

# **Strengthen Scouting**

## **One S.T.E.P. at a Time!**

### **(Share The Excitement Program)**

#### ***The New Program***

The “**Share The Excitement Program**” or “**S.T.E.P**” is a 5 step program to address the recruitment needs of Sections/Groups and rewarding participation in a tangible and desirable way. It engages all the stakeholders from the youth to the Volunteers to the Area.

#### ***Step 1 – Youth Recruiting Youth***

Encourage every Section to have an early meeting where the youth and adults bring someone to ‘Share the Excitement’. (See Appendix I) It then becomes the responsibility of that individual to help the new person learn the requirements for Investiture.

The Section Scouter gives the list of those that attended to the Group Committee for follow up.

A second event can be planned for January/February.

#### ***Step 2 – Members Recruiting Members***

Encourage every Section to have an early camping experience where the youth and adults bring someone to ‘Share the Excitement’ of Scouting in the outdoors with a focus on Climate Change, for example. The youth or adult will be the buddy of the new person, so the new folks are comfortable and understand the Scouting camping style. (See Appendix II)

This can also be planned for January/February or a second event could happen then.

#### ***Step 3 – Recruiting Leaders***

Encourage every Group to have a parents’ information night in November/December or earlier using the LRP format. (See Appendix III) This is used to inform parents of the program, answer questions and recruit.

#### ***Step 4 – Recruiting Youth and Leaders***

Encourage every Section to have a January/February Open House (See Appendix IV). This is used to increase numbers by introducing more youth to the program and recruiting new Leaders. The existing youth or volunteers can choose to take on a visitor to show the ropes.

## **Step 5 – Reinforce Partnerships**

Each Area should have a Sponsor/Group Commissioners Appreciation Night in April/May to recognize the support of Sponsors/Group Commissioners and successes of Sections and Groups that have participated in the S.T.E.P. (See Appendix V) This is used to recognize and encourage more interaction between the Sponsors and the Group.

### **Promotion**

Generate the excitement for the new program through a Council wide promo campaign that starts in the spring and is included in the Registration packages.

Emphasize the benefits to the individual members, Sections, Groups and Partners.

Send an email to every Group Commissioner and Section Scouter registered in the previous year with the package as well.

The package will include “how to” documents, Appendices.

### **Rewards (Items may be added or deleted as necessary)**

#### Step 1

- Special “S.T.E.P.” crest for anyone who “shares the excitement”
- Special “Recruiter” crest or “Recruiter” woggle for all participants (youth & adult) who’s chum joins
- Special “Super Recruiter” baseball cap for anyone recruiting 3 or more people

#### Step 2

- Special “Recruiter” crest for all participants (youth & adult)
- Special “Super Recruiter” baseball cap for anyone recruiting 3 or more people
- Walking/hiking stick for all participants who have already received the “Super Recruiter” hat

#### Step 3

- Free Part I training for all Leaders recruited from this Step (must be trained within 4 months of joining to qualify for \$0.00 training fee – non-transferable).

#### Step 4

- Free campsite at Goodyear for any Group/Section which has completed the first 4 Steps.

#### Step 5

- Area receives recognition in form of a framed Certificate of excellence.

# Appendix I

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## Share the Excitement

It is time to invite folks out to show them all the great stuff we do. This is the best way to get them excited about the fun that is Scouting! ***Share the Excitement!***

### ***Here are the STEPs your Group needs to take!***

1. Plan an extra special program for the 2<sup>nd</sup> meeting and get the youth excited about it.
2. Send home a note with every member who attends the first meeting asking them to bring someone and the person's parent/guardian if a youth, who is Not a member to the next meeting, promote and emphasize the information about the S.T.E.P. rewards.
3. Request the Share the Excitement patches from the Area and hand them out at the end of the meeting to everyone (including the leaders) who brought someone.
4. Make a contact list of everyone who attends.
5. Note everyone who comes back after the first meeting.
6. Give list of those who do NOT come back to the Group Committee for follow up.
7. Request the "Recruiter" patches from the Area and give them to the member who first brought the new person when the new person is invested.
8. Make sure all registration forms and fees are forwarded to the Group Committee immediately for processing.
9. Plan for a Share the Excitement Outdoors Camp. (see Appendix II)

# Appendix II

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## Share the Excitement ScoutsABOUT Camp Experience

While we do a lot of great stuff every week in our meetings, no one can match the excitement and fun of camp!

