




1



2

This session looks at:

- Moving to local welcome conversations
- Planning to successfully recruit more adults
- The ask...
- Putting it all together...



3



4

Why we're transforming volunteering

Scouts 

**We want to make volunteering with
Scouts easier and more fun...**

**...so that we can attract more volunteers
and our current volunteers want to stay**



5

**We need to adapt to stay
relevant, attract new
volunteers, and make sure
the scouts is enjoyable for
everyone.**



6

Change 1

A warmer welcome for everyone



7



A welcome conversation



Better support for inductions



The ability to streamline vetting and joining tasks where possible

8

Welcoming new adults into your team



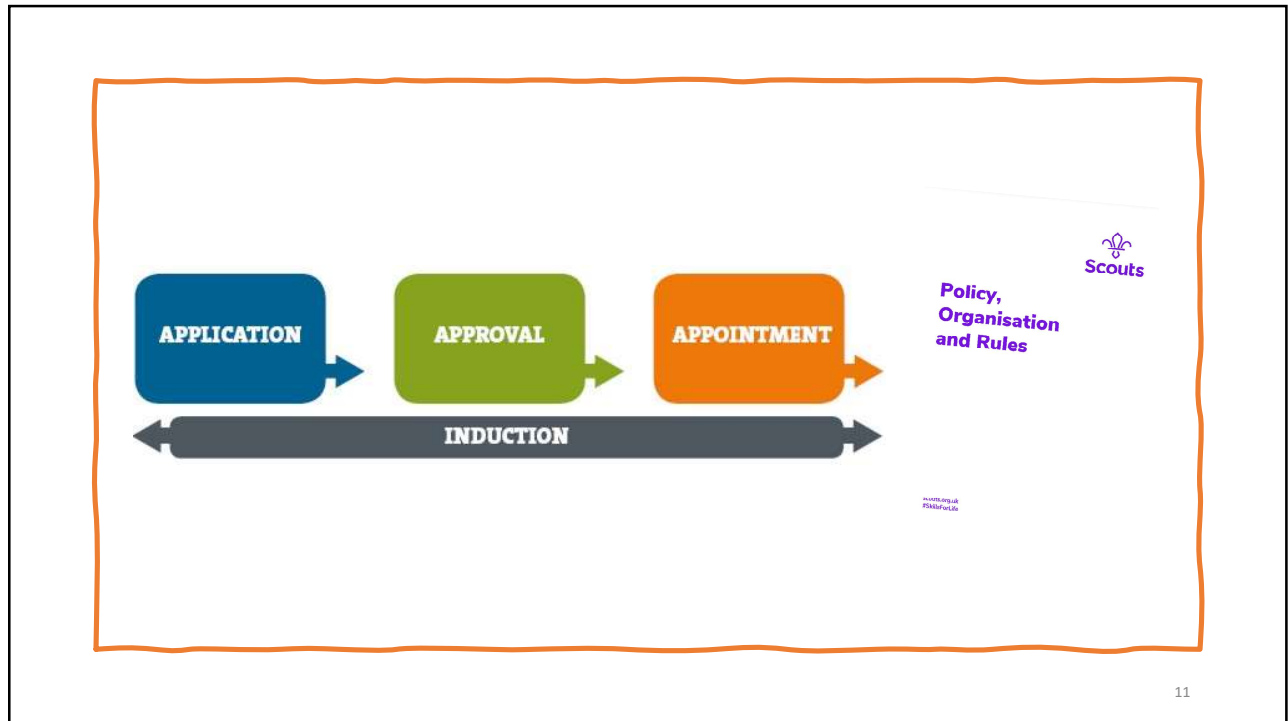
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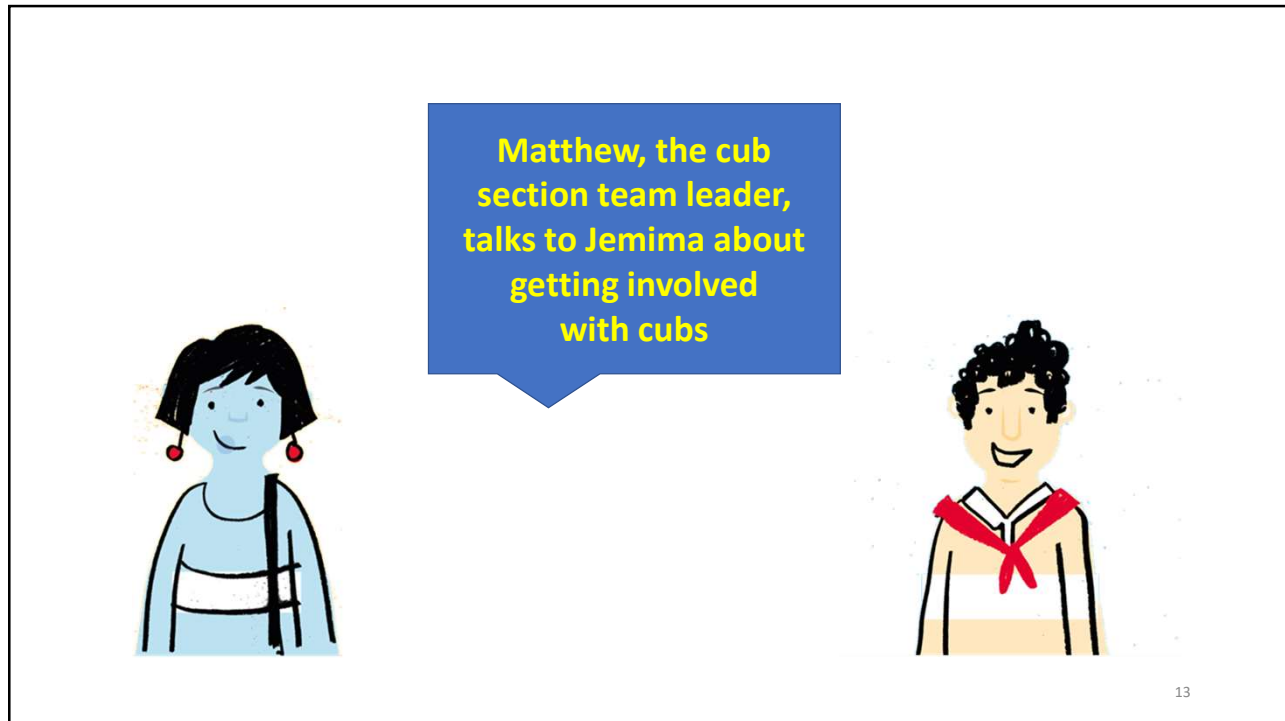
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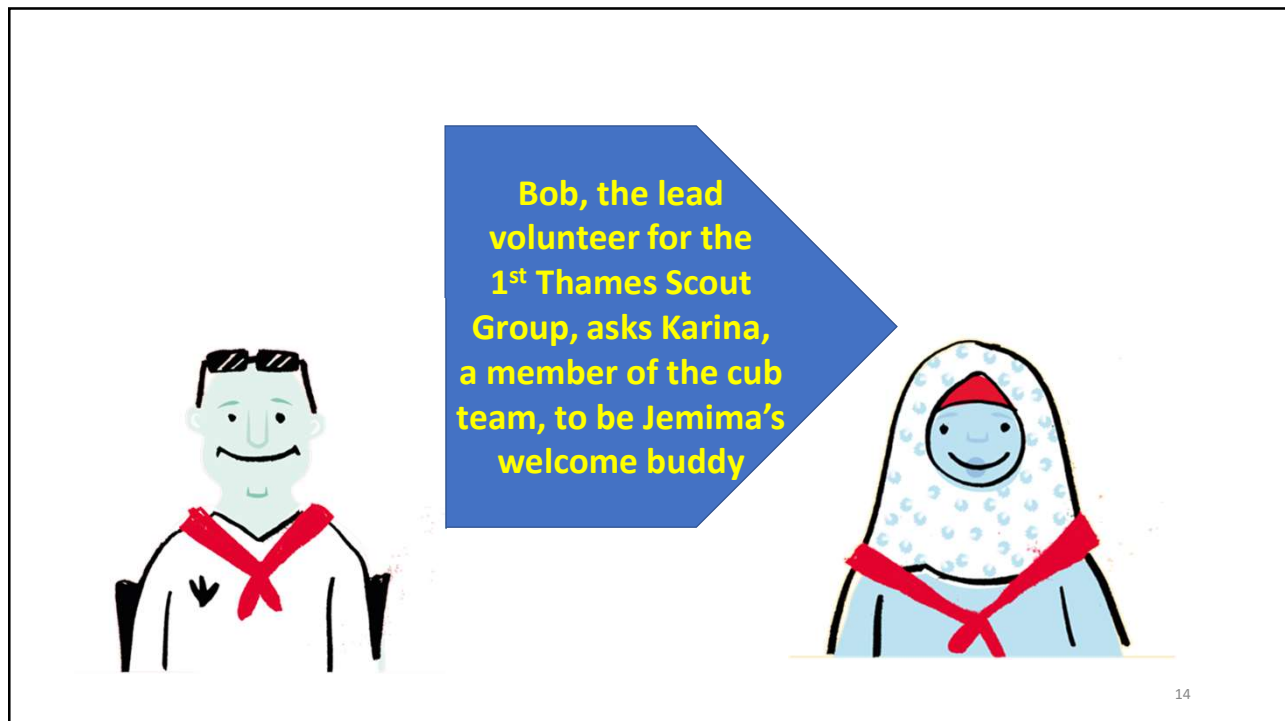
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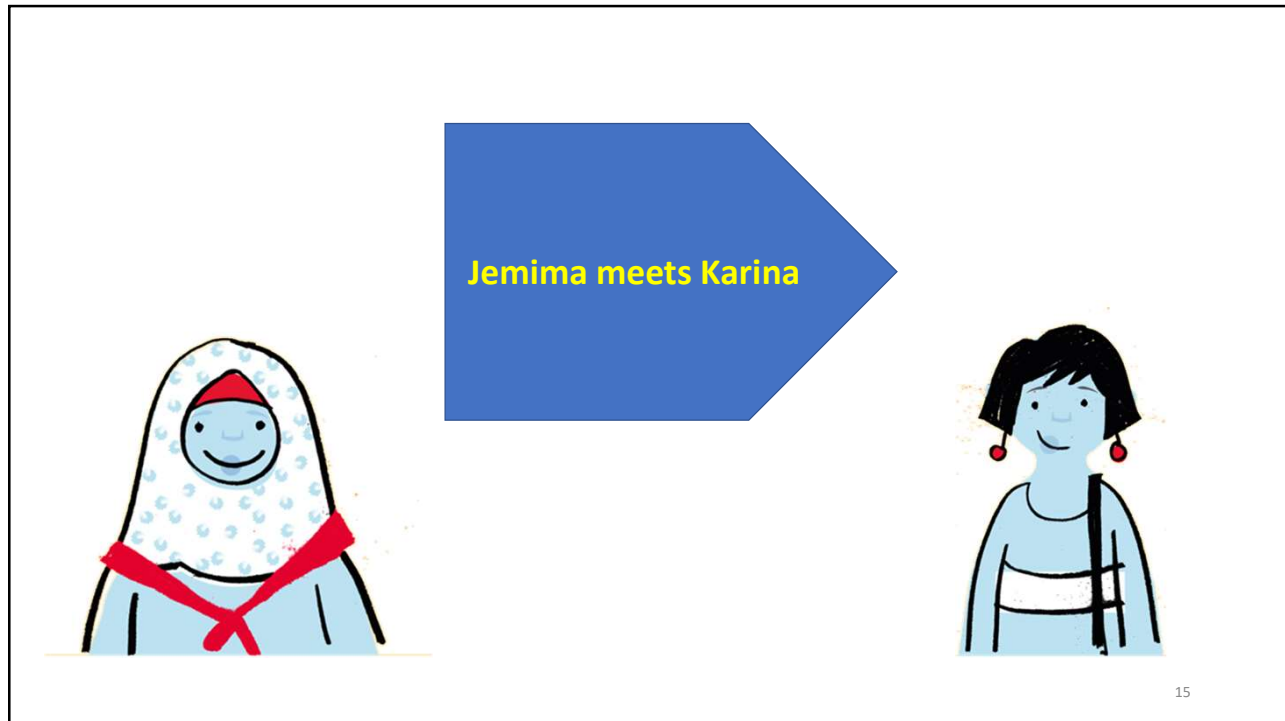
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Online...

