

Friend Storming Jumpstart

INTRODUCTION

The Purpose

To help the Group/Area/Council generate a list of prospects who might serve join the team - people who might become our friends, or better yet, friends to our Group/Sections; thus, of course, the name, “Friend-Storming.” This is an important step in volunteer recruiting. Can you imagine if when the time comes to recruit someone, you have a long list of “friends” you could consider?

Recruiting Volunteers: The Grizzly Creek Solution

Recruiting volunteers is a 5-step process:

1. Define the job
2. Determine the qualifications to do the job
3. Develop a list of candidates in order of preference
4. Interview the best candidate
5. Hire the successful candidate

Defining the job and determining the qualifications required is pretty straightforward. Scouts Canada has done a good job of creating job descriptions and showing us how to draft descriptions of new roles.

The hard part of coming up with names of likely volunteers.

All too often, we are trying to hire new people for big jobs.

In *The New Breed: Understanding and Equipping the 21st Century Volunteer*, Jonathon and Thomas McKee provide some great advice for those of us trying to find 21st century volunteers. They tell us that advertising doesn't work and that asking someone to take on a big job is like asking someone to marry you on the first date - It doesn't work that often.

The McKee's tell us that we should start by asking people to do small jobs. From there, we ask people to do a little more. Those who are interested will continue to accept our invitations. As we build a relationship with people (finding out what they really want to do), 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

- Introduce *Friend-Storming* to the Area team including the Key 3, Support Scouters and Group Commissioners.
- 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.
- 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 for a young person to join the team.
- Remember to bring non-Scout lists – church directories, service club rosters, Linked In connections, Facebook friends, Twitter followers.



Preparing for Friend Storming

- Set up the room in a circular or semicircular arrangement so that it is arranged for a working group rather than a lecture.
- Have a flip chart and marking pens available.

DO - THE 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 (here are some examples):
 - Present woggles to e-learners
 - Present Certificates of Commendation
 - Help Scouters complete Outdoor Activity Applications
 - Invest new Scouters
 - Coaching new Scouters with specific skills
- Then **make a list of more involved jobs**
 - Organizing Scouters gatherings
 - Coach Group Commissioners
 - Coach Section Scouters
 - Organizing events

Now, let’s Friend-Storm

Review the Rules

1. **We only want names.** Some of you may want to mention resources like the past recipients of the Chief Scout’s or Queen’s Venturer Award list. While this can be a great help, tonight we only want actual names. If you happen to have a one of these list with you, we would be excited to hear about any individuals on it who you think would be good volunteers.
2. **Please avoid saying “No” for a prospect.** We want prospects to have the opportunity to say no for themselves. Don’t forget, no, only means, not right now.

There are exceptions, however. If someone mentioned is already active in an Area or the Council, let us know so we can decide if he/she should be listed. Please also say something if you know a person named has moved away, or had a similar change in status. Please also let us know if for some reason a prospect is unsuitable to serve as a Scouting volunteer.

3. **Please don’t worry about which positions might be filled by the names you offer.** That is an important consideration, but for later, not just now. Tonight we just want to build a list of names.

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 Area Service.
- 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 area volunteers.



It starts with Scouts.

- As the names are mentioned, a “scribe” writes them on the flip chart (as below). 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.

Prospect		Referred by	Group/Role

- Transfer these names to a spreadsheet (see attached sample).

Every once in a while, as names slow down, use one of the discussion generating questions to get things going again. *These are not in any order, and you can surely think of many others. Pick any one of them that at any point in the meeting might trigger additional thought. It is interesting to note that sometimes the prospects generated have nothing at all to do with the question asked!*

Trigger Questions

- 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 there last year?
- Other Group volunteers – like Group Committee members?
- Volunteers who impressed you in the past but you haven’t seen around for a while?
- Who has helped out at a day camp, family camp, camp or other outing - parents or others?
- Who has assisted at activities? Beaverees, Cuborees, Camporees, Kub Kar Rallies?
- How about people who worked in the Area in the past?
- For those of you who have worked in training, which participants stood out on the recent courses you have been involved in?
- What about former Scouts and Scouters you know?
- How many of us were Scouts as kids? Anyone from your youth you would like to see back in Scouting? It doesn’t matter if they live here or not.
- How about PAC volunteers, teachers or principals who would make good additions to your Area team?
- What about those who have done a good job organizing Scout Popcorn or Scoutrees?
- Sports volunteers? Maybe those who have, also volunteered in Scouting?
- People in the community who might help us raise money... service club members?
- What was the biggest fund-raiser in the community in the past year? Who organized it?
- How about Group people who have complimented you on the quality of an event or other Area Service?
- Who is always at Area Round Tables?
- How about a Scout or Venturer who earned the Chief Scout’s or Queen’s Venturer Award a few years ago? Or the Medal of the Maple?
- Do you know of any grown - up (young adults) sons and daughters of current or former volunteers?
- What about LDS young men who have returned from their Mission?
- What about people you know at work who you know are Scout alumni?
- What about people at work you think would be good Scouts?
- Let’s have a look at your Linked In contacts? Who there should/could be a Scouter?
- How about on Facebook or Twitter?



Sometimes it is also a good idea to digress somewhat - to use a few “stalling” tactics. Participants will be thinking of people they know; you can almost see the wheels turning. To give them time to think, do things like going back to the chart and counting up the names recorded thus far. Talking about the various activities of the Area is good too, as is offering up Area “factoids” that begin with, “I remember one time at the camporee...,” or “Did you know that our Area is leading the Council in Scout Popcorn sales?” Just about anything you say could trigger a name from someone.

Stick to the Schedule

After about 30 - 45 minutes, you will probably have 80 to 100, 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 and gently close off the session in an appropriate way.

Close with “The Pledge”

Everyone who is involved in recruiting new Area/Council volunteers (the Area Commissioner, Area Support Managers and the nominating/recruiting team needs to come forward and make the following pledge. Each person makes the Scout sign and repeats:

“I, [say your name], promise to do my best, to systematically follow up on these names for the good of Scouting in our area.”

Thank everyone for helping and commit to report back within 45 days.

REVIEW - Follow up

1. Create a list of prospective names – use the attached spreadsheet as an example – sort by Friend-storm participant so they can find the names they suggested
2. Circulate the list to the participants. Ask them to fill in a little information about the person they suggested. Give everyone a deadline.
3. Compile the information.
4. Sort the prospective names by possible role (program, support, Commissioner).
5. Appoint a recruiting team for a specific role.
6. Follow the **“Grizzly Creek Solution”** method – you now have a great list for step 3.
7. Keep repeating the recruiting process.
8. Report back to the Friend Storm participants in 45 days.

ALTERNATIVE FOLLOW UP

1. Create a list of prospective names – use the attached spreadsheet as an example – sort by Friend-storm participant so they can find the names they suggested
2. Circulate the list to the participants. Ask them to fill in a little information about the person they suggested. Give everyone a deadline.
3. Compile the information.
4. Sort the prospective names by possible role (Program, Support, Commissioner, etc.).
5. Ask the Friend-storm participants to invite their prospects to an information session with other like-minded people (e.g. those we think would make good program volunteers). Tell them about the program opportunities we have upcoming and the kinds of help we need to make these adventures happen. Invite participants to sign up for specific roles.
6. Report back to the Friend Storm participants in 45 days.