### ***Here are the STEPs your Group needs to take!***

1. Plan an extra special program for the 1<sup>st</sup> camp and get the youth excited about it.
2. Send home a note with every member who attends the first meeting asking them to bring someone they know and the person's parent/guardian if a youth, who is Not a member to the next meeting, if that person would like to come to camp with them (once), promote and emphasize the information about the S.T.E.P. rewards.
3. Have the parents who attend with the interested folks, sign an Application and pay a special \$30.00 fee (on top of camp fees). This will be deducted from the full registration fee should that person join fulltime.
4. Forward these applications and fees to Ed Balyk (email – [ebalyk@scouts.ca](mailto:ebalyk@scouts.ca) or phone - 416-992-7087) at least 1 week before camp so the person can be registered as a ScoutsABOUT member. If the balance of the registration fee is forwarded to him before 2 weeks after the camp, the person will be transferred into your Section.
5. Request the "Share the Excitement" patches from the Area and present them at camp to the member who brought the new person.
6. Make a contact list of everyone who attends.
7. Give list of those who do NOT come back to the meetings after camp to the Group Committee for follow up.
8. Request the "Recruiter" patches from the Area and give them to the member who first brought the new person, when the new person is invested.
9. Make sure all registration forms and fees are forwarded to the Group Committee immediately for processing.
10. Plan for a Share the Excitement Leadership Recruitment event. (see Appendix III)

# Appendix III

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## **Parent's Night - Volunteer Recruitment Event**

### **Information Event Invitation Procedure**

#### **1. *FOUR WEEKS BEFORE EVENT***

- Send a written letter/invitation to parents and other adults
- Include a form with the invitation so they can respond. Also include a phone number. See samples
- The deadline for responding to the invitation should be two weeks

#### **2. *TWO WEEKS BEFORE EVENT***

- Call those who have not responded to the invitation. Remind them of the event and ask if they plan to attend
- For those who *have* responded to the invitation, call to thank them and confirm their attendance

#### **3. *ONE WEEK BEFORE EVENT***

- Remind parents of the event

#### **4. *THE DAY AFTER THE EVENT***

- Send thank-you postcards

#### **5. *ONE WEEK AFTER THE EVENT***

- Ensure that prospective Leader/Volunteer interviews are scheduled

### **Letter of invitation**

Using this as an example, write to parents and other interested adults.

Dear Supporters of Scouting:

You are cordially invited to attend the (group name) information evening on (date). The event will be held at (place) at (time).

This will be your opportunity to talk with Scouting leaders, meet parents and other interested adults and find out more about Scouts Canada. You will also learn how you can be a part of your Scouting community.

The evening will include a brief presentation, video, and question/answer session. Refreshments will be served.

This meeting is important. We're counting on your participation. Please confirm your attendance by calling \_\_\_\_\_.

See you there!

Signed by Group Commissioner

## **How to Support Your Invitation**

There are many ways you can publicize your event to support your invitations. Here are few ideas:

1. Put up notices at your facility. Many churches and halls have notice boards where such things can be posted.
2. Put a message in your sponsors' newsletter. Most community centres and churches have weekly or monthly newsletters.
3. Put a notice on your local grocery store or shopping mall bulletin board.

## **Where to Hold the Event**

The most obvious place to hold your event is at your group's meeting facility.

If you are running your event during spring, summer, or fall, you may want to consider an outdoor location, such as a park. Be sure that any outdoor location you choose has a power supply (for the TV/VCR and coffee maker).

### ***SUGGESTED ROOM SET-UP***

Arrange the chairs in a circle or square, so that everyone can see each other. It's best to stay away from formal classroom or theater seating.