(or provides the paper if she can't access online)....

Jemima visits our welcome web page, where she finds lots of useful information and completes our online Adult Information Form

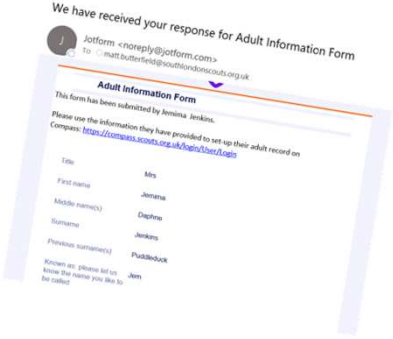

(or returns the paper form)



21

21

Bob, or he's nominated team member, receives Jemima's completed Adult Information Form by email



22

22

Jemima's details are used to set-up her compass record

We have received your response for Adult Information Form

Adult Information Form

This form has been submitted by Jemima Jenkins.

Please use the information they have provided to set-up their adult record on Compass: <https://compass.scouts.org.uk/login/her/login>

Title	Mrs
First name	Jemima
Middle name(s)	Daphne
Surname	Jenkins
Previous surname(s)	Puddelock
Known as: please let us know the name you like to be called	Jem

23

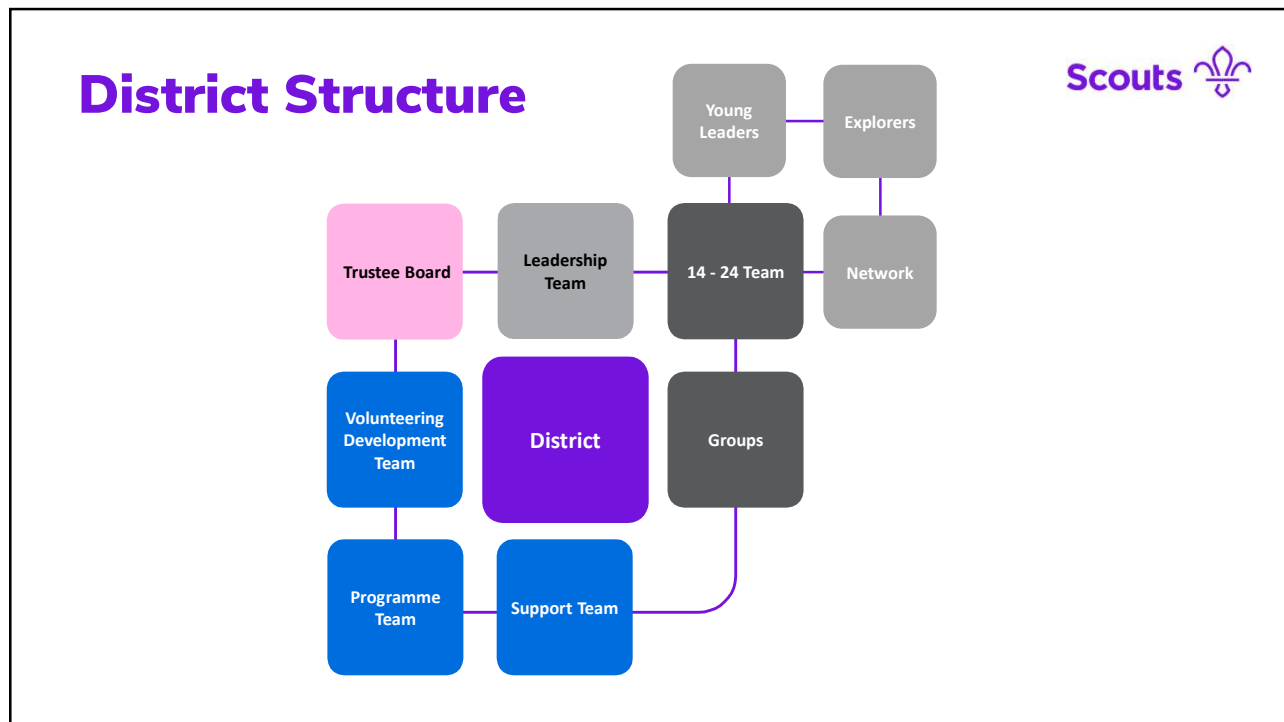
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Email is disposed of correctly

GDPR

24

24



25

Volunteer Development Team



The District Volunteering Development Team makes sure all volunteers in the District have a positive and enjoyable volunteering experience.

They make it easy for people to join and learn new skills.

