

# Recruiting Adults – Running a Name Generation Evening



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## SIX STEPS TO ADULT RECRUITMENT

Many people are familiar with the six-steps to Adult Recruitment:

- 1) Define the job that needs to be done
- 2) Identify the skills and qualities needed
- 3) Produce a list of who can do the job
- 4) Target the best choice
- 5) Ask them to help you
- 6) If they say yes – offer support and welcome them into Scouting

(See Recruiting Adults: A Practical Guide. BS310001)

However some find Step 3 difficult, producing a list of people who can do the job. Yet, if you can produce a long list of suitable candidates, it is easier to find that new Leader or helper.

## NAME GENERATION EVENING

A very successful way is to organise a **Name Generation Evening**. This involves inviting a small group of people to meet and brainstorm a list of people that they know, who would be capable of doing the job that you are trying to fill.

### The Group

The group of people you invite:

- should number between six and 12,
- meet for an hour in a comfortable environment and,

- will benefit by comprising of a mixture of existing members of the Scout Group\* (such as Leaders and Executive members) **and** useful members from the local community, who may not have had any previous involvement with Scouting.

It's important to point out that you are not going to ask these members of the local community to become involved with the Scout Group; you merely want to pick their brains!

*Note: Although this factsheet refers to a Scout Group, this method can also be used to fill vacancies in Districts, Counties and Areas.*

### Action to take before the evening

- Spend time talking through the principle of the name generation evening with members of the Scout Group (this will include the Leadership team, together with the Executive members),
- Decide on the specific roles the Group wish to fill (in priority order),
- Agree a clear, simple job descriptions – *A sample is attached*,
- Agree the skills and qualities needed to do those jobs,
- Seek suggested 'names' to invite to the evening. This could include: local business people, local councillors, parents, local police officer/constable, District Nurse, health visitors, religious leaders, local Head Teacher, Ex-Scouters, Neighbourhood Watch co-ordinators, Leaders of community groups and so on,

The Scout Information Centre

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- Don't try and get everyone there. You don't want a large 'meeting' type environment, more of a cosy chat situation. Six to 12 people is ideal,
- Agree a date, time and suitable venue – warm and comfortable. Ensure that refreshments will be available on arrival,
- Decide who is best placed to make the initial 'invitation to attend',
- Have a clear and concise message of what you want from them. Explain that you simply want an hour of their time to generate 'names'. Be quite clear it is not your intention to twist their arm to become involved. Commit yourself to a time-scale - one hour at most – and keep to it,
- Once they have accepted the invitation send a letter of confirmation with venue, time and date,
- Ring around the name generators a week or so before the evening to check if they have received the details.

### **Actions to take during the evening**

- Create a warm, welcoming environment,
  - Arrange chairs in a circle
  - Offer refreshments on arrival
  - Use a flipchart to list names,
- Start on time,
- Thank people for attending and giving their time to support the development and growth of Scouting,
- Confirm the finish time – no more than one hour - and stick to it,
- Explain the purpose of the evening:
  - 55% of people do voluntary work because someone asked them,
  - You want to produce a list of people who can be approached to do a particular job in Scouting,
- Hand out copies of the Job Description and Skills and Qualities needed and carefully go through them,
- Now ask the Group for names of anyone who would fit that role and list these names on the flipchart,
- Help the group to think widely. Slowly give suggestions to get the flow of names going, such as:
  - Parents of existing Members
  - Former Members – ex Scouts/Guides
  - Personal friends
  - Relatives
  - Members of clubs and societies – Rotary, Lions Club, Women's Institute, football or hockey clubs, local places of worship
  - Neighbours
  - Anyone you work with
  - Anyone you drink with
  - Parents who wait outside the school gate
  - Parents of children whom your children play with
  - Those people inclined to help the community
  - Those you meet socially with
- Be assertive with those who may sidetrack the issues and stick to the task in hand,
- Be aware that however well briefed the group is, some will be hesitant to give names for fear of 'committing someone else'. Reassure the group that the 'names' generated will be approached in a sensitive and appropriate manner,
- Challenge assumptions that people are too busy to help. Let them make their own choice,
- Occasionally allow silence to give the group time to think but avoid very long silences that will create the wrong atmosphere,
- Towards the end of the session, ask for final thoughts and possibly one more name to add to your list,
- Allocate about 15 minutes at the end to gain information on the names provided,

- Now try and choose the 'top six' or so, using the Job Description if appropriate,
- Decide who is going to ask each potential recruit. This may be more appropriate afterwards,
- Thank people for their time and confirm that their time will greatly benefit the Movement. Offer a final up of coffee,
- Be positive throughout the session.

**Actions to take after the evening.**

- Follow up the names generated and ask them to help, starting with the 'top six',
- Spend some time planning your initial approach and use the Job Description when asking someone,
- If someone says no, simply move onto the next name on the list,
- If they say yes, plan their induction to support and welcome them into Scouting.

For further information on recruiting adults or young people, please contact the Field Development Service at Headquarters.

**RESOURCES:**

**Available from the Scout Information Centre:**

- Recruiting Adults - a Practical Guide
- Adult Support prompt cards
- Leaflet on the 6 steps to Adult Recruitment
- Welcome Pack - A Toolkit for Scout Groups

Sample layout for a Job Description

<p><b>The Job of a                      Beaver Scout Leader</b></p> <p><b>What job do you want me to do?</b></p> <ul style="list-style-type: none"><li>• Lead a team of adults in running the Beaver Scout Colony</li></ul> <p><b>What is involved?</b></p> <ul style="list-style-type: none"><li>• Weekly meetings for a group of 6 - 8 year-olds.</li><li>• With other Leaders, plan and run these weekly meeting including activities such as games, handicrafts, stories, making drinks and outings.</li><li>• Being between 20 and 64 years-old, male or female.</li><li>• Going into uniform and becoming a member of the Scout Association*</li><li>• Attending Leaders meetings every two months</li></ul> <p><i>* If you don't wish to go into uniform you can become a 'Section Assistant'</i></p> <p><b>Where and when?</b></p> <ul style="list-style-type: none"><li>• Wednesday night 5.30 till 6.45pm at Scout Headquarters</li><li>• Possible occasional outings events at weekends</li></ul> <p><b>Who will I be working with?</b></p> <ul style="list-style-type: none"><li>• Beaver Scout Leaders</li><li>• Group Scout Leader</li><li>• Parents rota</li></ul> <p><b>What help do I get?</b></p> <ul style="list-style-type: none"><li>• Meeting Place</li><li>• Equipment for games and activities</li><li>• Ideas books, magazine and website</li><li>• Leaders Handbook</li><li>• Support from Group Scout Leader and Group Committee</li><li>• Money for equipment, etc.</li><li>• Training</li><li>• Information hotline</li></ul> <p><b>How long do you want me to do the job?</b></p> <ul style="list-style-type: none"><li>• Initially one year</li></ul>
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