An even better idea is to have horseshoe style seating so there is space at the front for your presentation.

### ***REFRESHMENTS***

Keep the refreshments simple. Serve coffee, tea, and juice along with some donuts, muffins, or cookies.

### ***EQUIPMENT***

You should have the following equipment for your event:

1. Enough chairs for everybody
- 2.
3. Tables for refreshments
4. DVD Player and monitor
5. Sign-in sheet for guests
6. Name tag stickers and marker pens

Display photos, section flags, achievement charts, or a recent project that your group has done. Be sure to have enough tables on hand for display purposes.

# AGENDA

1. Welcome
2. DVD – “Our Vision for the Future” or “One World, One Promise”
3. Brief overview of Scouting in Canada and how adults fit into the program
4. Leadership needs of our group
5. Questions/ answers/summary
6. Refreshments

## Script #1

### Information Event Introduction

Welcome and thanks for joining us.

It's no secret that the success of any endeavour depends on planning, preparation and the commitment of those involved. Scouting is no different. In order to provide our children with an exciting, challenging program of activities, we must be sure to plan and prepare to meet their needs. We also need to make sure that we have a committed team of adults to deliver our weekly programs and help administer our activities.

And that is why we have asked you to join us.

We hope to tell you enough about Scouting and our activities here at (Group) to convince you it's time to get involved.

We're going to start our program this evening by showing you a short DVD about Scouting in Canada.

## Script #2

### An Overview of Scouting in Canada and How Adults fit into the Program

The Mission of Scouts Canada is:

*"To contribute to the education of young people, through a value system based on the Scout Promise and Law, to help build a better world where people are self-fulfilled as individuals and play a constructive role in society."*

Quite a mouthful, you say? Sounds somewhat like the fine print on an insurance form?

How about this, then:

"On my honour  
I promise that I will do my best  
To do my duty to God and the Queen,  
To help other people at all times,  
And to carry out the spirit of the Scout Law."

What I have just read to you is the Mission statement and Scout promise of the largest youth-serving movement in the world. The principles which form the basis for the world-wide Scouting movement. These are the words that guide the activities of your children's meetings each week. I think you would agree that they are certainly worthy ideals. But the real reason for Scouting's healthy and positive tradition is that for nearly a century, young people have found Scouting fun, challenging, exciting and unique. Scouting gives young people opportunities and skills not usually provided by schools, recreational, sport or other activities. Guided by a team of adults they learn by doing, by trying new things and experiencing the great outdoors with friends.

Scouts Canada has designed programs for young people of all ages.

There are 5 program sections designed to meet the needs of typical age ranges:

**Beavers is for children aged 5 through 7**

**Cubs is geared to children aged 8-9-10**

**Scouts range in age from 11 through 14**

**Venturers include teens aged 14-17**

**Rovers are young adults aged 18-26**

The tremendous variety of innovative programs are developed and administered by the National Council of Scouts Canada and delivered to a 100,000 Canadians each year. In (Group) we have (no.) young members. These young people are encouraged to explore nature, to develop outdoor skills, and to challenge themselves physically and mentally.

Meetings, outings, badge work and regular program activities soon lead to community service projects, environmental awareness and a variety of conservation and recycling projects, exciting camping experiences and improved social and leadership skills. Typical program activities include games, stories, songs, and crafts. Developing leadership skills, exploring spirituality, working cooperatively, and performing useful service are all part of the Scouts Canada program...and on top of it all...Scouting is FUN! Just ask your child.

But all of this doesn't just happen. Committed, caring, conscientious adult leadership is the foundation of every successful group. Leaders consistently report that they get far more out of their participation than they put in.

Like any organization committed to serving the needs of young people, Scouts Canada is always seeking fresh, innovative ideas and input. We're also looking for parents willing to be a part of the leadership team. You can offer your services as a leader or an administrative support person through what we call a Group Committee. If you think you can provide a few hours a week, Scouts Canada will see that you get the proper training, information, and support needed to be part of an exciting program for young people.

Why not consider being a part of your child's fun, excitement and achievement?