26

- Adult recruitment
- Welcome processes (support and functions)
- Learning and development
- Review
- Awards and recognition

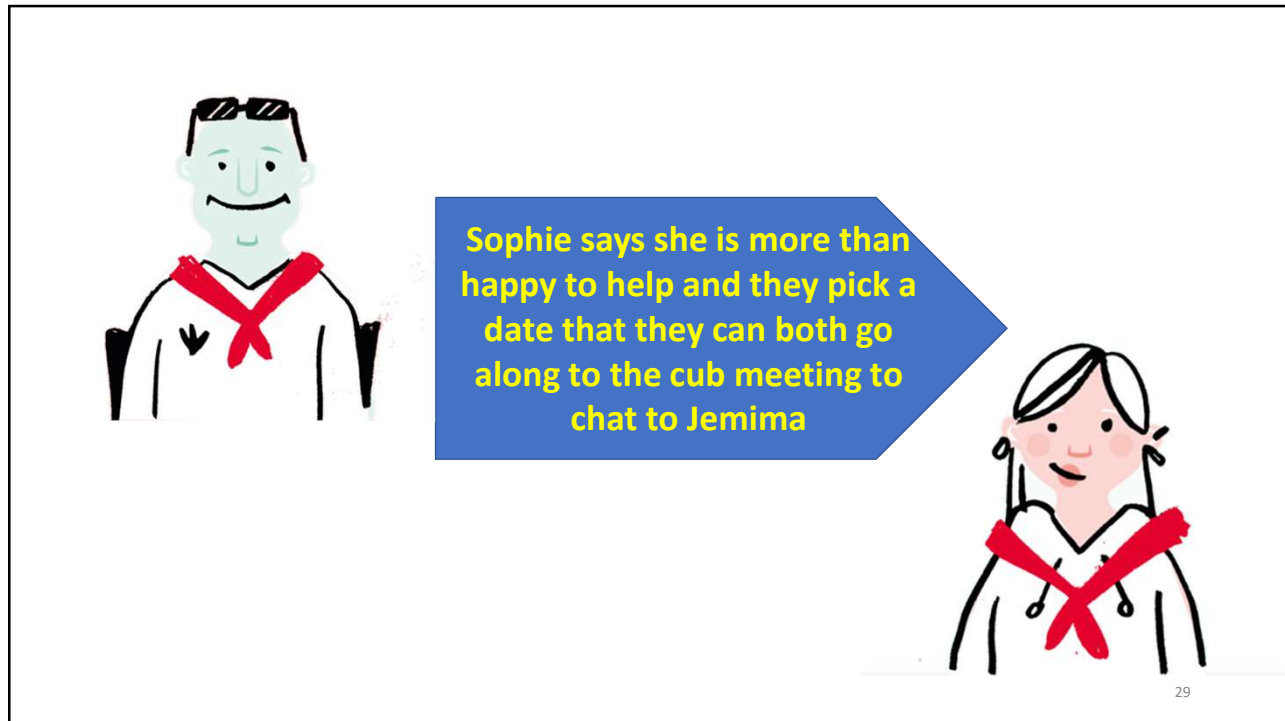
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**Bob asks a member of the district
volunteer development team to
assist with Jemima's welcome
conversation**

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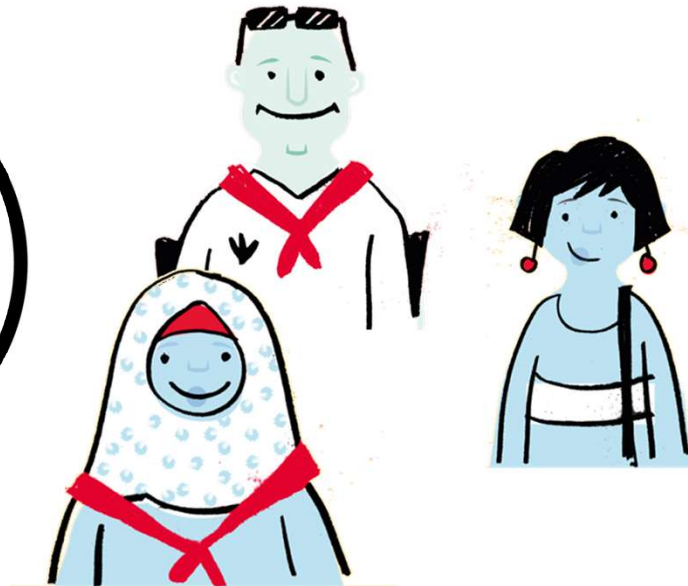
Welcoming new adults into your team



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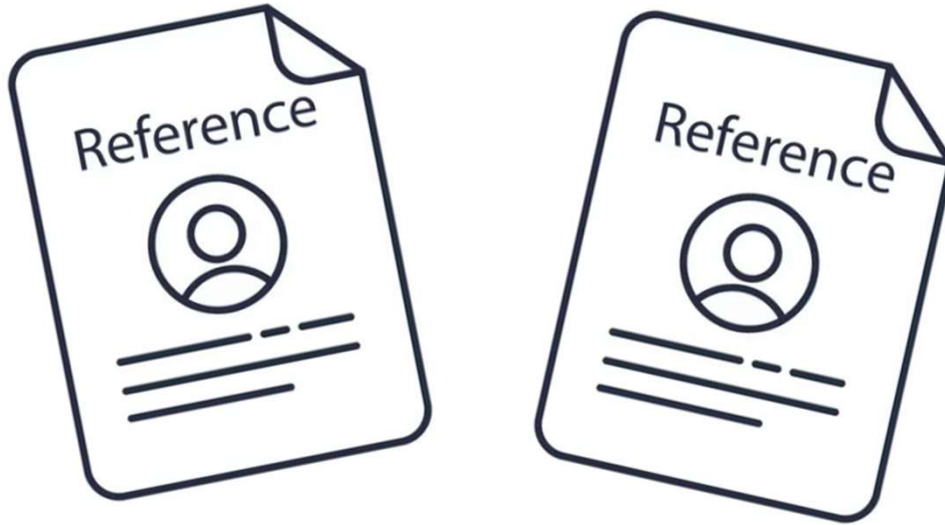
Meanwhile....



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Meanwhile....



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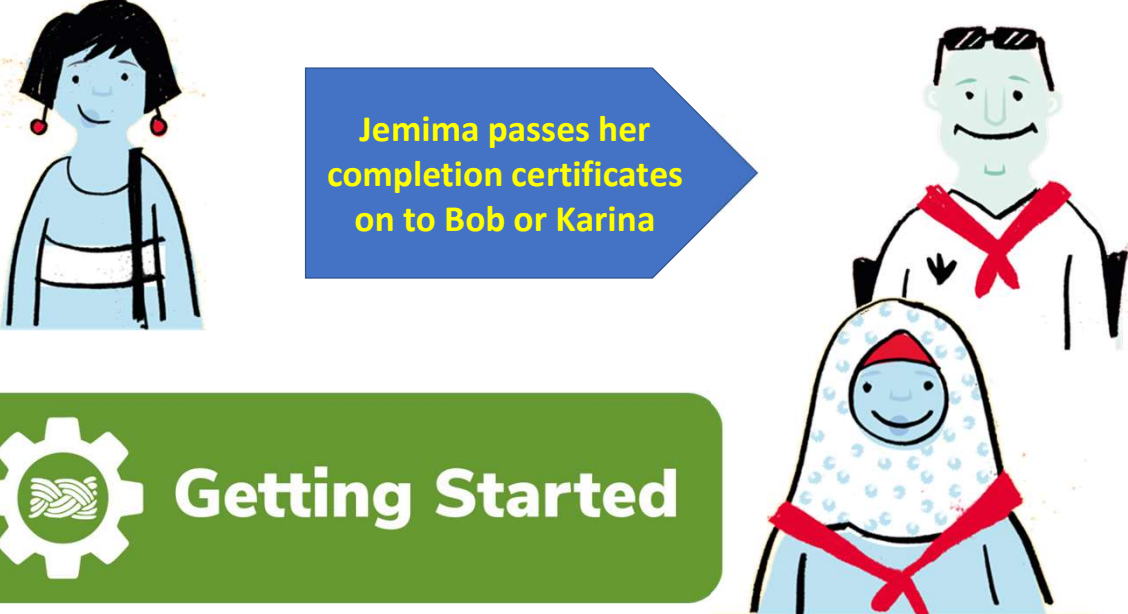
Meanwhile....

Jemima completes her getting started learning




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34



Jemima passes her completion certificates on to Bob or Karina





Getting Started

35

35

Bob updates Jemima's getting started record as complete on compass

Edit Member Role

00000001 Robert Stephenson Smyth Baden-Powell, 1st Baron Baden-Powell of Gilwell (Pre-Pov)

Approval Process

Role Status: * Required fields

Line Manager:

Review Date:

Approval

GD Check:

Disclosure with Barring Required:

References:

Appointment Advisory Committee Approval:

Commissioner Approval:

Getting Started Modules

Getting Started Modules	Validated By	Validated On
Person Learning Plan	<input type="text"/>	<input type="text"/>
Tools for the Role (Section Leaders)	<input type="text"/>	<input type="text"/>
General Data Protection Regulations	<input type="text"/>	<input type="text"/>
Essential Information	<input type="text"/>	<input type="text"/>
Safety Training	<input type="text"/>	<input type="text"/>
Outgoing Training	<input type="text"/>	<input type="text"/>

