

The background features a dark, gradient background with wavy, abstract shapes in shades of green and brown. Several colored circles (green, orange, and grey) are scattered across the scene, some appearing as if they are floating or moving.

# Parent Recruitment and Engagement

Program Launch 2022




# My Story

- Scouting Experience
- Professional Experience
- Volunteer Experience

# These Guys





# Why Volunteer? Sell the Benefits

- We are all busy! **We make time for what's important to us.**
- Tons of benefits to being a Scout leader - most important is the interaction between parent and child
- Appeal to mind and heart of parents
  - Tell the story of why
- Don't undersell the commitment – Quality does require Commitment!



# • Set Expectations/Communicate

- Scouting isn't like soccer or baseball where parents just cheer from the sidelines!
- Cub Scouting is a family event – run by volunteers, everyone is needed. When Scouts sign up make sure parents know they are expected to volunteer and participate.
  - Not everyone needs to be a Den Leader or the next Cubmaster!
- Older Scouting programs are Scout led but it doesn't mean we don't need parents.
- Orient new parents and leaders.



# Ask Personally

- Don't rely on blast emails, texts, or other forms of high-level communication to get specific outcomes.
- "Someone else will volunteer" attitude
- Asking an individual to do a specific job makes it a lot harder for them to say no.



# Start Early

- Lions and Tiger programs require parents to attend – use the opportunity to get them involved.
- Give them small jobs to introduce them to leadership roles.
- Don't wait until the fall recruitment to figure out your leader needs and to make asks.
  - Have a plan – know what you need
  - Done right, the only new leaders you need annually are your Lion or Tiger leaders.
  - Find your Lion and Tiger leaders/mentors in the Spring
- Be thinking of your succession plan.



# • Break Up Jobs/Share Roles

- Instead of giving big jobs to new parents or volunteers – give specific jobs
- Splitting up responsibilities could allow some parents to get involved in roles who can't commit to a single larger role
- Have co-leaders for a den to take turns so the same person isn't running every single meeting
- Team up leaders. Some people are great at planning. Some are great at execution.
- For older programs, have leaders work with specific groups of Scouts on specific projects (i.e. advancement, merit badges, camp outs)





# Get to Know Parents/Discover Talents

- Match the job with the parent's personality and ability
- Family Talent Survey
  - Parents will have hobbies and interests that you never expected!
- Parent Orientation Night
- Review the parent's application – what do they do?

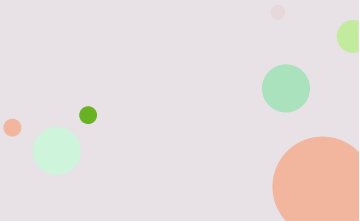


# Provide Training/Orientation

- BSA required training is a good overview of all of the basics but it isn't necessarily enough
  - What are items specific to your pack or troop?
- Conduct new parent/new leader orientation
  - Not every parent was involved in Scouting as a youth
  - You don't have to have been a Scout to be a great leader!
  - People feel more comfortable when they know what they are supposed to do when
- Define responsibilities as they are specific to your pack, don't rely on the online generic job description
  - Make sure it matches your unit's expectation

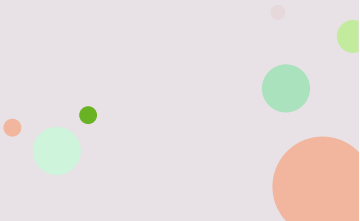


# Mentor New Leaders

- Scouting should not be sink or swim or trial by fire for new leaders/parents
  - Who can help new leaders grow?
  - Touch base with new leaders and ask if they need help
  - Observe and offer suggestions
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# Conclusion

- Why Volunteer? Sell the benefits!
  - Set Expectations and Communicate
  - Ask Personally
  - Start Early
  - Break up Jobs/Share Roles
  - Get to know parents and Discover Talents
  - Provide Training/Orientation
  - Mentor New Leaders
- 



Questions