

Recruitment Top Tips for Commissioners

Before you recruit	
Where do you have gaps?	New volunteers could support existing units. They might join the leadership team or take on a support role to give leaders more time with the girls. Or they could open a new unit with a small team to help deal with a waiting list or ensure girls are able to move to the next section.
How could your team use the available recruitment resources?	Check out the recruitment and awareness raising resource bank on the new website to see what's available before deciding to create something yourself. Think about how you could let people know you're recruiting and who you want to attract.
Have you shared your recruitment plans?	Whether you're recruiting for a particular unit or taking part in district or division-wide recruitment, make sure that everyone is aware of your plans. This will avoid mixed messages or duplication of effort. Make sure people know how they can get involved and support recruitment too.
Have you cleared any backlog of adult enquiries first?	Before designing a recruitment plan, it makes sense to look at those on your doorstep. Some units assume that parents won't help without giving them the opportunity to get involved. Check out the parent recruitment guidance on our website for tips to get started. Parents of girls on waiting lists could also be invited to join with their daughter.
Have you encouraged units to approach parents?	You need to have a plan in place for responding to enquiries BEFORE going out to recruit. If you have people on GO that have been waiting a long time for a response, make sure you deal with those enquiries. If you're not sure how to approach someone who's been waiting a long time, ask Scottish HQ for help.
Have you asked Scottish Headquarters for support?	Ask the Membership Development team for support to develop a recruitment plan. Once you know which roles you need to fill, Scottish Headquarters will help you advertise these roles for free.

While you are recruiting

Send a reminder	It can take a while to put a plan into action so you might need to remind your local team of key dates when they arrive - this might be by sharing an advert that's been published or a photo of you at an event or a poster in situ, for example.
Issue a challenge	Everyone can support recruitment - offer small ways to get involved. Could every unit put up a poster in their meeting place. Or, could every leader share something positive about guiding on their social media?
Stuck for words?	If you find face to face recruitment a challenge, use our conversation starters as inspiration. You'll find them on our website.
Turn a 'no' into a 'yes'	Volunteering with us is much more flexible than a lot of people realise. Check out our guide to overcoming common barriers to volunteering resource for help to challenge some of the reasons people give for not getting involved.
Stay positive	If you don't succeed at first don't give up. People need to hear about an idea many times before they take action. Everything you do will be raising awareness of guiding so even if someone doesn't sign up straightaway your time hasn't been wasted.
Make new connections	Recruitment activities can be a great way to make new connections which could benefit guiding in different ways. Keep an open mind and an eye out for opportunities!

When your recruitment activities are finished

Give a warm welcome	Respond to new enquiries within 7 days. There are enquiry templates available to help with early conversations whether on the phone or by email. Visit the website to access these.
Tools to help	Check out the welcome and induction section of the Scottish website for links to everything needed for a warm welcome

Welcome booklet	All counties can access a personalised welcome booklet by contacting Scottish HQ. Find out whether your county uses these and how they share them with new enquirers
Monitor impact	It might take a few weeks for the impact of your activities to be seen on GO. When someone registers interest, have a chat with them about what inspired them to volunteer.
Reflect	After a bit of time has passed, reflect on what worked well and what you would change next time. Were you more successful at filling some roles than others? Ask Scottish HQ for help to fill remaining gaps.
Share	Share what worked well and what didn't work so well with other areas. If you think there's a gap in the support available, let Scottish HQ know too as we might be able to help in future

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