

Build Adult Recruitment Campaign

Following Up on Job Applications

Regardless of how a potential adult volunteer hears about a job you need doing, it's important that we recruit them before they lose interest. Whether they have responded to a job advertised on your [Vacancy Board](#) or [Do-It.org](#) or via a national or local website, it's essential that they feel needed and welcome.

Most importantly, you need to respond to their interest quickly – ideally with 24-48 hours of them getting in touch. That means that you need to have:

- Identified someone who is the point of contact to receive offers of support
- Identified someone whose job it is to get in touch – usually by phone or email – to acknowledge the offer of help as quickly as possible.
- Established clear and effective lines of communication within your section, group and district to quickly pass applications to the person who will contact the applicant.

If you haven't done so already it's worth taking some time to set all this up.

When you initially contact the applicant you need to thank them for applying, assure them that they'll enjoy volunteering with us and arrange to meet them in person to discuss the job you want doing and – most importantly – what they want to do.

Again, it's important to arrange to meet with them as quickly as possible. While you'll need some time to talk about the jobs you want them to do, it's a good thing if they see some actual Scouting taking place, even if they won't be working directly with young people. If your meeting place isn't the most welcoming of buildings you may want to meet somewhere else, but ideally invite them to meet you where they will be volunteering and at a time when some fun things are happening.

You'll want to tell them about the jobs you need doing, but you also need to listen carefully about what they want to do and what motivates them to volunteer.

They may not be ideal for the role – perhaps they're only suited to take on some of the jobs you're looking for - but be flexible. You can adapt the role to suit them and the time they have available, and you can always make it a 'role share' with someone else. We need the potential volunteer to feel that their help is needed, that they will be welcomed and supported, and that we will value their contribution.

Although they cannot be responsible for money or young people until they are DBS checked, get them involved and doing something as soon as possible. For those volunteering to help with our youth sections, suggest the [Four Week Challenge](#) as a way of finding out what they're good at and which role would be right for them. In those first few weeks, be sure to say thank you and tell them where they're doing a good job.

KEY POINTS: Respond QUICKLY, be friendly, be flexible and get them involved.