

Build Adult Recruitment Campaign

Identifying and Describing your Adult Vacancies

Before you can recruit new adult volunteers you need to clearly identify what jobs you want them to do.

It's important to think about 'jobs' not 'roles' because people who are new to Scouting won't understand our jargon or what our role titles mean. It's important that we are able to describe what we want people to actually do, in terms that people who are not familiar with Scouting will understand.

It's best if you don't do this by yourself. Get together with your section leaders and existing section volunteers, in your groups or even in your districts and discuss what currently isn't being done, or the things you need more of. Think about how we could deliver more, better quality Scouting if we could persuade more adults to do more jobs.

Be flexible in thinking about existing Scouting roles.

You may not necessarily need a new Assistant Beaver Scout Leader if a volunteer can free up some time for our existing Beaver Leaders. The new volunteer may be an Occasional Helper, a Sectional Assistant or even a parent on a rota sharing a job, but the important thing is to think about what jobs you need doing.

Rather than recruit for a 'Assistant Beaver Scout Leader' you should describe the jobs you need doing e.g.

"We need someone to help with:

- *Collecting membership fees at the start of a meeting*
- *Recording which Beavers are at each meeting*
- *Setting up and clearing away craft and games equipment*
- *Running the tuck shop at the end of the night"*

Don't just say that you need a "Headquarters Manager and Quartermaster" - describe the jobs you need doing e.g.

"We need someone to help with:

- *Maintaining and repairing group camping equipment*
- *Checking out and checking in equipment before camps*
- *Performing simple maintenance jobs on our small building*
- *Cutting the grass on a monthly basis"*

If people can understand what you want them to do, they are more likely to volunteer!

KEY POINT: Think about the job THEN agree the right role for the individual volunteer later.