



Scouts Canada – BCY

Friend Storming

Friend Storming-Purpose



- To help the Group/Area/Council generate a list of prospects who might join Scouting
- Friends who could be a resource to our Group/Sections
- “Friend-storming” another method for volunteer recruiting
- Preparing your Resource/Friends list

Recruiting Process



- **Recruiting Volunteers:** Recruiting volunteers is a 5-step process:
 - Define the job
 - Determine the qualifications to do the job
 - Develop a list of candidates in order of preference
 - Interview the best candidate
 - Hire the successful candidate

Recruiting Challenges



- Defining the job and determining the qualifications required is pretty straightforward.
- Scouts Canada has done a good job of creating job descriptions for existing and new roles.
- The hard part is of coming up with names of likely and sustainable volunteers
- Our biggest challenge-all too often, we are trying to hire new people for big jobs.

Understanding Today's Volunteer



- Advertising for a large or significant volunteer role results in limited success.
- Start out by asking volunteers to take on a small job.
- After successful completion-ask that individual to do a little more. Potential volunteers who are truly interested will continue to accept our invitations.
- As we build a relationship with people learn what they really want to do so that we can find them more things to help with.
- From all the people we get involved, we'll find some who want to be full-time Scouters, even Group and Area Commissioners.

Plan - Friend Storming



- Schedule a date for each Friend-storming meeting. A regular gathering of the Area Key 3, Support Scouters, and Group Commissioners will be most effective.
- Select two “guides” for each meeting – typically a Commissioner and ASM are best.
- Train and rehearse the guides as necessary.
- Promote the session to make sure the Area Key 3, Support Scouters and Group Commissioners can attend.
- Invite any Scouter you know who is well connected in Scouting **and** the community.

Plan - Friend Storming cont.



- Remind participants to bring lists to help remember names – parent rosters, training completion, alumni, event participants, award recipients. The ASM can bring a list of inactive Scouters.
- Don't forget lists of former youth (alumni) – it is never too early to join the team.
- Remember to bring non-Scout lists – Organizational Directories, Service Club rosters, Linked In, Facebook friends, Twitter.
- Set up the room in a circular or semicircular arrangement for a working group rather than a lecture.
- Have a flip chart and marking pens available.

Do - Friend Storming Agenda



- Welcome
- Remind everyone of our purpose
 - we are trying to find more people to help make Scouting a great experience.
- Make a list of “introductory” jobs
 - Let’s make a list of jobs people could do that would help us but that wouldn’t take much time.
- Then make a list of more involved jobs.

Do - Review the Rules



- We only want names.
- Please avoid saying no for a prospect.
- Please don't worry about which positions might be filled by the names you offer.
- It's all about generating names and prospects.
- Similar to "Brain Storming" its suggestions only.

Do - Begin the Friend Storming



- To begin the process, ask everyone to write down the names of three people who they know who are “out there,” who ought to be “in here,” enjoying the rewards of volunteering.
- Give everyone a couple of minutes and then go around the room asking for one name each.
- Now, ask them to refer to the lists they brought with them. Ask them to look over the lists and give us the names of people they think would be good volunteers.
- As the names are mentioned, “scribe” writes them on the flip chart.
- Make a small note of the initials of the person who introduced the name, the potential volunteer’s group, or some other reference that will help locate them later in the recruiting process.

Do - Begin the Friend Storming



- Every once in awhile, as names slow down, use one of the discussion generating questions to get things going again
 - Who do you know in your home group?
 - How about former Scouters with Sections or Group Committee?
 - What about Scouters who are thinking this is their last year?
 - Other group volunteers – like group committee members?
 - Volunteers who impressed you in the past but you haven't seen around for awhile?
 - Who has helped out at day camp or other outing, parents or others?
 - Who has assisted at activities? Camporees, Beaverees, Cuborees, Kub Kar Rallies?
 - How about people who worked in the Area in the past?

Do - Stick to the Schedule



- After about 30-45 minutes, you could have 80 or more names, and the names may still be coming.
- It's tempting to keep going and extract every possible name, but respect the time allowed by the group for this special meeting.
- Bring the session to a close by consensus.
- Thank everyone for coming and commit to follow up in 45 days.

Review - Friend Storming



- Create a list of prospective names – create a spreadsheet.
 - E.g. sort by Friend-Storm participant so they can find the names they suggested
- Circulate the list to the participants.
- Ask them to fill in a little information about the person they suggested and give everyone a deadline.
- Compile the information.
- Sort the prospective names by possible role (program, support, Commissioner, etc.).
- Appoint a recruiting team for any specific roles.
- Keeping repeating the recruiting process.
- Report back to the Friend Storm participants in 45 days.

Transfer to a Spreadsheet



Prospect	Referred by	Group/Role

Alternative Follow Up



- Create a list of prospective names – use a spreadsheet to compile the names.
- Circulate the list to the participants, ask them to fill in a little information about the person they suggested.
- Give everyone a deadline.
- Compile the information.
- Sort the prospective names by possible role.
- Ask the Friend-storm participants to invite their prospects to an information session with other potential volunteers.
- Tell them about upcoming opportunities and the help we need to make these adventures happen.
- Invite participants to sign up for specific roles.
- Report back to the Friend Storm participants in 45 days.

Friend Storming



- Questions??
- Resources – Create Your Own Spreadsheet for your Group