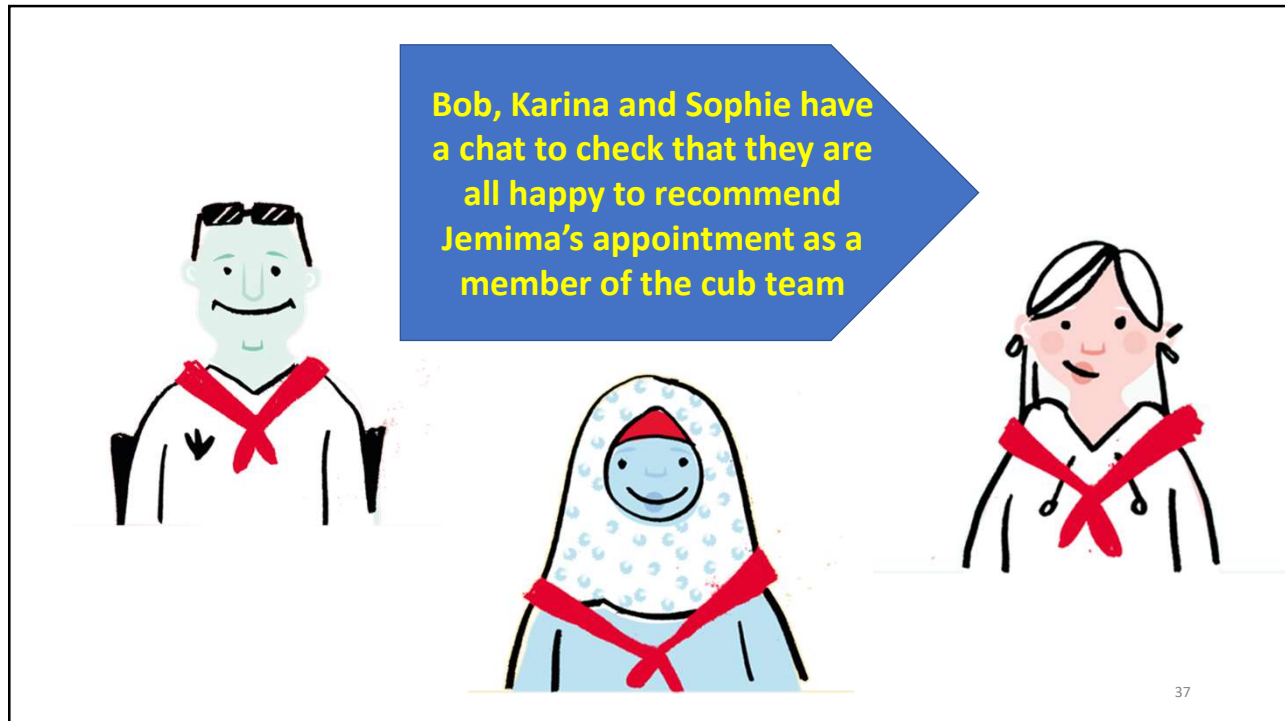
Updated by: The records department at UKHQ

Updated by: District Appointments Secretary

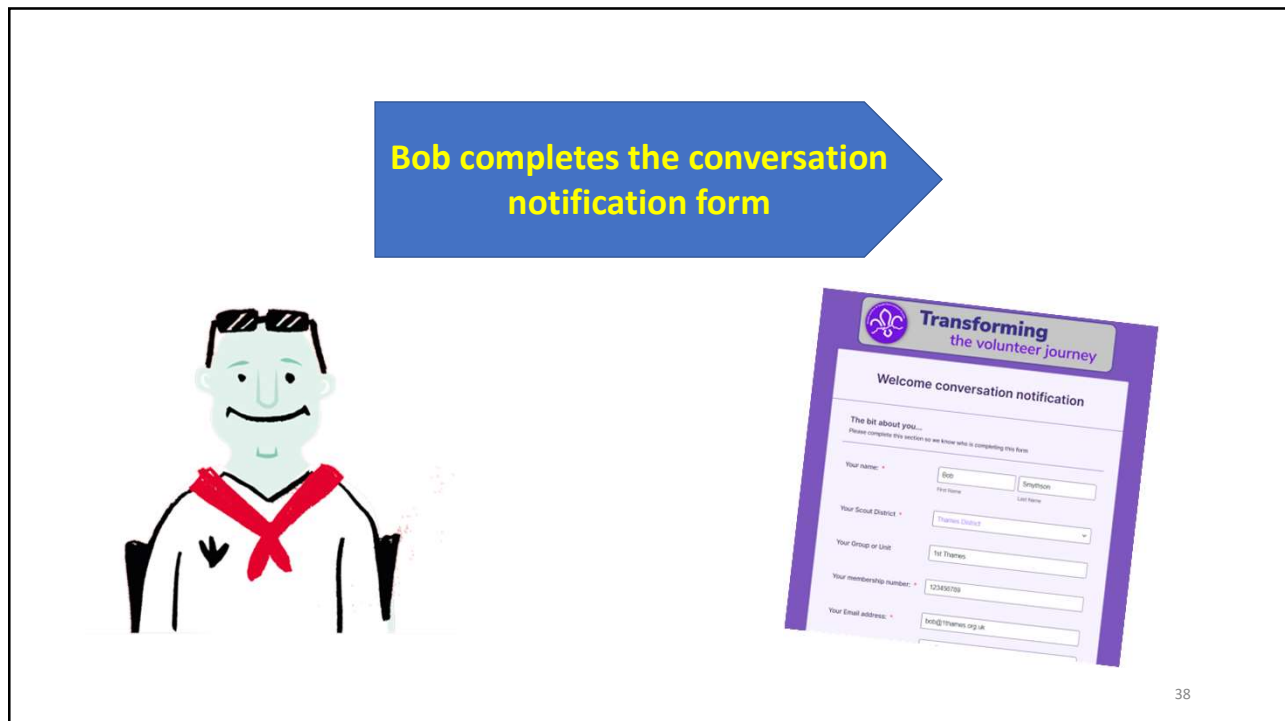
Updated by: Lead volunteer for the group or Training Adviser

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Rita, a member of the district volunteer development team, receives Bob's completed form



New volunteer welcome conversation notification

South & South East London Scouts
Transforming the Volunteer Journey

Please see detailed below, information submitted by a member of your district to notify you of a welcome conversation that has taken place.
Please use this information to update the persons appointment status on Compass

Your name: Bob Radshaw
 Your Scout District: Thameside
 Your Group or Unit: 1st Thames
 Your membership number: 12345678
 Your Email address: bob@1thames.org.uk
 Your phone number: 97786640057
 Welcome buddy name: Keirna

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Rita uses the information provided on Bob's form to update Jemima's Compass record



Edit Member Role
00000001 Robert Stephenson Smyth Baden-Powell, 1st Baron Baden-Powell of Gilwell (Pre-Pov)

Approval Process

Role Status: * Required fields
 Line Manager:
 Review Date:

Approval

GD Check:
 Disclosure with Barring Required:
 References:
 Appointment Advisory Committee Approval:
 Commissioner Approval:

Getting Started Modules

Module	Validated By	Validated On
Person Learning Plan		
Tools for the Role (Section Leaders)		
General Data Protection Regulations		
Essential Information		
Safety Training		
Outgoing Training		

Updated by: The records department at UKHQ

Updated by: District Appointments Secretary

Updated by: Lead volunteer for the group or Training Adviser

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A warmer welcome for everyone

Scouts 

We want Jemima to think and say...

“I’ve been warmly welcomed and thoroughly introduced to my new volunteer role.

The learning I’ve completed so far has been so helpful and now I can hit the ground running”



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So, what can we do to attract more adults into Scouting?

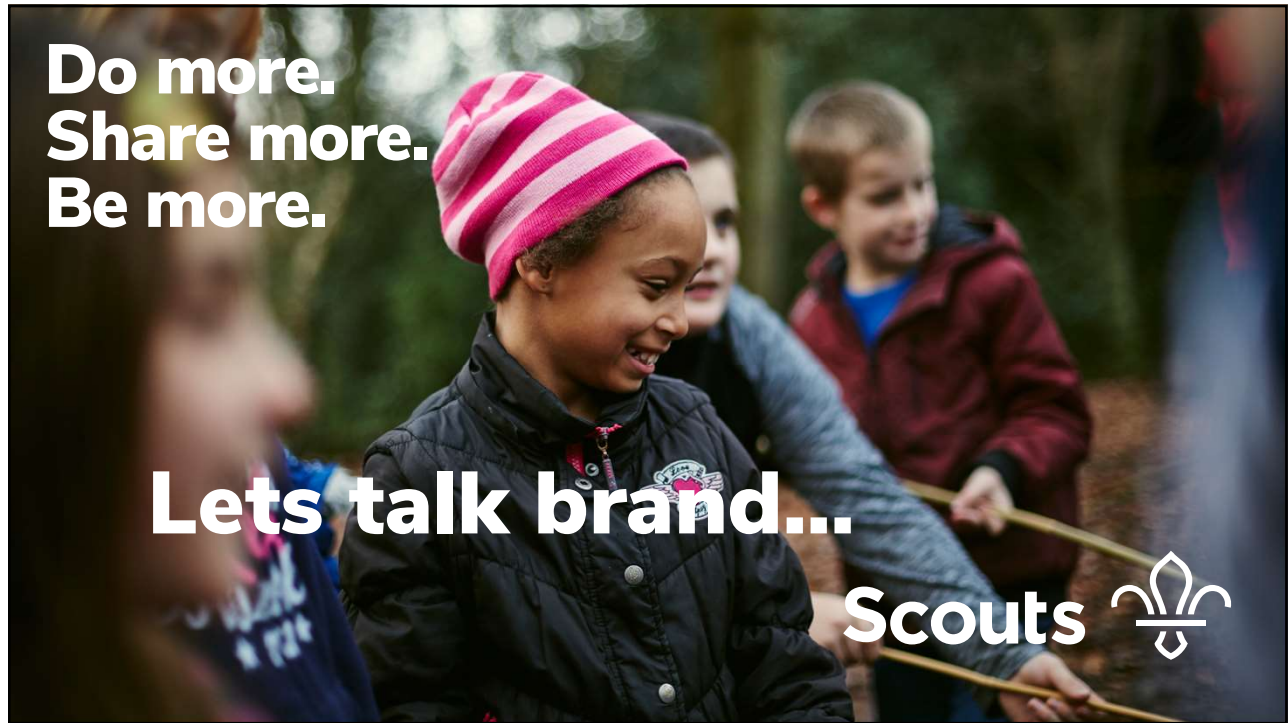


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In section-based roles:

- 40–45% are parents of youth members.
- 40–45% 'came through the movement'.
- The majority of the remaining 10–20% have had some connection with scouting, in the past, or from through work colleagues, friends or neighbours of those already involved in scouting.
- Very few come from advertising campaigns or the national website.

