Current situations in a Group and suggested solutions.

We are aiming for 24 in the section and we want everyone to know.

1. There are 15+ existing Cubs or Scouts. Bring a Friend.

Important. If you do not have interesting indoor games & activities & adventurous outdoor activities then you will not retain members. Plan - Do - Review your annual & term & nightly programs with the members & leaders.

There are enough members to be able to talk to their friends, school mates, local team mates and have their parents talk to friends and relations.

Give every member 6 invitations to give out (including parents).

Follow the advice on Club 24 re aiming for 24 members. Get everyone to study the suggestions on the website so they know some solutions to use.

**Do a Group Audit. See the file.**

Get the members to come up with ideas as well as use suggestions on this website.

All the Group is to be involved.

Build the promotion plan into the Term program and have “every night” that the members can invite friends to come.

Use banners, school adverts, lanyards, mystery box, facebook, website (do your social media sites have adventurous photos? or ones in the hall or a photo of the hall !).

**It is a “Plan Do Review” exercise for the whole Group, not just one leader.**

It might take several Terms but be persistent and keep everyone aware of what to aim for.

Then keep up the promotions every year. You need to educate the community continually.

Resources at

https://sydneynorthregionscoutsresources.weebly.com/

Use “A” street signs for the footpath for scouting promotions. Make & paint your own ?.

Make them heavy so they do not blow over. Appoint a scout to check each day.

Go to this site for ideas www.slimlinewarehouse.com.au/a-boards-frames.aspx

1. There are 10-14 cubs or scouts. Bring a Friend.

Important. If you do not have interesting indoor games & activities & adventurous outdoor activities then you will not retain members. Plan - Do - Review your annual & term & nightly programs with the members & leaders.

In this case start with the plan above.

If you just need certain age cubs or scouts then talk to the school office and see if they will allow access to particular years. **Do a Group Audit. See the file.**

If you do need certain age groups, then do a school presentation based on the props, cue cards in Resources. Give every member 6 invitations to give out (including parents.)

With a bit of practice and cue cards the senior cubs or scouts could present this.

Post adverts in school newsletters for those years you want & do ongoing open nights.

Invite students to special open nights, not just a general invitation.

Ask to put a pack of 25 flyers in the class pigeon holes.

Use lanyards, mystery box, flyers, adverts, banners, social media etc. This is to generate interest.

If you cannot get into the school then put BIG “A” frames on the footpath.

1. There are less than 10 cubs or scouts. Bring a Friend.

Important. If you do not have interesting indoor games & activities & adventurous outdoor activities then you will not retain members. Plan - Do - Review your annual & term & nightly programs with the members & leaders.

This starts to be a challenge & needs the help of the Group/mentors/District/Champions/State.

Ask around to see if anyone has previous experience and ask for assistance.

Do a Group Audit. See the file.

Plan a school assembly talk lasting 10-20+ minutes. Try to find someone that has already done one. Give every existing member 6 invitations to give out (including parents.)

Plan school adverts & “A” frame street signs. You need to use every suggestion in all the other files and be persistent.

See the Web Resources site for props, flyers & cue cards

Talking to the school assembly. Make up 25 flyers for every class.

This usually happens when you have very few members and are starting from scratch

Purchase 600 mixed section flyers, scout “round” stickers etc from your State promotions dept.

Print 600 group A4 invitations with interesting adventurous logos all over. Staple the letter, flyer, stickers etc together and bundle into 25s. (or no invite letter but a small tag with contact details)

When the assembly presentation is over, ask the office to put a bundle in every class pigeon hole.

The letter should be inviting the students to a **specific open night** that the Group will be prepared for (and ongoing nights). I suggest Open nights and not Open days as the night concentrates everyone together for 1-2 hours and is ongoing. See sample letter.

You can expect 10-20 families on the night and they will ask lots of questions.

Maybe early 5.30pm start for all sections incl Joeys. For EVERY night get everyone including parents involved in the registration, games, supper, activities.

No one should be standing around looking at mobiles, ever ! start a game and hand to parent. Supervise.

Have appropriate activities for the parents to be involved in. You want them to be as busy as the new chums.

Over the coming weeks those that are interested will start to get together and form a leadership team and a committee with your guidance. Be ready to explain the roles of both groups.

See the Web Resources site for what to say at the assembly, props, flyers & cue cards etc

It is a “Plan Do Review” exercise for the Group/District/Mentors, not just one leader.

1. Few cubs or scouts & not allowed to talk to the school assembly

Important. If you do not have interesting indoor games & activities & adventurous outdoor activities then you will not retain members. Plan - Do - Review your annual & term & nightly programs with the members & leaders.

**Firstly do a Group Audit. Honestly rate the Group then ask District, Region, State for help.**

Use all of the above & community events, school fetes & make an appointment with the School Parent Committee Chair. It is amazing how many ex scouts and guides are in the school & community. They have lots of friends and can promote your Group.

Give every member 6 invitations to give out- including parents.

Sometimes the school committee likes a challenge and a new activity for the neighbourhood. Talk to the local teams, run sausage sizzles at the Saturday games. Flyers in every street. Use facebook sites.

Put “A” street frames all around the streets with open night every night, buy white plastic corflute sheets from Bunnings $5, Cut to size & stick handmade/printed flyers/invitations on them, attach them to peoples fences (the owners may help in looking after the signs. Give them an IOU to a BBQ !).

Sell chocolates/raffles at the busiest place in town.

You have to have as high a profile as you can for 12-24 months. Exciting games / activities are important at this stage and as members settle in, then challenge them with badges etc

It is a “Plan Do Review” exercise for the whole Group & Region, not just one leader.

It might take several terms but be persistent and keep everyone aware of what to aim for.

Then keep up the promotions every year. You need to educate the community continually.

Resources at

https://sydneynorthregionscoutsresources.weebly.com/

“A” boards for footpath. www.slimlinewarehouse.com.au/a-boards-frames.aspx

Leaders made these observations.

1. "We stopped bring a friend nights. We run a program written by the cubs. They will always come to what they want to do, so let them write the program. Get them to cover 3 boomerang tests per term, a community service, a challenge and the rest is up to them. We also let them run it, with guidance. Youth led adult supported really works! Have a public Facebook page and share photos of the cubs doing stuff to your local community pages. Don’t advertise or recruit via Facebook posts, it turns people off. Just show them what the cubs are doing. We went from 9 cubs and struggling mid 2016 census to pushing 30 right now, and we get continuous enquiries from our Facebook posts. We've also had 8 grey wolves in that time. And it’s a flyspeck of a town too"

2.“Last Monday we had a campfire “Bring a Friend” night & put flyers in school newsletters. We had a pack of 12 - Monday night we had 28.”

Practice some songs and skits (pick an exciting activity, program it into the term, send an advert to the local schools, ensure you have good nights to back up the first activity)

If you have any suggestions or comments please post to Phil

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