve got this!** | | **We need to give this**  **some thought** | **Find guidance here:** |
| We’ve thought about how people can join us in a range of ways. |  |  | | Providing flexible volunteering opportunities is key to building your teams  **[Graphical user interface, text  Description automatically generated](http://southlondonscouts.org.uk/welcome-our-members-area/places/county-development-service/tools-and-resources/growing-scouting-2-2)** |
| We are ready for people to join our team in ways that best suit them. |  | |  |
| We use our tried and tested routes, including the parents, carers and families of our members to promote our opportunities to get involved |  | |  | Check out these different ways to help you recruit more adults  **[Graphical user interface, text  Description automatically generated](http://southlondonscouts.org.uk/welcome-our-members-area/places/county-development-service/tools-and-resources/growing-scouting-18)** |
| We explore new ideas to promote our opportunities to get involved and connect with people in our community. |  | |  |
| We support new volunteers to try out activities before they commit. |  | |  |
| We promote opportunities to join us as a young leader with our local explorer scout unit. |  | |  | Want to know more? Talk to your District Commissioner**.** |
| **Responding to enquiries** | **We respond promptly and positively to everyone who gets in touch about volunteering** | | | |
| **Success statement** | **We’ve got this!** | | **We need to give this**  **some thought** | **Find guidance here:** |
| We've got the people and processes we need to respond to enquires both face to face and when people get in touch online. |  | |  | The people you will probably be responding to can be divided into five groups based on their experience of scouting or other volunteering:  **[Graphical user interface, text  Description automatically generated](http://southlondonscouts.org.uk/welcome-our-members-area/places/county-development-service/tools-and-resources/growing-scouting-12)** |
| We respond promptly and positively to everyone who gets in touch about volunteering, whether face to face or online. |  | |  | When you receive enquiries its good to acknowledge them as soon as you can.  **[Graphical user interface, text  Description automatically generated](http://southlondonscouts.org.uk/welcome-our-members-area/places/county-development-service/tools-and-resources/growing-scouting-11)** |

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| **Provide a warm welcome** | **We offer a warm meaningful welcome and accessible experience to new team members** | | | |
| **Success statement** | **We’ve got this!** | **We need to give this**  **some thought** | **Find guidance here:** | |
| We have great first conversations with new volunteers and are clear about what to expect. |  |  | Once you have the right person to carry out a task or role the next step is a warm welcome and induction  **[Graphical user interface, text  Description automatically generated](http://southlondonscouts.org.uk/welcome-our-members-area/places/county-development-service/tools-and-resources/growing-scouting-13)** | |
| We have a good balance of finding out about the person and sharing the information they need to get involved. |  |  |
| We think carefully about the physical and digital spaces where we meet, and how our behaviour and communications work best for everyone. |  |  |
| We understand volunteers start to feel part of scouting when we support them to get stuck in in this way. |  |  |
| We feel confident in how to keep things safe whilst our new volunteers progress through the adult appointments process and we ensure they are well supported through the process. |  |  |
| **Supporting our new volunteers** | **We support new volunteers to feel valued and part of the team** | | |
| **Success statement** | **We’ve got this!** | **We need to give this**  **some thought** | **Find guidance here:** | |
| We get volunteers started with fun and manageable tasks from day one. |  |  | The support you provide continues…  **[Graphical user interface, text  Description automatically generated](http://southlondonscouts.org.uk/welcome-our-members-area/places/county-development-service/tools-and-resources/growing-scouting-13)** | |
| We link new volunteers with a buddy while they settle in and make sure they’re able to contact other key volunteers who’ll support them |  |  |
| We regularly check in with our new volunteers to make sure we're getting it right for them. |  |  |
| If there is any issues, we pick-up on them and address them early. |  |  |
| When or where needed, we adapt a volunteer’s activities or role. |  |  |
| We introduce volunteers to the wider world of Scouts |  |  |
| We review how things have gone before we welcome our next new volunteer(s). |  |  |
| We regularly say thank you and make people feel valued from the very start. |  |  | Nominate your volunteers for our county Shining Stars award.  **[Graphical user interface, text  Description automatically generated](http://southlondonscouts.org.uk/shining-stars)** | |