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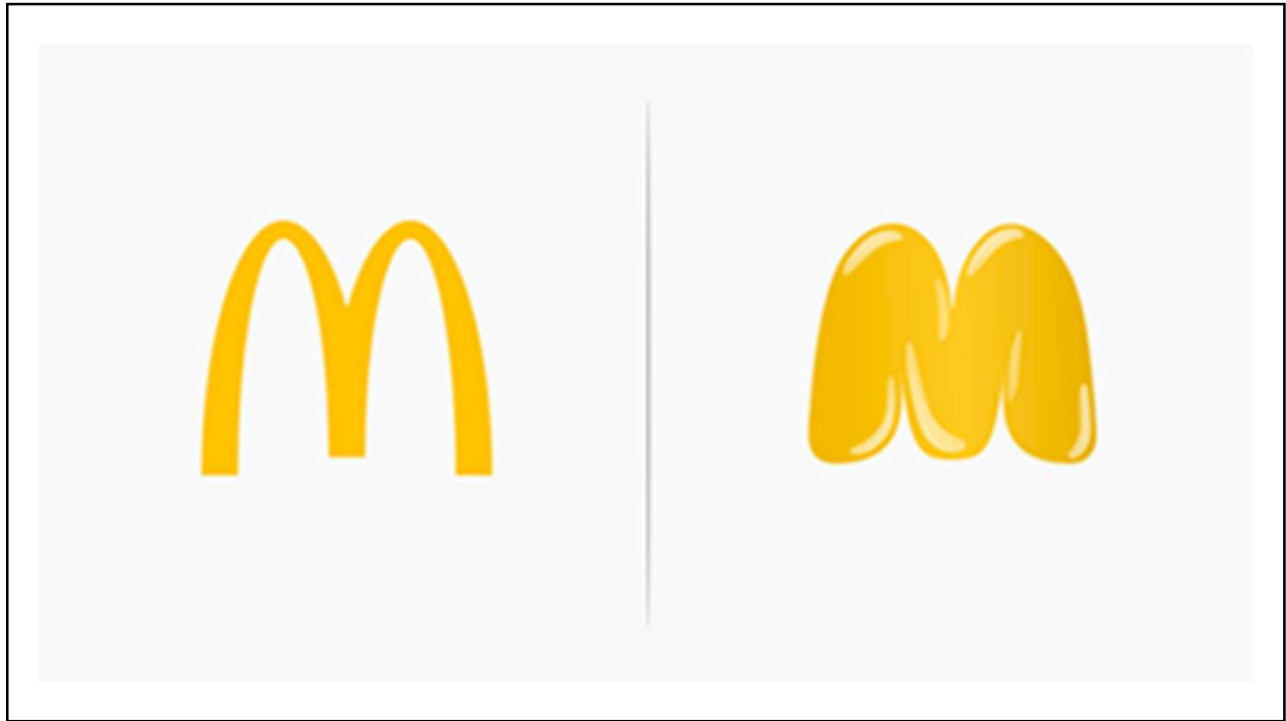
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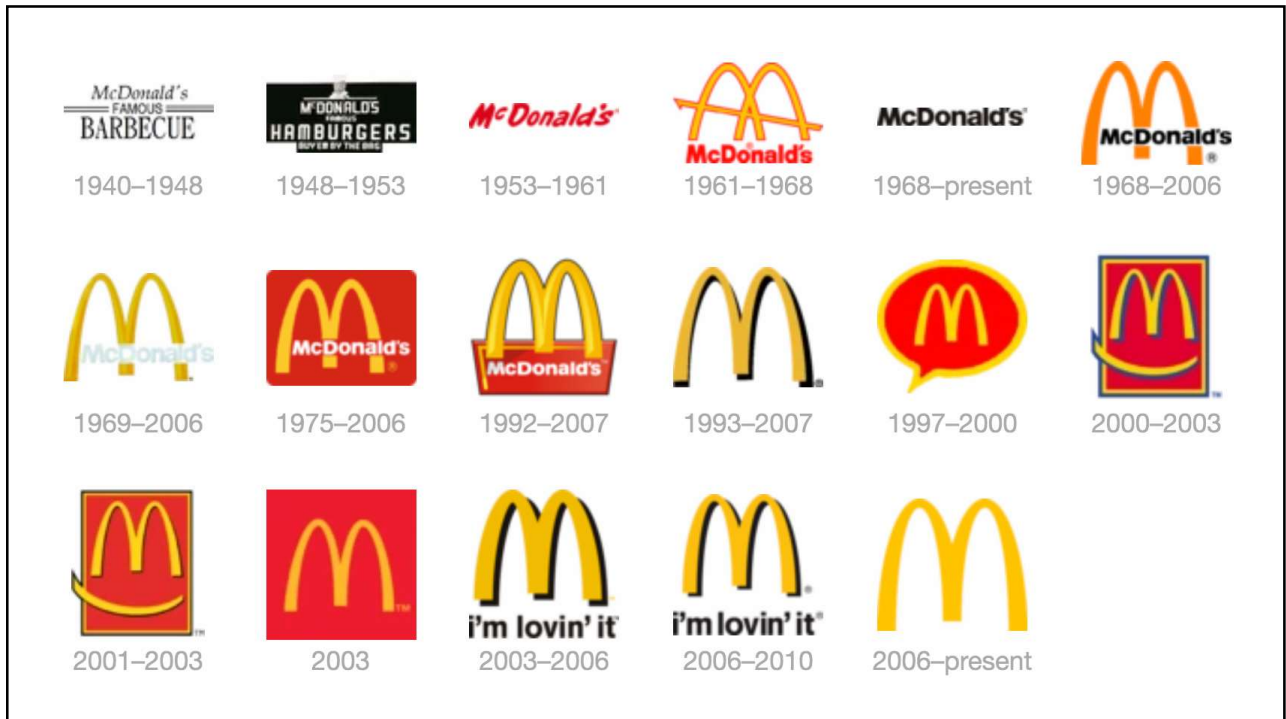
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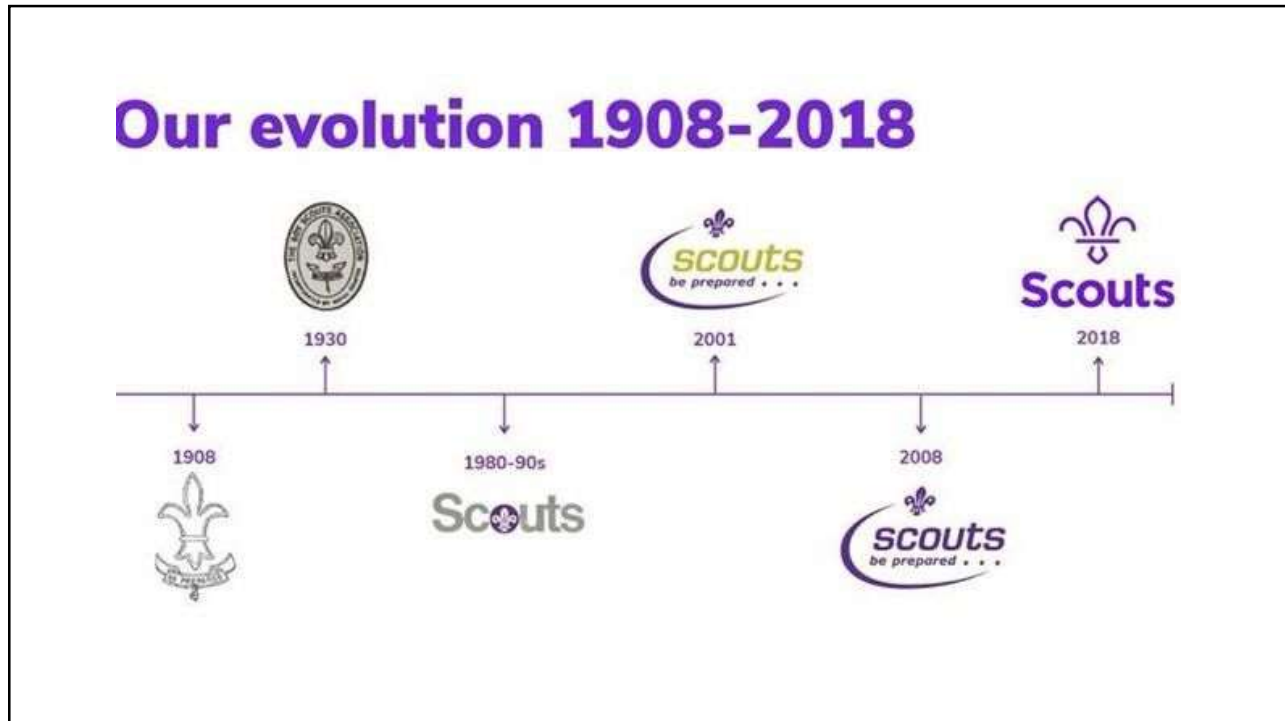
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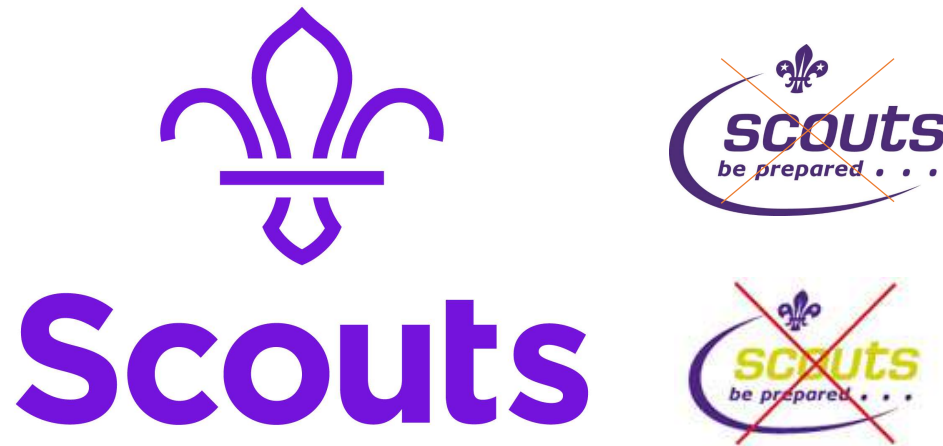
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Quite simply, our brand is who we are, what we look like and how we talk about ourselves.

