

Recruitment vs. retention

What's the balance and how to
achieve it?



Group Retention

- Retention may be more important to the life of a Group than the ability to recruit new members.
- A lot of work has gone into recruiting your youth and adult members, keeping them means that work doesn't have to be done again.



2



Value of Retention

- Stronger Groups
 - Better succession planning
 - Increase outside resources
 - Greater participation at events
 - Better communication
- Support Networks
 - Confidence
 - Fellowship



3



Value of Retention

- Continuity
 - Ease of Management - don't have to re-invent the wheel.
 - Higher calibre of members
 - Sense of Belonging
- Cost
 - Retaining members is cheaper (eliminates the cost of recruiting)



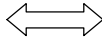
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Recruitment vs. retention

Retention

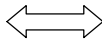
- Retain the number of members in your group by keeping the ones that have already been recruited.



Recruitment

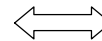
- Increase the number of members in your group by going out and finding new members

- Quality Program



- Promotion

- Under the control of the group



- Requires some assistance from Area and Council



5



Recruitment vs. retention

Retention Tips

- Have Group wide events frequently - not just so the Youth can see the program that they can grow into, but also so the leaders will want to move up if needed.
- Promote recognition of your leaders, not just at the end of the year, but as they join to help out - say Thank You!!
- Host a Group wide event at the end of the Year and the beginning of the next year.
- Training - Leaders who are trained (and more involved) will stay with the Group longer



6



Recruitment vs. retention

Retention Tips

- Scouts Canada Honours and Awards – Leaders whom are recognized will stay with the Group longer.
- Spring Registrations – encourage parents to sign up for next year and give deposit. This will give the parent the opportunity to pay over two instalments and encourages Youth to return in the Fall.
- Give a group discount to any Youth who's Parent Volunteers as a leader



7



Recruitment vs. retention

- Recruitment tips
 - Have great Programs in all sections – have all Sections where applicable – word of mouth is the best advertising.
 - Run a Fun Night – run a fun night and invite members of the public to come and see a taste of the Program run in your Sections. Promotion is the key to any Successful Fun Night!!!



8



Recruitment vs. retention

- Recruitment tips
 - Promote Registration Dates
 - Advertise and promote your Scouting program at other churches nearby that do not have a Scouting program in place at this time.
 - Advertise and promote your group by inviting media out to special events and community service projects



9



Retention and Program Quality

So what does a Quality Program look like?

- It contains:
 - all the program elements of the section, offered in a clean fashion, with some youth involvement in the program planning
 - challenges, opportunities for real achievement and lots of fun activities that don't appear to be like school.
 - a strong outdoor component
- It includes:
 - youth who are interested in the program,
 - not burdened with too many other activities
 - wishing to have fun but also ready to learn and to actively participate.



10



Retention and Program Quality

- It is delivered by leaders:
 - committed to the mission statement
 - comfortable with the age level
 - content to work for the success of the youth
 - ready to have fun and have some personal growth and fulfillment.
 - focused on the youth,
 - free from prejudices and politics (Scouting),
 - ready to work as a team player



11



Retention in your group

- The group Check-Up leads the group includes through an evaluation of retention in each section
 - How many youth in each section today
 - How many youth in each section last year
 - How many youth were recruited directly into the section
 - How many youth moved up from lower section
 - How many youth did not return
 - Was there any follow-up to re-activate members that did not return from last year
 - What are the major reasons that youth did not return?



12



Retention Cycle

- ✓ **Spring**
 - ✓ Succession Plan/Group Growth Action Plan
 - ✓ Spring Registrations
 - ✓ All Section Events including Going Up ceremonies
- ✓ **Summer**
 - ✓ Some Programs continue throughout the summer
 - ✓ Prepare for Fall Registration Date
- ✓ **Fall**
 - ✓ Fall Registration Dates
 - ✓ Start new sections if needed
 - ✓ Run Great Programs in all Sections!!
- ✓ **Winter**
 - ✓ Start Group Growth Action Plan
 - ✓ Group Re-chartering and Group Checkup
 - ✓ Run Great Programs in all Sections!!



13



For Discussion

- How is your group doing with retaining youth and leaders?
- What are some of the retention "pressures" you face in your group?
- Do you have any retention successes?



14

