



**Recruitment & Retention of Adult Leaders and Volunteers**

**Pathway to Adventure Council**

*Strong units + Increased Retention + Robust Recruitment = Increased Market Share*

# A Parable about Leadership Recruitment.....

- A Scout Unit has four parents named Everybody, Somebody, Anybody, and Nobody.
- There was an important job to be done and Everybody was sure that Somebody would do it.
- Anybody could have done it, but Nobody did it.
- Somebody got angry about that, because it was Everybody's job.
- Everybody thought Anybody could do it, but Nobody realized that Everybody wouldn't do it.
- It ended up that Everybody blamed Somebody when Nobody did what Anybody could have done.

# Scope & Mission

- **Scope (“WHY”):**
  - **Units need parents and other volunteers, in a variety of roles, for the success of their unit. This success can translate into better retention of their youth, leaders and their families.**
- **Mission:**
  - **Provide information and tools for our units that can assist with the recruitment and retention of the parents and volunteers within their unit.**
  - **Understand that a volunteer can be either a leader, member of committee, or help fulfill a one time need in your unit.**
  - **Unit Committee = Parent Committee**

## Rule of Thumb (based off all tools on our Website)



- **There is no *SILVER BULLET***
- **Have a plan and understand your unit’s needs**
- **Utilize your New Member Coordinator**
- **Know your audience**
  - **Legacy vs. non-Legacy Scouting parents**
  - **Start small with your ask – DO NOT AMBUSH!!!!**
  - **Actively Listen and have a Plan B**
- **Have parents in your unit recruit other parents and friends**
- **Consider having an “Adult Normal Friend Activity” with the focus of parental recruitment**
- **Have a Succession Plan – Proactive approach**
- **Utilize the tools and support from Council and National**

# Recruitment & Retention of Adult Leaders and Volunteers

- The number one challenge faced by leaders of youth-serving organizations is having too little help from other parents. But why do some organizations seem to have no shortage of volunteers, and meetings and campouts always run smoothly?
  - The following 6 steps come from the “Six Secrets to Recruiting Volunteers”.
  - Please see the Available Tools slide for additional information along with other suggestions regarding the recruitment and retention of adult volunteers for your unit.
1. Set an expectation that everyone volunteers.
  2. Use a Family Talent (Pack) or Troop Resource Survey and require every family to fill one out.
  3. Fit the job to the personality.
  4. Do the ask in the most personal, relaxed forum you can. Avoid the mistake of asking for volunteers by a broadcast email.
  5. Once the volunteer says yes, follow up on a regular basis.
  6. Recognize the volunteer right away.

# Available Tools on our Membership Website

- **Six Secrets to Recruiting Volunteers (Outlined on 3<sup>rd</sup> slide)**
  - Provides some tried and true “pearls” from seasoned Scouters.
- **Recruiting Adult Leaders: 5 Step Plan**
  - Tool can help you better prepare for your ask of adults to assist with the success of your unit.
- **Adult Recruitment Approach (National Tool)**
  - Helps members of the troop to get started in the right direction with a list of best practices, recruiting ideas and answers to the most frequently asked questions surrounding the recruitment process. While written for our Troops, any unit (Pack, Crew, Ship, or Post) can adapt these ideas to assist with your Adult Recruitment.
- **Notes on Engaging Millennial Parents Into Scouting**
  - Tool provides information for a better understanding of millennial parents so your unit can attract and involve them, which is essential for your unit’s success.

## Available Tools on our Membership Website

- **How to Turn Parents Into Helpers and Helpers Into Leaders**

- Broken out into the following categories:
  - Communication with Adults
  - Activities as the Lure for Adults
  - Recognition of Helpers and Leaders
  - Your Local Org Chart and/or Wish List
  - Right Size Your Jobs
  - Right Size your Program
  - Other Tips

- **Troop Resource Survey**

- Allows the adults to share their interests and skills so your Troop can provide the best possible program for your youth.

- **Family Talent Survey (Pack)**

- Allows the Pack to invite all the adults to add your talents and interests so that the best possible program can be developed for your child.

# #PTACpride

Teamwork makes the  
Dreams work!!!!



What do “We”, as One  
Team, need to do to  
ensure the proper  
success in 2025 and  
beyond????

Together we’re making a  
huge difference!