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CORNERSTONE OF OUR IDENTITY



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Scouts 

What do we look like To the public?

Using photos to promote scouting...

62



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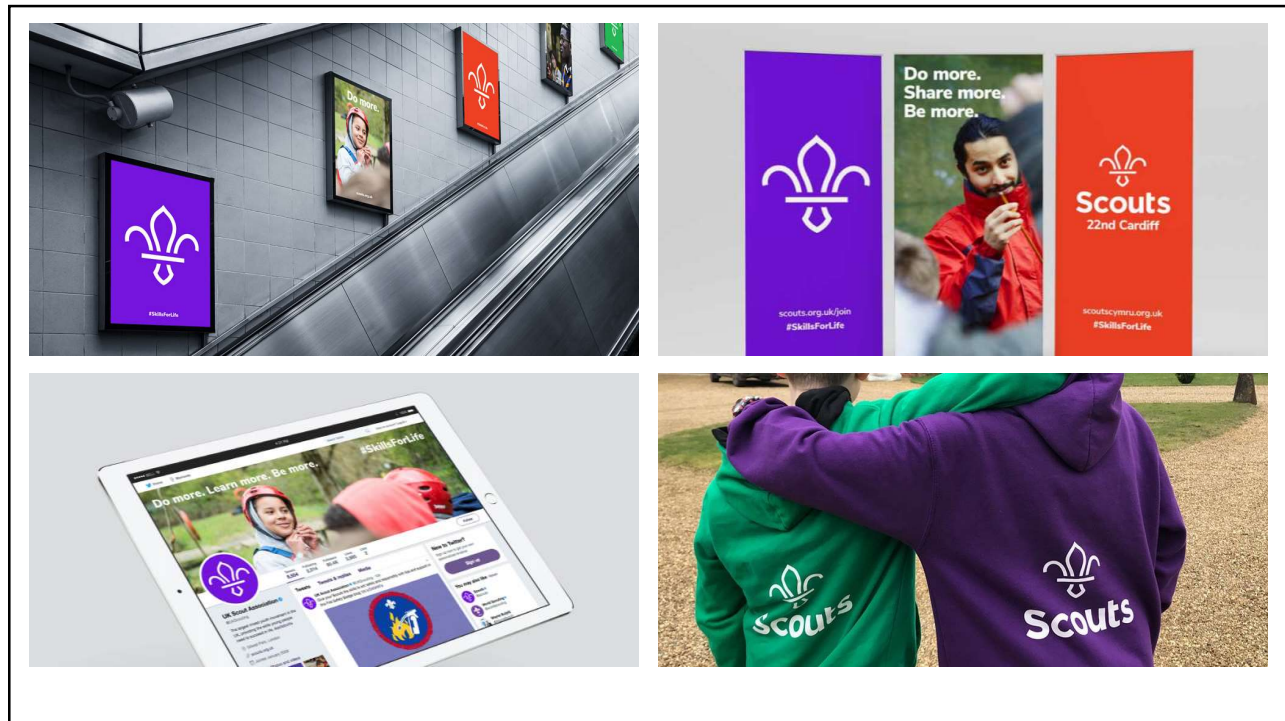
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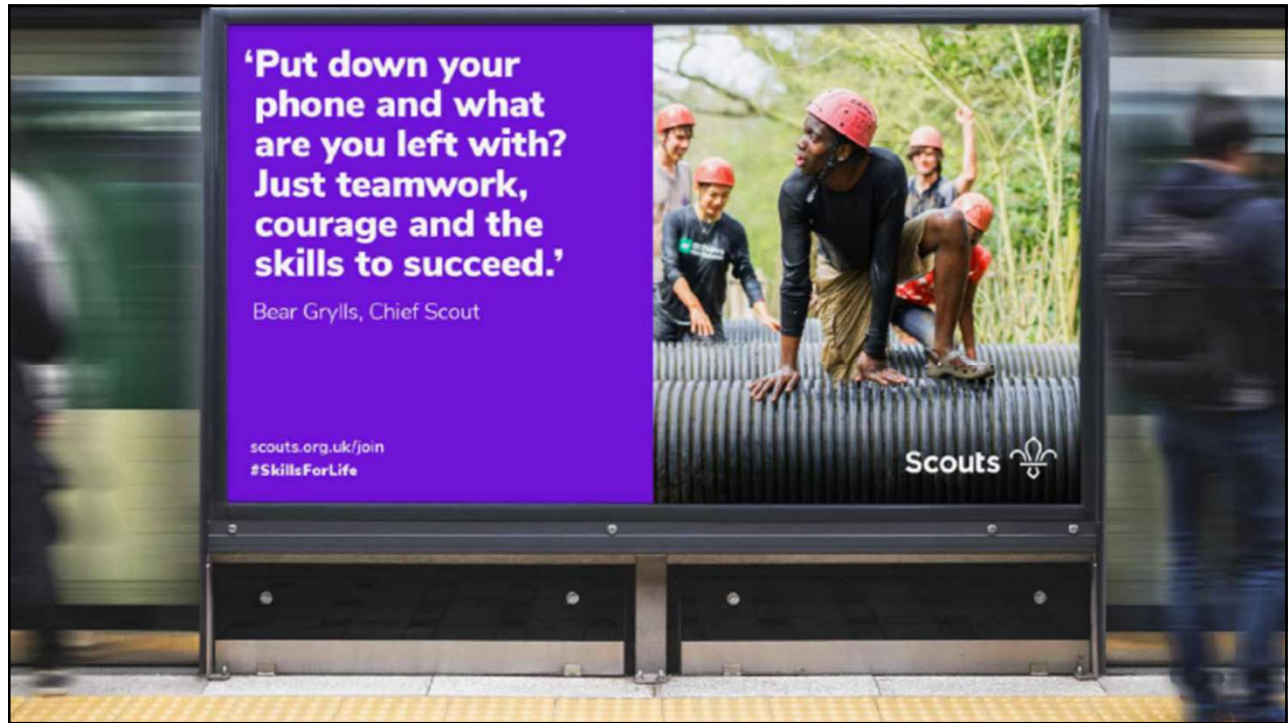
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Develop your message

71

Our brand position

Our brand messaging is made up of two key elements:

Skills for Life - which is our key benefit

and

Belonging - which is what we feel.

72

Skills for Life – *What we say*

“We help young people gain the skills they need to step up, speak up and find their place in the world.”

Belonging – *What we convey*

“We believe in bringing people together to enjoy fun, friendship and adventure in a place they can belong.”

Scouts 

73

Each week, we give over 362,000 young people the opportunity to enjoy fun and adventure while developing the skills they need to succeed, now and in the future

#SkillsForLife

Scouts 

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You are the brand!



The activities and experiences you provide for young people

The exciting scouting stories you can share

The passion you have for volunteering

The skills & friendships you make along the way!

