

# Adult Leader Recruitment Principles

**Principle 1** PEOPLE WANT TO BE ASKED. It makes them feel special, seen, wanted, and included to get an invitation to join a committee or take on a position. If you tell a scout parent you need their help, they will at least have the conversation with you. Remember, these are scout families with scout values. It's in their DNA.

**Principle 2** Ask everyone. This is another HUGE point. We should ASK EVERYONE TO JOIN THE COMMITTEE. If we restrict our pool of candidates to only those that show up or step up, we are severely limiting ourselves. Having a scout in BSA should come with the implicit agreement that parents will volunteer time to support the program.

**Principle 3** Pre-screen your candidates. When I have a position to fill, I consider the occupation, scouting experience, availability of each candidate and ASK AROUND TO GET AN IDEA OF THEIR SUITABILITY FOR THE POSITION. If you are asking everyone to help, having knowledge about candidates will help you to suggest positions that align to their skills and interests and, therefore, increase your probability of successfully recruiting them.

**Principle 4** Start small. If the first request is imminently achievable and simple, you are more likely to get an affirmative response. From there, it is possible to build and request more complicated and more involved responsibilities. Plus, this will give you a chance to learn your new recruits strengths and challenges.

**Principle 5** Be clear on mission and expectations. A recruitment pitch is actually not that hard if you can clearly explain: 1) what the role means to the mission of scouting; 2) what the time commitment is; 3) what the responsibilities are; 4) what the resources / processes are; and, 5) how the training / ongoing support will work. It is critical to BE HONEST ABOUT HOW MUCH WORK IT REALLY IS. Also, I have found that it is much less intimidating to join a team than to be the lone person or the person in charge. Splitting some jobs up into a committee may be a way to get more volunteers. Not only will this increase our success rate, but it will help us to build a pipeline to train and develop committee chairs.

**Principle 6** Ask individually. Blast emails and putting a request out to a large group almost never works. People are busy, distracted, and get hundreds of messages every day. But do you know what's unique and special? ASK FOR A VOICE, VIDEO, OR IN-PERSON CONVERSATION. Plus, it is a lot harder to say 'no' when someone is being asked directly.

**Principle 7** Be excited. We all do this because we love it. It is important to successful recruiting that our enthusiasm and love for the work come across. ENERGY AND CHARISMA ARE MAGNETIC and make people want to be a part of it.

**Principle 8** Let them know you are with them for the long haul. The biggest reasons people say no are: 1) not enough time; and, 2) not knowing how to do the job. If you can CLEARLY ARTICULATE HOW YOU WILL TEACH THEM to do the job and how you will BE AVAILABLE TO HELP THEM, it goes a long way to assuaging #2. We have all been there before, so conveying your own story of how we learned to do the job will help. And don't forget to plug Wood Badge and other training opportunities!

**Principle 9** Make a succession plan. Tell every adult leader you recruit and train that their final task will be recruiting and training someone to take their place BEFORE they leave.