



Top tips for parent recruitment

1. Get to know the parents

Getting to know your parents helps create a stronger, friendlier Group. Chat with parents at the end of a meeting, or run a parent/Scout night where the young people bring an adult along with them.

2. Ask people in person

Although e-mails and letters home with young people are the easiest way to communicate with parents, they are not the most effective. When you have built a relationship with parents, ask them directly (one to one) for their help. By building a relationship you are more likely to know what they will enjoy, too.

3. Prepare a task

Make sure any parent helper has a specific task to do. Everyone likes to feel like they are effectively contributing rather than getting in the way. Plan it into your programme.

4. Run a skills audit

Give yourself a chance to recruit help more effectively, by gathering as much data as possible. When your young people register with the Group ensure that a questionnaire for parents' hobbies, jobs and interests is included so you can ask for specific help.

5. Provide a warm welcome

Introduce yourself if you are not familiar with the parents already. Ensure that the parents understand what is happening. Remember opening ceremonies and jargon can be intimidating for somebody without a Scouting background.

6. Say thank you

It is vital that the parent feels valued and this will make them more likely to return. If a parent turns up regularly, let them wear a necker while they are there. Maybe ask one of the young people to present a certificate of thanks.