75

To successfully recruit more adult volunteers your scout group or explorer scout unit must be seen as:

- open and welcoming: it should be a 'place of doors, not a place of walls'
- an energetic place, full of enthusiastic people and full of activity
- making a major contribution to the community
- well organised where people's time is productive
- safe (especially for children) and well managed
- part of a national vibrant and successful organisation.

76

Thinking Differently About Volunteering...

Let's start to consider ways
in which we need to
change our approach to
adult recruitment...



77

Research shows the main
reason new volunteers
leave Scouting in the first
12 months is that they
realise the scale and scope
of the role they had taken
on was too much.



78

Advertise tasks and teams not roles and responsibilities



79

We need “leaders”... ... do we?

- ✓ Team members not role titles
- ✓ Tasks not responsibilities
- ✓ Practical & easy to understand
- ✓ Flexible opportunities to get involved

80



Just 1 Hour

- *“A week or month will make a huge difference to the lives of young people in your area.”*



81



Just 1 Hour

Each recruitment drive should begin with the most basic unit of voluntary commitment which is ‘One Hour’.

This is the shortest time per week during which one person can make a difference to Scouting. While it might appear a small amount, lots of one hour voluntary commitments can add up to a highly effective, focussed group of volunteers who can take much of the hard work away from others in the section/group.

82

Breaking-down roles

- Badge records
- Taking money
- Signing in and out
- First aid at camp

83

**What is flexible
volunteering?**



84

TEAM BEAVERS!



85

**THINKING DIFFERENTLY
ABOUT VOLUNTEERING.**

86

REMEMBER...

When talking to potential volunteer there are some key points to bear in mind:

1. No scouting jargon
2. Keep upbeat and enthusiastic
3. Make it personal to the individual (why scouting is great for them)
4. Do not force people to 'sign up', it will be fruitless in the long run
5. Be confident in your message you really are offering them something that is useful, fun and brilliant

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Become a Scout Volunteer with us Our centre – The Fort Members area




Members area > Places Team > County Development Service

Running a section rota


Involving parents, carers and families in your section meetings

It's a fact that forty-five per cent of our new section leaders come from parents of the children in scouting. Involving parents in running your section or group is a great way to show them what Scouting is about and how they can help.




91


Take a look through our easy to use guidance and resources below...

- 


Getting people to sign-up for your section rota – in 3 simple steps.

Let's think about how a parent may feel. They may be shy or just simply scared that if they offer to help, they won't know what to do or will end up being given loads to do! Remember that you as leaders have an au...
- 


Getting people to move from the rota to a uniformed role

Step 1 –Add a little more responsibility Once a parent looks comfortable helping to run a game or is starting to use their initiative ask them for some direct help with planning a session. Ask them to look fo...
- 

Top tips for running an effective section rota

1 When organising a rota or asking people to pledge a certain amount of time to scouting, have a good think about the tasks that need to be done, and particularly give them a real job to do – making the squash is...
- 

FORMS, FORMS, FORMS!

People who want to be involved won't necessarily expect to have to fill in forms. However, all adults who are involved more than once in a 31 day period and/or are staying overnight, and/or are handling the sections...
- 

The follow-up – Saying thank you

A thank you goes a long, long way, so don't forget to say thank you to everyone who helps. The more personal the thank you, the more meaningful it will be. Giving helpers public recognition and a thank you service...

92

**What are the tasks that we
can ask parents to do?**



93

**Don't forget to say
thank you!**



94

The first step is to find out some information from the volunteer, particularly:

- their skills
- Their interests
- their availability
- what they want from a volunteering role
- what they are able/willing to do.

95

Volunteering is great fun and doesn't mean making a regular commitment



Take our 4 week challenge!

96

Take our 4 week challenge!

- 1: Come along and see what we get up to
- 2: Start to help out
- 3: Get a little more involved - maybe run a game or activity
- 4: Decide if scouting is for you

Scouts
South London

southlondonscouts.org.uk

#SouthLondonScouts

Give just 1 hour

A week, a month or a term
whatever suits you!

#SkillsForLife

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The 4 Week Challenge...

Week 1:

Come along and see what we get up to

Week 2:

Start to help out

Week 3:

Get a little more involved - maybe run a game or activity

Week 4:

By now you'll know if scouting is for you.

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The steps to planning a successful recruitment strategy are:



- 1 Understand your needs
- 2 Organise your team
- 3 Assess your image
- 4 Develop your message
- 5 Decide how to recruit
- 6 Find volunteers
- 7 Screen volunteers
- 8 Provide a warm welcome
- 9 Support new volunteers

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Scouts 

Dealing with responses

100

100

Recruiting adults: how might they feel?

How much time is involved...?
 I can't commit every week...?
 Shy...?
 Uncomfortable...?
 Unsure of their ability...?
 Is it a cult...?
 How the sections work...?
 Who is in charge...?
 Looks like a clique...?



101

Recruitment wins...

- Follow-up enquiries quickly
- Encourage flexibility in volunteering in your section/group/unit
- Provide a friendly welcome and induction
- Ensure early engagement with getting started training
- Celebrate their volunteering early on
- Spend time with new parents and let them know how they can get involved in your team
- Don't be afraid to ask ANYONE

Scouts 

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The best way to recruit new team
members is simply...
ask people to help!

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Outcomes

Scouts 

Prior to the introduction of our new digital tools, the outcome of these changes should be:



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Action for Lead Volunteers

Scouts 

Start using our new role titles informally while making changes to teams, sharing out the allocated team tasks, and agreeing who's doing what.



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Action for all volunteers

Scouts 

**When you recruit new volunteers,
start using our new approach.
Ask people to help out 'as part
of your team.**



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Action for Sections & Groups

Scouts 

**Use our brand consistently to
help build awareness, trust,
demonstrate our brand values
and the excitement and benefits
of volunteering with The Scouts.**

- #SkillsForLife
- who we are
- what we look like
- how we talk about ourselves



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Action for Sections & Groups Scouts

Take every opportunities to make people aware of the flexible way they can join your team and get involved.



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Resources & support

Scouts 

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Welcome to our members area | Please | Our Skills for Life Plan | People

Transforming the volunteer journey

View Edit Delete

We are transforming your volunteer experience

Welcome Learning Teams Digital Tools

“
As scouts we know that amazing things happen when we work as a team, that's why Greater London South East and Greater London South are working together to design and implement our local change plans for both our counties. You can find out more about our change team below.

Scouts South East London Scouts South London

Three: defined aims
1. Work smarter 2. Function better 3. Be better

It's important that scouts is a great place to volunteer, where every volunteer matters, and every volunteer has fun. We want to live this in how we treat each other and take part in our roles. This will encourage new people to join us and for those already involved to

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Take a look at the changes in detail...

Scouts

Change 1: A warmer welcome for everyone
We're going to make a better first impression for new or returning volunteers. It'll be clear where to sign up, what to expect, and what stage they are at. They will also be in control of moving this forward as much as possible.

Change 2: A more engaging learning experience
We know learning needs to be flexible, accessible, and easy to deliver and record. We also know people learn best through a combination of online and in-person learning, so our approach will be digital first but will include workshops and 'on the job' stuff (these will offer networking opportunities too).


Change 3: Simplifying our roles and structures
We know that asking people to become leaders (or other specific roles) doesn't suit everyone. People need to be able to volunteer in whichever way they can and want to do, focusing on the areas they have skills or interest in – and without having to take on the world.

Change 4: Useful digital tools
More support to help you get everyday things done

Our 4-step process to help you roll out changes locally
Change management is a process that supports people to embrace change. It takes them from where they are now to where they need to be in the future.

Things to do...
A handy list of things you can do to help your group move to our new ways of working..

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South & South East London Scouts
Welcoming new adults

Tools to help you administer the welcome process

Setting the scene


We are moving....

From	To
Intimidating appointments process and inefficient processes	Volunteers welcomed, valued and at ease from day one
Appointments Panels & Appointments Advisory Committees	Welcome conversation where you volunteer
Manual, time-consuming admin – c. 4 hours per new volunteer	A buddy throughout your induction
Reliance on siloed networks to recruit	Empowered new volunteers through self-service including automated referencing
	More tools to help recruit locally

Historically we have appointments panels in scouts to welcome new volunteers into their role. It's proven that appointments panels excel at introducing new volunteers to the wider movement and allow us to understand if the opportunity is a good fit for the potential volunteer. They also help us ensure that they are aware of and accept our values, policies and promise. The appointments panel supports volunteers to understand their role requirements and is able to point them in the right direction of support. It's an important process intended to keep young people in scouting safe.


However, when members (and non-members), were asked they told us that the current appointment process is intimidating, unclear and rarely as welcoming as it could be. It can also be really off-putting for potential volunteers, meaning they don't get involved.

Members have also said that current challenges also include:




Welcome conversation guide

Our complete guide to welcoming new adults into your team




Welcome aboard

Our welcome journey guide for new adults using the paper application route




Quick guides to help you welcome new adults



Conversation notification forms

Use the relevant form for your district to inform your district appointments secretary about the outcome of your welcome conversation.



