

Handout 7: Young People Recruitment Case Study

Task

Since the start of the pandemic in early 2021, some reduction in the numbers of young people has been seen widely across all the Scout Sections.

You have been asked to run a recruitment campaign for young people to join one of the Sections of a Group which has lost members over the last 12 months. The campaign will start when face to face Scouting returns on what can reasonably be assumed to be a permanent basis.

Assume that the section already has a strategy in place to maximise the retention of remaining young members while lock down continues. (If you have time you can also discuss what this might be.)

In your tutor groups, choose which Section you are going to recruit for.

Details of a specific Scout Group have deliberately not been given – this is to give participants flexibility to discuss with their tutor group some specific situations and ideas relevant to their own Scouting.

For your chosen Section:

- **Decide what approach or methods you will use to recruit.**
- **Produce a list of the actions that need to be carried out to enable this.**

You have 10 minutes for this task.

You need to be prepared to share your answers with the rest of the course, so you may wish to note them on your flip chart.

Note to facilitators:

- Create a case study which is a medley of experiences in the group – try to ensure the group considers all the basic elements of a coherent strategy, ie:
 - Who and where they are targeting
 - Methods to be used (Bring a friend, School assemblies, Open nights, Taster sessions, etc)
 - Resources required

- People needed
 - How they are going to follow up on interest expressions
 - Success criteria and how these will be measured
- If you have a tutor group which is made up of predominantly District roles, suggest they consider recruitment for an Explorer Scout Unit, to make the task as relevant as possible.