


SECTION 1

A GUIDE TO SELECTING AND RECRUITING DISTRICT SCOUTERS



Selecting district volunteers can be a rewarding experience and is an important task for district and council leaders. It is a personal achievement. There are certain principles to follow, but maintain your own style and personality during the process. This guide presents successful methods to select, research, and approach your prospects.

Be sure to see *Highlights of District Volunteer Recruiting . . . an Overview*, No. 34730. It is a reprint of this chapter and the chapter on group recruiting and can be distributed to operating committee chairmen and administrative commissioners.

Steps in Successful Recruiting

1. Determine what volunteer positions are needed.

- Define the responsibilities of the position and write a brief job description.
- Assess the effectiveness of existing volunteers.
- List the qualities that are most likely to get the job done.

2. Determine the best prospects for the job.

- Consider many sources for prospects.
- List possible prospects for the job.
- Consider their qualities for the job.
- Prioritize prospects based on who has the qualities that best fit the job.
- Identify the right person, not the one you think will say yes.

3. Research the prospects at the top of your list.

- Learn what the prospect's interests, abilities, and motivations are.
- Tailor your approach to the prospect's interests.
- Try to determine who can make the best approach. This will be an equal or an acquaintance of the prospect; preferably someone who has influence with the prospect. Executive board members and community leaders are often willing to assist. You need someone to open the door who has enough influence with the prospect to gain his or her interest. Perhaps that's you.

Who does the asking is the single most important factor of the recruiting process.

- Anticipate questions or objections. Decide in advance how you will answer them.
- Develop specific information on what you want the prospect to do. A few well-written, attractive pieces of paper can explain Scouting and your council, and outline a job description and a plan of action.

Develop this sales tool around the job you want done, tailoring it to the prospect's interests and skills. Use the highlights pamphlet for the district position you are filling. Don't dump the whole load. The prospect doesn't need every detail on Scouting and probably will not read more than a few pages.

