

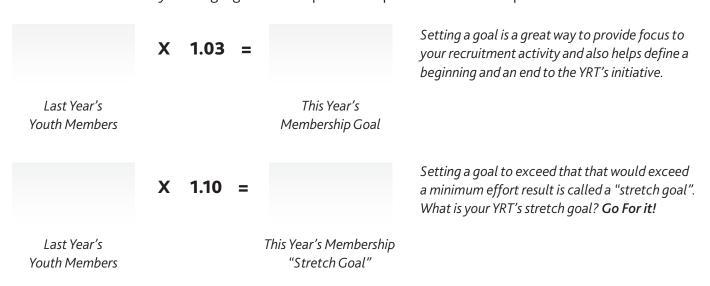
# Retaining and **Recruiting Youth**

# **Growth Plan Template**

Our Group's Youth Recruitment Team (YRT)  Parents, leaders, Group Committee members, youth and Sponsor Representatives, to name a few, can all help form a YRT.			
1.	6.		
2.	7.		
3.	8.		
4.	9.		
5.	10.		

#### Our Group's Membership Goal:

Connecting more youth to your Group's Scouting programs makes a difference in their lives and greatly enriches the community. Setting a goal is an important step in the recruitment plan.





## **Our Group's Retention Strategy**

When a youth member returns from last year, it's called "retention". Once September begins, families are scurrying to get a routine in place and ensuring that Scouting is on their minds increases the chance of them returning for another fun-filled year. The JS2G – Retaining and Recruiting Guidebook provides some very specific activities that can improve your YRTs chances of meeting its' membership goal. Have another idea not listed in the Guidebook? Add it on!

	Action From the JS2G Retaining and Recruiting Youth	Are We Going to Do This Yes/No	Who Is Taking the Lead	When We Do This	Completed
1	Scout Group News Bulletin				
2	Call Back Blitz				
3	Welcome Back Postcard				
4	The Bring Them Back Letter				
5	Scout Group Kick-off Campfire or Weiner Roast				
6	Youth Involved Program Planning				
7	Year-at-a-Glance Program Outline				
8	Best Ever Welcome Back Party Ever!				
9	A section Summer Activity				
11					
12					



## **Our Group's Youth Recruitment Strategy**

Recruiting youth to our programs is best focused on the August to November months. This is when most parents are planning out the year along side the school year. Getting an early start to recruiting youth will enhance the YRTs chances of success and the Jumpstart to Growth – Youth Retention and Recruitment Guidebook describes some of the Movements best practices. Have another idea not listed in the Guidebook? Add it on!

	Action From the JS2G Retaining and Recruiting Youth	Are We Going to Do This Yes/No	Who Is Taking the Lead	When We Do This	Completed
1	Bring-A-Friend Event				
2	School Flyer				
3	Grocery Bag Flyer Blitz				
4	Neighbourhood Flyer Blitz				
5	Flyer Insert into Bulletins				
6	Information Booths				
7	Host a Refreshment Table at Parent-Teachers Night				
8	Display Booth at Local Mall, Festival or Event				
9	Hang Posters				
10	School Talks				
11	Teacher Endorsement/Referrals				
12					
13					
14					
15					



#### **Our Group's Retention Strategy**

Evaluating our activities is an easy way to determine if something should be repeated the next time. The YRT is encouraged to write down a few tips and tricks for the next Team.

Did you meet your goal or your stretch goal?:
What went well?
What didn't go so well?
What would change next time?
What assistance could you have used from your Area or Council?

Make sure everyone gets a copy of this completed plan, including updates and the evaluation. Please feel free to forward a copy to your Council Field Executive or Council Office/Administrative Centre.