**JOIN US! BE A LEADER. YOU'LL BE GLAD YOU DID.**

## Script #3

### Our Group's Needs

(Fill in the blanks with appropriate details)

We need (detail specific Sections and Group Committee)

As you know our (Group) currently has (no.) of youth registered and (no.) of Leaders/helpers. We are in need of (no.) of additional Leaders/helpers because it will help us provide a better program for our youth and it will help us deliver Scouting to more youth in our community.

You are all very interested in your child's involvement in Scouting but you are probably unsure about your ability to be a Leader/helper or don't feel you have the time to give us.

Like you, I am a volunteer. Right now I spend about (no.) hours per week preparing and running the (Beaver/Cub, etc.) program. I'll be honest though and tell you that once you get the Scouting bug, the number of hours per week will not be that important because of the satisfaction you'll get from working with the kids.

Once you have decided to become a Leader/helper you won't be on your own. I'll work with you as well as (name of assistant leader/other helpers). We will be your coaches and before you know it you'll be leading a (tail slap/grand howl etc.) Our Area has volunteers known as Service Scouters who will also help you.

You don't need to stand up right now and volunteer, but who'd like to ....? Talk to me later this evening, or call me on the phone tomorrow.

Once again, I say join us! Be a leader, you'll be glad you did.

## Script #4

### Some Typical Questions and Possible Answers

Q. Tell the truth... how much time does it take to be a leader?

A. If we had an adequate number of Leaders/helpers the answer would be about 4 hours a week to prepare and attend the meetings but there are occasional hikes and camps on weekends. You will also be expected to take some training which usually occurs over several nights or a weekend.

Q. How much does it cost to be a leader/helper?

A. In this group we raise money to assist leaders with fees, uniforms and books. The full uniform costs about \$85, our registration fees are (\$) and the necessary handbooks would cost about \$25. But our group subsidizes this by \_\_\_\_\_.

Q. I don't know anything about (Beavers/Cubs etc.) and would be concerned that there is too much to learn.

A. You will never be alone. The program concepts are easy to understand... after all the kids don't have a problem doing the ceremonies after just a few meetings. We will coach you.

- Q. I haven't got time to be a leader/helper. What else can I do?  
A. We need help on our group committee. It meets once a month except in July and August to listen to the needs of the leaders and to help them raise funds. We can always use new people and ideas on the group committee.

We need help in (Beavers/Cubs etc.) on an occasional basis. Perhaps you would be willing to help once a month or fill in when one of the leaders is away. We also need people who can come and share a craft or tell a story. In Cubs we need help with badge or star testing. We are all in this together. We can find a job for you that meets your schedule and interests.

- Q. Tell me more about training.  
A. Scouts Canada offers a variety of ways to learn more about your chosen role. Handbooks, courses, workshops and videos are available.

- Q. Add your own questions and answers here. ie: where do we meet, who is our sponsor etc.?

I'm sure by now you have some questions. Anybody?

(Inform attendees that volunteers will be available after the presentation to answer any further questions they may have.)

## ***Script #5***

### **SUMMARY**

Thank you for attending this special evening with our (Group/Colony/Pack, etc.).

Tonight we told you about Scouting in Canada and specifically talked about the needs we have in our Group for more help whether it be as a leader, helper or on the group committee.

Scouting can only succeed when we have enough adult volunteers to deliver the program.

Adults are the key to successful Scouting. You can BE A LEADER!

Once you get home please sit down with your child to discuss how you can become involved in his or her section.

Those of you who have to get on your way and we don't get an opportunity to speak with this evening, we'll follow up with by telephone.

We look forward to welcoming you to our team.

## Working the Room

"Working the room" is an important part of any meeting where you are trying to convince people to do something. A politician trying to attract votes will often go around the room, shake hands, and talk to people after he or she has given a speech.

A Scouting recruitment event is no different. Make sure you have a group of volunteers walking around and talking to people. Do it before and after the presentation. This sort of contact is more direct and personal, and will result in more effective recruiting.