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Welcome aboard!
Our guide to welcome chats as part of our transitional adult appointments process

Scouts South & South East London

Key guide

Covering...

- The transitional welcome process
- Screening
- Welcome buddies
- Welcome conversation planning
- Conversation one & two
- Getting Started learning
- Final steps
- Tools and resources
- (and these slides!)

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Welcome aboard!
Our guide to welcome chats as part of our transitional adult appointments process

Scouts South & South East London

Young people first
Safeguarding – a code of practice

This card contains essential information for all adults in Scouting. Please keep it with you at all times.

Version 7 Nov 2018
scouts.org.uk/safeguarding

Scouts

Welcome conversation notification

The bit about you...
Please complete this section so we know who is completing this form

Your name: *
First Name: Last Name:

Your membership number: *

Your Email address: *

Welcome to scouting, you have joined a team of over 130,000 volunteers who help the scouts to provide fun, friendship, challenge and adventure to over 420,000 young people all over the UK!

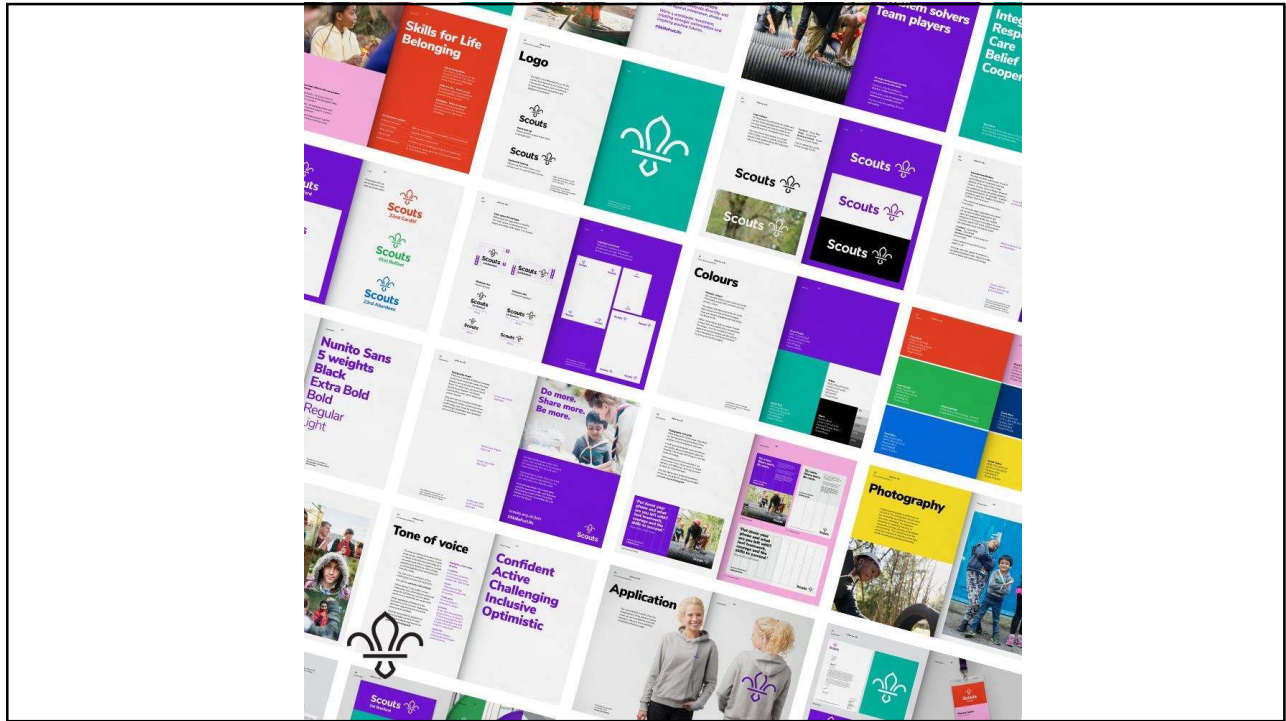
Supporting you
Whatever your volunteering role, we aim to get you settled into it as quickly as possible so that you too can enjoy all the benefits that scouting has to offer. Over the next few months, members of your team will support you in getting to grips with all the things you need to know and will help you develop the skills that you need to be able to really get stuck in. For now, this quick guide will highlight some of the things that you might find useful early on.

Welcome aboard!
Our guide to joining our team

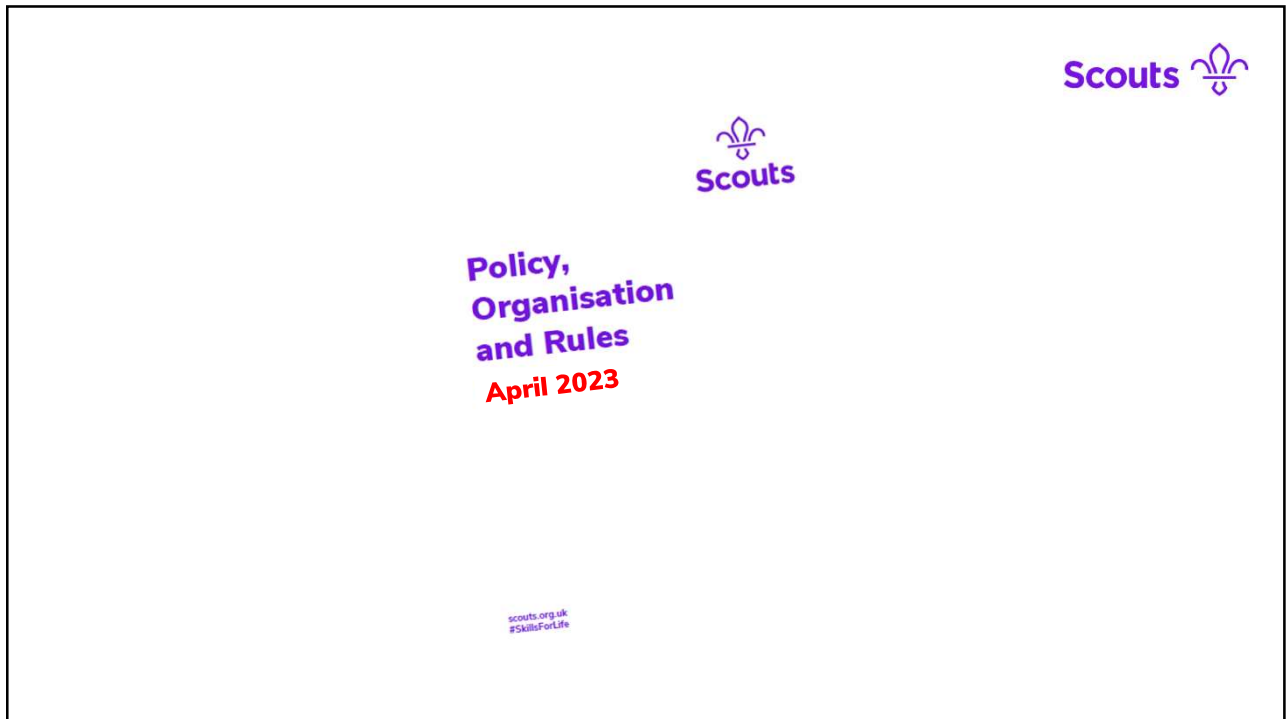
Scouts South & South East London

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Things to do...

Things to do...
A handy list of things you can do to help your group move to our new ways of working

Check back regularly - we will be adding new things you can do to achieve your transformation throughout the year and into 2024

Take part in the discussions...
To support our digital plan, we are holding a series of discussions to help us understand our current position, what we need to do, and what we can do to improve.

Clean-up Compass...
A new initiative to help our volunteers to clean up our parks and green spaces. Please make sure you have your own kit and please do not litter.

Introduce welcome conversations...
A new initiative to help our volunteers to have a conversation with a young person about their interests and what they can do to help.

Transition from an Executive Committee to a Trustee Board
A new initiative to help our volunteers to understand the difference between an Executive Committee and a Trustee Board.

Start to plan your group's new teams...
A new initiative to help our volunteers to plan their group's new teams.

Join us on facebook


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tinyurl.com/vol-journey

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Tools to help you administer the process
Available at: www.tinyurl.com/welconvo



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Recruiting more adults

www.southlondonscouts.org.uk/members-area

Scouts 

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- 1 understand your needs
- 2 Organise your team
- 3 Assess your image
- 4 Design your message
- 5 Decide how to recruit
- 6 Find volunteers
- 7 Screen volunteers
- 8 Provide a warm welcome
- 9 Support volunteers

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Download
Click here to download
our interactive successful
recruitment checklist

Scouts 




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Download
Quality volunteering
experience checker

Scouts 

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Become a Scout Volunteer with us Our centre – The Fort Members area   



Scouts
South London

 [Members area](#) [Places Team](#) [County Development Service](#)   

Running a section rota

Involving parents, carers and families in your section meetings

It's a fact that forty-five per cent of our new section leaders come from parents of the children in scouting. Involving parents in running your section or group is a great way to show them what Scouting is about and how they can help.



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