Recruitment and Advertising

Why OSG | Starting a Group | Group Organization | Record Keeping | Finances | Recruitment | Volunteers | Youth Protection | Inclusive Scouting

Recruitment is one of the most time consuming parts of leading a group. Even established groups will have attrition, so it is important to think of this as an ongoing process.

Recruiting Leaders

Generally if you are thinking of starting a scout group, you may have a few families in mind who are interested in scouting together. These core families are a great pool to recruit your initial leadership team from.

For an established group, most of your leadership pool will come from the families of the scouts interested in your program. It can be difficult to get volunteers. One strategy if you are struggling with finding enough leaders is to guarantee a spot in your group for the children of leaders.

Recruiting Scout Families

There are several ways to get the word out about your group:

Social Media

Local Media

Word of Mouth

Public Events and Tabling

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