### ***Here are some tips on how to work a room:***

When people arrive at the event, have them sign in and give them a name tag. Make sure your volunteers also have name tags.

Work the room before and after your formal presentation. People may arrive early. Instead of letting them stand around, go and talk to them.

Be careful not to have too many volunteers. If you are expecting 20 people at your evening, and you have 50 Scouters in uniform waiting for them, the people attending will be quite intimidated.

Have a cross-section of volunteers. Try to have some non-uniformed volunteers as well as uniformed Leaders.

The volunteers should separate. Do not hold private conversations amongst yourselves. This can be intimidating to the people attending your event.

Make sure nobody is alone. If you notice someone who is alone, go to that person and start up a conversation.

Do not start packing up right after the formal presentation. If you seem in a hurry to leave, the people attending will likely leave and the opportunity to talk to them will be lost.

During the presentation, let people know that the volunteers will be available afterwards to answer further questions.

If someone seems particularly interested, try to get that person in a one-on-one situation. If the person declares an interest in joining a particular group or section (i.e. one that his/her child is involved with), have a volunteer from that group talk to the person.

When talking to people, be aggressive but not pushy or obnoxious. Remember, you are not necessarily trying to put people in uniforms that evening. You are trying to foster an interest for them to get involved.

Do not be judgemental. You are not conducting an interview.

Remember, you want to portray Scouting as a vibrant organization with knowledgeable and friendly people in its volunteer roles.

## Meeting Candidates One-on-One

After the parent information night, it is necessary to meet with interested parents/adults to impart specific information about the Group and the Section they may have shown an interest in. It also allows you to get to know and get a better insight into the strengths and weaknesses of the interested volunteer.

### ***Here are some hints***

- Choose a meeting place that is conducive to an informal atmosphere, this allows the interested adult to feel comfortable and not be intimidated.
- Start the conversation by introducing yourself, how you got involved in Scouting, what keeps you in Scouting, and what you personally get out of volunteering.
- Inquire about:
  - the interested adult's family (number of children)
  - hobbies they might have
  - their career
- Background information - were they involved in a youth group as a child?
  - their areas of expertise
  - where they see themselves in Scouting
- Explain the group's expectations and needs. Discuss the support system available (other Leaders, Service Scouters, Group Committee members, and leadership training).
- Briefly explain Risk Management and the initiatives Scouts Canada has taken to reduce the risks (e.g., PRC, BP&P, Outdoor Activity Guide, etc.)
- Remember to be honest and realistic – it's not only one hour a week.
- Most importantly, emphasize the fun and friendship – not only for the youth, but also for the adult volunteers.

## Resources Available from your Field Executive

- DVDs – “Our Vision for the Future” or “One World, One Promise”
- Pamphlets
- Promo materials for distribution – Tattoos, rulers, pencils, etc.
- Leader Recruitment Kit
- Personal help when possible

# Appendix IV

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## Open House

Open Houses have become our most successful means of exposing new families to Scouting and through this, build new groups or add sections to existing groups.

An Open House is like a regular meeting, (ideally the same night, time and place as your weekly meeting) but with the bonus of additional interested youth and parents in attendance. With some advertising, you can invite many of the youth in a community to see a sample program. The program is a short, one-hour 'fun' program with games and crafts and more.

### ***Here are the STEPs your Group needs to take!***

1. Ask permission from the local schools to distribute flyers to the appropriately aged youth. Make sure the flyers state that the parents must attend with their youth.
2. Arrange for a separate room where the parents that attend can be taken to talk about how their families can become involved.
3. Plan an exciting program with lots of extra materials for the youth that show up and ensure that there is appropriate Leadership (the Area Team can be asked to help), but don't overwhelm the parents with Leaders in uniform or they may not feel the need to help.
4. Have all the people who attend sign in with contact information.
5. Ask the Area Team or Council Field Executive to attend to talk and help recruit the parents. Make sure someone from the Group Committee is present to answer Group specific questions.
6. Have Registration forms for both youth and adults and have screening materials, e.g. PRC forms, at the meeting in case anyone wishes to sign up that night.
7. Give Contact info to Group Committee for follow up of those that do not come back.

