

3.7 Healthcheck - Developing your Scout Fellowship



Promotion

Read the following questions carefully and discuss the answers with your Executive Committee or your membership. Answer the questions as truthfully as possible and tick the appropriate boxes.

MANDATORY ISSUES	BEST PRACTICE			DANGER ZONE			
<p>1 For how many of the following tasks is there a design person?</p> <p><input type="checkbox"/> Promotion</p> <p><input type="checkbox"/> Public relations</p> <p><input type="checkbox"/> Publicity</p> <p><input type="checkbox"/> Links/liaison with Scout Sections.</p>	4	3	2	1	0		
<p>2 How many of the following examples of promotional material does your Scout Fellowship use?</p> <p><input type="checkbox"/> Brochures</p> <p><input type="checkbox"/> Leaflets</p> <p><input type="checkbox"/> Display boards</p> <p><input type="checkbox"/> Web site</p> <p><input type="checkbox"/> Newsletters</p> <p><input type="checkbox"/> Letters to potential members</p> <p><input type="checkbox"/> Programme news.</p>	6+	5	4	3	2	1	0

MANDATORY ISSUES	BEST PRACTICE	DANGER ZONE
<p>3 How many of the following methods have you used to enhance the image of your Scout Fellowship in your local area in the last 12 months?</p> <p><input type="checkbox"/> Newspaper articles</p> <p><input type="checkbox"/> Television appearance</p> <p><input type="checkbox"/> Radio mentions</p> <p><input type="checkbox"/> Community projects</p> <p><input type="checkbox"/> Community events</p> <p><input type="checkbox"/> Scouting events</p> <p><input type="checkbox"/> Newsletters</p> <p><input type="checkbox"/> Internet (websites and e-mail)</p> <p><input type="checkbox"/> Programme news</p> <p><input type="checkbox"/> AGM.</p>	<p>10 9 8 7 6 5 4</p>	<p>3 2 1 0</p>
<p>4 For how many of the following groups do you use your contacts?</p> <p><input type="checkbox"/> Local newspapers</p> <p><input type="checkbox"/> Local radio</p> <p><input type="checkbox"/> Local television</p> <p><input type="checkbox"/> Libraries</p> <p><input type="checkbox"/> Schools and colleges.</p>	<p>5 4 3 2</p>	<p>1 0</p>
<p>5 How often have you sent press releases to the local media in the last 12 months?</p>	<p>6 or more 5 4 3</p>	<p>2 1 0</p>
<p>6 What sort of image does your Scout Fellowship have with others in Scouting (e.g. Scout Network, District, Scouters?)</p>	<p>An excellent one A good one</p>	<p>Not so good Very poor</p>

MANDATORY ISSUES	BEST PRACTICE			DANGER ZONE		
7 When did you last have an articles or picture about your Scout Fellowship in the local paper?	In last 2 months	3-4 months	5-12 months	Over a year ago	No idea!	
8 How many of the following events did you actively participate in during the last 12 months? <ul style="list-style-type: none"> <input type="checkbox"/> Group/District executive meetings <input type="checkbox"/> Group/District AGMs <input type="checkbox"/> Unit/District Explorer Scout meetings /AGMs <input type="checkbox"/> Unit/Group/District events and competitions <input type="checkbox"/> County/Area Scout Network meetings. 	4	3		2	1	0

Get some help...with promoting

The quick fix!

- Ensure that you have someone responsible for promotion, public relations, publicity and/or liaison
- Promote and/or advertise your Scout Fellowship locally through local newspapers, leafleting, radio, TV
- Set up your web site and link to other Scouting/non-Scouting websites
- Distribute your programme/diary/newsletter more widely
- Organise a set piece (slides, video, display) which can be taken to all Section/Group/District meetings/AGMs
- Regularly distribute up-to-date information (newsletters, posters, displays) for public places (schools, colleges, libraries, leisure centres, town halls, work places)
- Establish direct communication (face-to-face, mail, e-mail, leaflet drop) with individuals
- Start a newsletter and publish on a regular basis
- Get into your local newspaper with photographs and a great story
- Make a video

- Help with group activities
- Help at a high profile public event.

Resources that can help

- Examples of press releases
- Section 5 of *Active Support*.

Get some help...with recruiting

The quick fix!

- Identify your target market (what type of groups could you recruit and where do they meet – Scout Network, school/college, leisure activities, work?) and target individuals
- Distribute your programme/diary/newsletter more widely
- Organise a set piece (slides, video, display) which can be taken to all Unit/Group/District meetings/AGMs
- Regularly distribute up-to-date information (newsletters, posters, displays) for public places (schools, colleges, libraries, leisure centres, town halls, work places)
- Establish direct communication (face-to-face, e-mail, leaflet drop, birthday cards, invitations, letters) with individuals
- Explain (face-to-face, mail leaflet/letter, e-mail) what happens next when members of the Scout Network leave the Network
- Prepare a FAQ sheet (what is the Scout Fellowship, how much does it cost, do I wear a uniform, what will I be doing, where does the Scout Fellowship fit into Scouting, etc.)
- Get all the names of 17+ Explorer Scouts/Ranger Guides, and all Scout Network members
- Regularly invite them to activities.

