

Increasing youth and parent involvement in your group

Capture those parents and get youth more involved



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Increasing youth and parent involvement in your group

- One of the toughest and most critical areas necessary for the survival of your group is involvement from parents and youth.



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Increasing youth involvement

- Scouts Canada programs are designed for youth to provide input into program planning and delivery
- Youth will enjoy the program more if it reflects their personal interests
- Youth need to understand the limits of the freedom within which they can make decisions
- Leaders should be encouraged to listen to the youth in their section and provide opportunities for input



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Increasing youth involvement

Beavers

- Ensure leaders provide opportunity for Beavers to provide feedback on program ideas *"Did you like what we did last week?"*
- Use of the Keop gather feedback from the youth

Cubs

- Sixers should be given limited responsibility with the pack
- Institute a Sixers Council as a vehicle for input
- Use of the Kim to gather feedback from the youth



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Increasing youth involvement

Scouts

- Make use of the patrol system
- Give the patrol leaders some responsibility
- Institute a Court of Honour to:
 - provide youth input to the planning of Troop activities and give feedback to the Troop Scouter
 - Provide youth members an opportunity to make decisions about Programs, Patrol Competitions, and Badge requirements



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Increasing parent involvement in your group

Interested Parents

Become

Involved Parents

Who may become

Leaders



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How to develop Interested Parents

- Do your parents fully understand Scouting and have an idea how they can help?
- We need to do more than telling parents "Anytime you feel like helping out, you're more than welcome."
- Without more specific direction, most parents don't know how to contribute and are concerned that the Leaders will see their interest as an intrusion.



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How to develop Interested Parents

- Communicate expectations to parents
- Encourage them to visit a regular meeting from time to time as an observer and join in the fun!
- Develop a parent helper calendar to capture parents that may be interested in helping with the program but may not be interested in being a full time leader.



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How to develop Involved Parents

- After parents have come out 1 or 2 times, you may want to approach them again about leadership.
- Have leaders develop a parent skills and interest inventory to identify ways they can help contribute to the program
- Look for ways to involve parents that can't attend weekly meetings (phone committee)



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How to develop Involved Parents

- Look at short term jobs at the Group Committee level (popcorn or hot chocolate campaigns, group wind-up)... projects with a definite start and end date
- Ensure parents have a clear understanding of what you want them to do Nothing worse than asking them to come out and join the Group Committee without being given a meaningful job!



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Recruiting the involved parent

What are the advantages to join?

- Scouting is a family affair
- You grow as a person when you volunteer
- You gain important leadership skills
- You can be a part of a team
- You can have a great time



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Capturing Parents

- **Features:** something Scouting has to offer
- **Benefit:** the value of the feature to them
- If you talk about the features of what you sell without describing corresponding benefits, parents may not understand how the feature addresses their need. ... the "So what?"



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What do we Offer Adults?

Features

- A Common Objective - Growth of Children
- The Program

Benefits

- Sense of accomplishment
- Visible results
- Connection to their community
- Spending time with own child
- New knowledge
- New friends
- Network with people in community
- Skills will apply in work place and community
- Learn and practise new skills



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What do we Offer Adults?

Features

- Family Oriented Program

Benefits

- Watching your own child grow socially, spiritually, intellectually, and physically
- Participate with your child
- Value laden programs
- Leadership skills
- Co-ed programs
- Age appropriate activities



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What do we Offer Adults?

Features

- Opportunity to be involved in several roles
- Developed Policies

Benefits

- New skills
- New experience
- Share same values
- Screening process
- Role Model
- Well established



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What do we Offer Adults?

Features

- Outdoor Activities
- Training Courses & Program Experience

Benefits

- Self reliance
- Healthy lifestyles
- Environmental awareness
- New experiences/ adventure
- Personal development
- Helps ensure quality experience
- Safe programs



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Final Thoughts

- Sell Scouting to the Family as a family activity
- Maximize the family experience with your programs
- Make sure your programs are spectator friendly
- Timely recognition of both leaders and parents



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For Discussion

- What have been your experiences with getting parents involved?
- What do we do well to encourage parents to become involved?
- What could we do better to encourage parents to become involved?



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