### ***Checklist***

- Applications and PRCs
- Chairs and refreshments
- Sign in sheets
- Info sheets with contact info for key members of the Group
- Volunteer job descriptions
- Presentation materials.

# Appendix V

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## Partner Event Planning Guide

### ***A Partner is:***

An institution or group of citizens who wish to use Scouting's programs to assist in guiding youth.

### ***The Partner Appreciation Evening's Goal***

- To thank all Partners for their past support
- To introduce new Partners and Partner Representatives
- To introduce potential Partners to the organization
- To Rejuvenate Partners

### ***Timeline***

#### **12 weeks from date**

- Choose organizing committee (should be chaired by DAC Group Support) (should consist of 4-6 people including youth rep.)
- Research locations include site visits
- Obtain current partner rep info (includes name, address, phone, email) for each group
- Develop budget
- Youth should be used as much as possible during the event

#### **10 weeks from date**

- Make location reservations
- Send deposit (if necessary)
- Set time
- Develop guest list
- invite guest speakers
- invite VIP's
- book MC (should be youth rep if possible)
- set menu (either finger foods or dinner depending on funding)
- develop invitations with reply cards

#### **Eight weeks from date**

- invitations to be mailed
- guest speakers confirmed
- VIP's confirmed
- MC confirmed

- Assign committee tasks for the day of and event

### **Six Weeks from date**

- set menu
- set agenda
- arrange thank you gifts for guest speakers
- arrange audio visual equipment

### **Four weeks from date**

- develop attendance list from reply cards
- determine decorations/promotional material
- arrange for someone to take photos
- arrange for goodie bags (Scouting Promo stuff/candies/note pads)
- produce thank you certificates

### **Two weeks from date**

- reconfirm guest speakers and VIP's
- follow up with guests that have not replied
- update guest list
- order food
- order cake
- gather decorations
- site visit

### **Week from date**

- update guest list
- confirm with VIP's their roles for the evening
- send out agenda to VIPs and guest speakers
- confirm that all thank you certificated are done and framed
- put together goodie bags
- don't forget extra napkins, knife for cutting cake, forks
- if it is finger foods make sure you have cups, knives forks, spoons for tea and coffee, pop juice and water
- pick up name tags

### **Day of event**

- decorate
- pick up food
- set up audio visual equipment
- have someone taking attendance and filling out name tags
- have greeters ready at the door for VIP's (should be youth members)
- arrange room
- Have Fun!

**Agenda**

18:30 hrs Welcome and Reception

19:00 hrs Grace / Dinner Name

20:30 hrs Introduction of Speaker Youth

Mr. Peter Sundborg - Keynote Speaker

Name - Guest Speaker

Thanking the Speakers and Presentation Name

21:00 hrs O Canada / Closing

*The honour of your presence is requested  
At a Buffet Dinner Gathering of  
Scouts Canada  
to meet with  
our Partners & Group Commissioners*

*On **Date**  
At **Time**  
At the Location*

*A Welcome Speech  
By  
Mr. Peter Sundborg  
Council Executive Director  
And  
Guest Speaker  
**Name**  
To follow Dinner*

*RSVP  
Dress: Business Attire  
Scout Uniform*

*Contact: Ed Balyk  
Council Field Executive  
(416)992-7087*



*The honour of your presence is requested  
At a Buffet Dinner Gathering of  
Scouts Canada to meet with our Partners & Group  
Commissioners*

*On **Date**  
At **Time**  
At **Location***

*A Welcome Speech by  
Mr. Peter Sundborg,  
Council Executive Director  
And Guest Speaker*

***Name**  
**Title**  
To follow Dinner*

*RSVP  
Dress: Business Attire /Uniform*

*Contact: Ed Balyk  
(416)992-7087*



*The favour of a reply is requested on or before*  
*Date*

*M* \_\_\_\_\_

\_\_\_\_\_ *will attend*

\_\_\_\_\_ *will not be able to attend*