3.7 Recruiting



Read the following questions carefully and discuss the answers with your Executive Committee or your membership. Answer the questions as truthfully as possible and tick the appropriate box.

TITLE	BEST PRACTICE	DANGER ZONE
1 Do you have someone responsible for recruitment?	Yes	No
2 From how many of the following sources have you obtained new members in the last 12 months? <input type="checkbox"/> Scout Network <input type="checkbox"/> Ranger Guides <input type="checkbox"/> Leaders who retire <input type="checkbox"/> Leaders who retire due to lack of time <input type="checkbox"/> Former members <input type="checkbox"/> Scouters and Commissioners <input type="checkbox"/> Group and District administrators <input type="checkbox"/> Non-Scouts – Work <input type="checkbox"/> Non-Scouts – Friends and families	9 8 7 6 5 4	3 2 1 0
3 How many members have joined your Scout Fellowship over the last 12 months?	6 or more 5 4 3	2 1 0
4 How often do you have contact with each Unit in your area?	Regularly Quite often	Occasionally Never

TITLE	BEST PRACTICE	DANGER ZONE
5 Do you know the names of and have you spoken to all the 18 and 19 year olds currently in your feeder Units?	Yes Some of them Not really	There aren't any No
6 For how many of the following groups do you hold and maintain contact lists as potential members? <input type="checkbox"/> The Scout Network <input type="checkbox"/> Parents of youth Members <input type="checkbox"/> Leaders who have retired <input type="checkbox"/> Former Members <input type="checkbox"/> Scouters and Commissioners <input type="checkbox"/> Group and District Administrators	6 5 4 3	2 1 0
7 How often do you invite potential members to your programme meetings?	Regularly Quite often	Occasionally Never
8 How many of the following recruitment tools and methods have you employed in the last 12 months? <input type="checkbox"/> Invitation (post, e-mail, spoken, etc.) <input type="checkbox"/> Birthday cards <input type="checkbox"/> Recruitment event <input type="checkbox"/> Newsletter <input type="checkbox"/> AGM <input type="checkbox"/> Promotional tools	6 5 4 3	2 1 0

TITLE	BEST PRACTICE				DANGER ZONE	
9 How many of the following opportunities do you promote? <input type="checkbox"/> Duke of Edinburgh's Award for the under 25s <input type="checkbox"/> Activity training courses (Scout and non-Scout) <input type="checkbox"/> Leadership opportunities <input type="checkbox"/> Social events <input type="checkbox"/> Utilising a member's skills.	5	4	3	2	1	0

How did you score?

If you have

2 or less ticks in the Danger Zone

Congratulations, your Scout Fellowship is running well, just focus on the areas where you didn't do so well.

3 - 4 ticks in the Danger Zone

Not too bad, but some things to watch here. Check out 'Where to Get Help' for some help and advice on what to do.

4 - 5 ticks in the Danger Zone

Quite a long way from 'Best Practice'. Start working on a development plan now, focusing on those Recommended Issues.

6 - 7 ticks in the Danger Zone

Some serious problems here if you really want to provide Active Support to Scouting. Go through the list again to highlight the areas you think are critical and work on these over the next twelve months.

8+ ticks in the Danger Zone

Are you sure you read the instructions? If you've seriously got more than eight ticks in the Danger Zone then it's time to really question what you're doing.

Remember: Every Scout Fellowship is different, and as your membership changes, so will the results of your healthcheck.

The quick fix!

- Identify your target market (what type of groups could you recruit and where do they meet - Scout Network, school/college, leisure activities, work?) and target individuals
- Distribute your programme/diary/newsletter more widely
- Organise a set piece (slides, video, display) which can be taken to all Unit/Group/District meetings/AGMs
- Regularly distribute up-to-date information (newsletters, posters, displays) for public places (schools, colleges, libraries, leisure centres, town halls, work places)
- Establish direct communication (face-to-face, e-mail, leaflet drop, birthday cards, invitations, letters) with individuals
- Explain (face-to-face, mail leaflet/letter, e-mail) what happens next when members of the Scout Network leave the Network
- Prepare a FAQ sheet (what is the Scout Fellowship, how much does it cost, do I wear a uniform, what will I be doing, where does the Scout Fellowship fit into Scouting, etc.)
- Get all the names of 17+ Explorer Scouts/Ranger Guides, and all Scout Network members
- Regularly invite them to activities
- Promote The Scout Fellowship to friends and work colleagues
- Increase promotion
- Help Explorer Scouts/Ranger Guides and members of the Scout Network with their programme and awards
- Have a joint activity with the Scout Network.

