



Top tips for student recruitment

1. Be smart

Rather than automatically going to Freshers' Fairs, when the students are bombarded with information, why not contact relevant people and groups instead. Are there clubs or societies who you can make connections with? Have you tried speaking with the Students' Union?

2. Do some marketing

Try leafleting before any event and make sure you follow up with a call or email swiftly afterwards. Make sure you have plenty of sign-up sheets or use a Google form to log the information straight away. Use the Scout Brand Centre to help create your posters.

3. Offer some freebies

Students like freebies, but make sure these are low cost. Frisbees and postcards will attract some attention but so can something as simple as sweets!

4. Think about what kind of help you need

What do you want from the student? Knowledge of the area? Lots of spare time? Who will support them? What opportunities are on offer? Do you just need help on an ad-hoc basis?

5. Offer flexibility

Students need flexibility. Due to the nature of their lifestyle, short term projects are usually more appealing. Try to discover skills the students they haven't told you about. Are they proficient with social media? Probably.

6. Agree expectations

Yours and theirs! Written clarification can make this easier. Help them find their place in Scouting. What are they interested in learning or doing?

7. Keep them!

Recruiting students as volunteers is brilliant, but the hard part is keeping them interested. Make sure you provide lots of support and be sure to follow up any one off volunteering. Take time to see how they are and what you can do to help. Food and drink can always help keep students motivated!