

Target your messaging

Once you have identified your target audiences, use the following guidelines to help you develop the key messages for your communications. This will allow you to tell a different story to different people and highlight different elements of your product to different groups.

Parents and families of younger youth members

In your messaging, present scouting in a way that resonates with what parents want to hear.

For example,

“Volunteering with scouting is easier than you think and doesn’t mean making a regular commitment.”

“Volunteering with scouting gives you the chance to spend quality time with your child whilst helping others.”

“Volunteering some of your spare time with scouting will help you develop leadership and teamwork skills and provide unparalleled opportunities to help your local community.”

Be aware of where your target audiences exist. For example, social media platforms such as Instagram and Facebook have more recently become great places to put a call out for volunteers. If your campaign is designed for a broader reach, sometimes it could be beneficial to pay for this online presence and every once in a while, it will be worth the investment.

Consider your brand. This includes everything you present to the public.

If someone is encountering scouting for the first time, what image are you portraying? Does it reflect how you want to be perceived by new potential Volunteers.

Older youth members (Explorers & Network)

Tell a story that resonates with what interests and motivates teenagers or young adults.

For example,

“Adventurous activities, friendships, personal development, putting the V(olunteer) in your CV, leadership development, independence.”

For all campaigns

Use imagery that demonstrates adults in action. Use stories from volunteers sharing what they get out of being a volunteer with scouting.

For example,

How they love spending time with an amazing team, how scouting provides them with an opportunity to give back, be involved with adventurous activities, and develop great friendships.

Remember, presenting a strong brand and image to your current membership is just as important as focusing on outward communications. It will remind your members just how great scouting is.

Keep in mind that the absolute best way to convince people to volunteer some of their spare time with your scout group is to excite them.

Share your leaders enthusiasm through personal stories of their activities, experiences, adventures and gains.

Different messages with resonate with different audiences:

<p>Parents</p>	<ul style="list-style-type: none"> • the flexibility available in volunteering with scouting • you can give us as much or as little time as you want • there are roles to suit most interests • get to input into the development of their child and other children • the good lifestyle it gives people values, health and fitness etc. • developing skills and learning something new • gaining more friends and being part of the scouting community
<p>Students</p>	<ul style="list-style-type: none"> • the flexibility available in volunteering with scouting • you can give us as much or as little time as you want • there are roles to suit most interests • C.V. building opportunities • enjoying themselves and having fun • having international opportunities • scouting is recognised by many employers • engaging with the local community
<p>Retired</p>	<ul style="list-style-type: none"> • the flexibility available in volunteering with scouting • you can give us as much or as little time as you want • there are roles to suit most interests • get to give back to the local community • have a positive influence on the lives of young people • share their life experience with others • offer specialist skills to scouting and to keep using skills that they may not get the chance to use on an everyday basis
<p>Religious community</p>	<ul style="list-style-type: none"> • the flexibility available in volunteering with scouting • you can give us as much or as little time as you want • there are roles to suit most interests • scouting is open to all, we practice an equal opportunities policy • the good lifestyle it gives people values, health and fitness etc. • get to input into the development (including spiritual) of their child and other children • the sense of satisfaction gained through volunteering • the opportunity to engage with hard to reach communities • belonging to a worldwide movement • gaining more friends and being part of the scouting community • engage with the local community • help the young people in their community benefit
<p>Unemployed</p>	<ul style="list-style-type: none"> • the flexibility available in volunteering with scouting • you can give us as much or as little time as you want • there are roles to suit most interests • CV building opportunities • scouting is recognised by many employers • developing skills • learning something new • using their present skill set for good purpose
<p>Employed</p>	<ul style="list-style-type: none"> • the flexibility available in volunteering with scouting • you can give us as much or as little time as you want • there are roles to suit most interests • developing skills and learning something new (to help advance promotion or new job) • offer specialist skills to scouting and to keep using skills that they may not get the chance to use on an everyday basis • scouting is recognised by employers (who may give time to do it)