Resources that can help:

- Section 5 of *Active Support*
- *Recruiting Adults - A practical guide.*

People who can help:

- Section contacts
- Line manager contacts
- ADC (SF).

3.7 Induction



TITLE	BEST PRACTICE		DANGER ZONE							
1 Do you really make new members feel welcome in the first few weeks and months?	Very welcoming	Sort of welcoming	Not really		Not at all					
2 Which of the following tools do you employ with new members? <input type="checkbox"/> Welcome pack <input type="checkbox"/> Joining procedure + FAQ <input type="checkbox"/> New member questionnaire <input type="checkbox"/> Introductions <input type="checkbox"/> Member list <input type="checkbox"/> Programme/diary <input type="checkbox"/> Buddy <input type="checkbox"/> Involvement in activities <input type="checkbox"/> Tasks/What will I be doing?	9	8	7	6	5	4	3	2	1	0

Get some help...with induction

The quick fix!

- Ensure new members meet existing members
- Create your own welcome pack (what happens, what is the joining procedure, what are the options, what will I do/be doing, FAQ sheet, members, etc.)
- Prepare a FAQ sheet (what is the Scout Fellowship, what does it cost, do I wear a uniform, what will I be doing, where does the Scout Fellowship fit into Scouting, etc.)
- Distribute job descriptions

- Explain and distribute a questionnaire to new members
- Re-check your programme. Is it good and would new members want to stay?
- Ensure new members have a “buddy”.

Resources that can help:

- Example of a new member questionnaire.

People who can help:

- Section contacts
- Line manager contacts
- ADC (SF).

3.7 Retention



TITLE	BEST PRACTICE	DANGER ZONE
<p>1 For how many of the following tasks do you have someone responsible?</p> <p><input type="checkbox"/> Member records</p> <p><input type="checkbox"/> Member communications</p> <p><input type="checkbox"/> Programme manager</p> <p><input type="checkbox"/> Links/liaison with Scout Sections</p> <p><input type="checkbox"/> Secretary</p> <p><input type="checkbox"/> Treasurer</p> <p><input type="checkbox"/> Fundraising</p> <p><input type="checkbox"/> Activity specialists</p>	8 7 6 5 4	3 2 1 0
<p>2 Did you retain the new members who visited your Scout Fellowship in the last 12 months?</p>	All Most	Some None
<p>3 Do you have an active programme?</p>	Yes	No
<p>4 How many of the following events did you incorporate into your programme in the last 12 months?</p> <p><input type="checkbox"/> Expedition</p> <p><input type="checkbox"/> Party</p> <p><input type="checkbox"/> Meals</p> <p><input type="checkbox"/> New activity</p> <p><input type="checkbox"/> Competition</p>	5 4 3	2 1 0

TITLE	BEST PRACTICE				DANGER ZONE		
5 What percentage of your members turns up for your regular meetings?	100%	75%			50%	25%	0
6 Over the last six months, what percentage of your members have been involved in organising events and regular meetings?	100%	75%			50%	25%	0
7 How far ahead is your diary planned?	12 months	6 months	4 months	3 months	2 months	1 month	Less
8 Does your diary always go to plan?	Always	Usually			Occasionally	Never	
9 Do you regularly re-assess what your members want to do, have time to do and/or have experience/knowledge/ qualifications to do?	Regularly	Occasionally			Sometimes	None	
10 Do you have good communications?		Yes				No	
11 How many of the following good communications tools do you use? <input type="checkbox"/> Communications officer <input type="checkbox"/> Programme officer <input type="checkbox"/> Telephone tree/e-mails <input type="checkbox"/> Newsletter/diary	4	3	2		1	0	

Get some help...with retention

The quick fix!

- Recheck your programme – is it good and would new members want to stay?
- Ensure new members meet existing members
- Ensure there is an active programme
- Ensure there is good communication of new members and programme/diary
- Distribute job descriptions

- Distribute “How to.....” leaflets (fundraise, help a section, organise a night hike, etc.)

Resources that can help

- The ‘Programme Ideas’ section in this file
- Example of a telephone tree system.

People who can help

- Section contacts
- Line manager contacts.

Action plan

Once you have completed any section, evaluate the needs of your Scout Fellowship. If needs are identified in that area, agree your goals/objectives and come up with an action plan to achieve them. Set target dates for completion and evaluate the results. You need to consider what we need to do, what are you going to do about it, who is going to do it and when are they going to do it.

WHAT ARE WE GOING TO DO?	WHO IS DOING IT?	DATE TO COMPLETE	WHAT NEXT?
PROMOTION	<hr/>	<hr/>	<hr/>
1			
2			
3			
4			
5			
RECRUITMENT	<hr/>	<hr/>	<hr/>
1			
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3			
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INDUCTION	<hr/>	<hr/>	<hr/>
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RETENTION	<hr/>	<hr/>	<hr/>
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