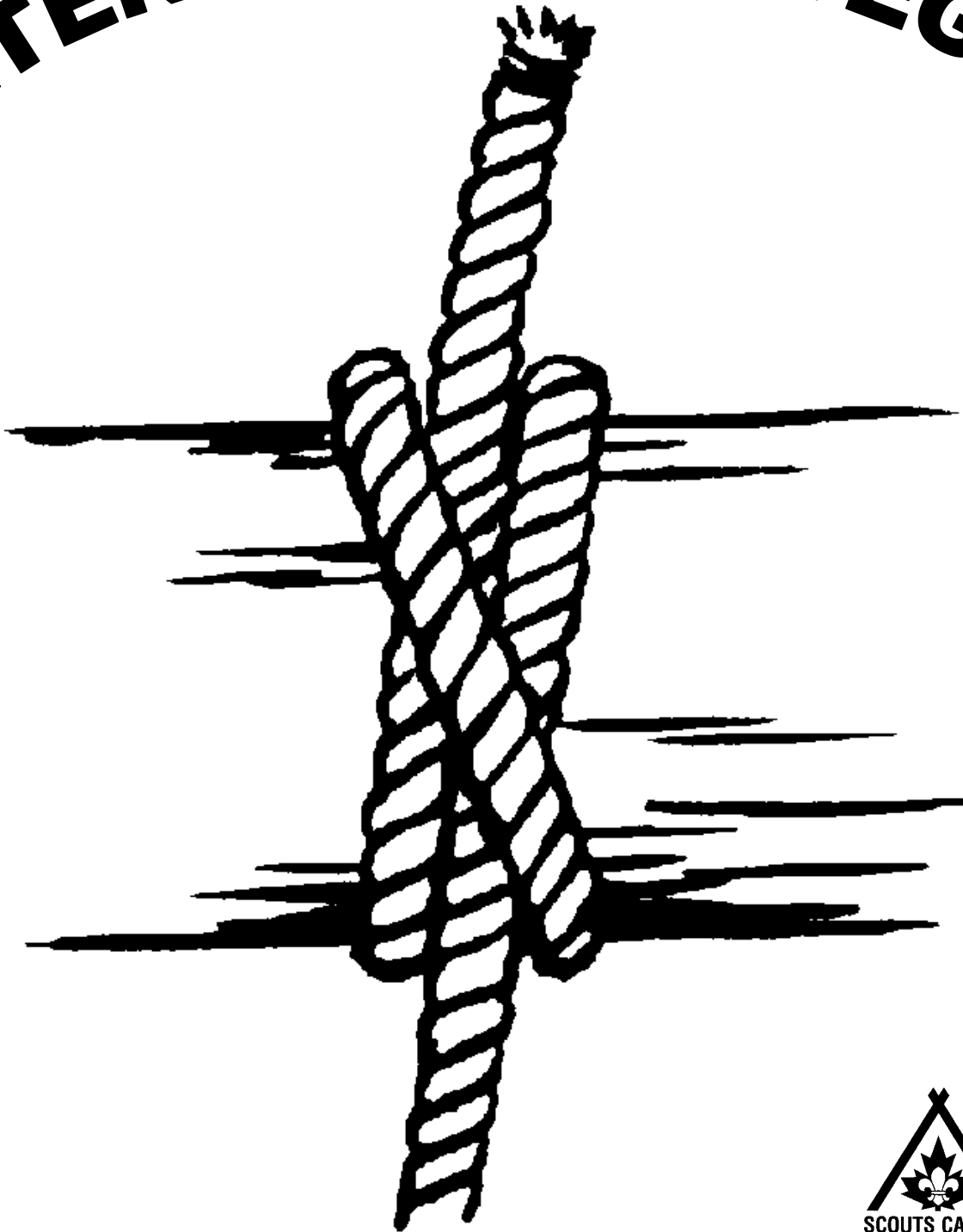


GREATER TORONTO REGION COUNCIL

RETENTION STRATEGIES



©July 2001

ADULT AND YOUTH MEMBERSHIP

RETENTION

IS
A DIRECT FUNCTION
OF

- SOUND TRAINING •
- EXCELLENT PROGRAM DELIVERY •
- CONSISTENT LEADER SUPPORT •
- RECOGNITION •

This document is designed to provide some retention strategies that are within the mandate of the Growth Task Force. It also recommends, however, some other retention strategies pertaining to Training, Program delivery, Service and Recognition.

SUGGESTED RETENTION STRATEGIES

FOR

ADULTS

WELCOME WAGON” KIT

- To be handed out to **ALL** new leaders following assignment to group within area
 - Responsibility for distribution of kit:
 - ▶ Area Commissioner, or
 - ▶ Assistant Area Commissioner for section, or
 - ▶ Area Service Team member, or
 - ▶ Group Committee member
 - The “Welcome Wagon” kit should consist of:
 - ▶ Welcoming letter from Area Commissioner
This letter should include some pertinent information such as:
 - Area Commissioner’s telephone number
 - Area Commissioner’s e-mail address
 - AAC’s [Appropriate section] telephone number and e-mail address
 - Scout House address and telephone number
 - Scout shop telephone number
 - ▶ First Steps package
 - ▶ Date, place and time of New Leaders Orientation Night of First Steps
 - ▶ Action Toronto Award package [Appropriate section]
 - ▶ Honours and Awards pamphlet
 - The following items may also be included in the “Welcome Wagon” kit
 - ▶ Bylaws, Policies & Procedures booklet
 - ▶ Section Leaders’ Handbook
 - ▶ Skills Chart [Appropriate section]
 - ▶ List of upcoming training courses
 - ▶ Sample session activities, games, songs, etc.
-
-

EXIT INTERVIEW

- Responsibility of the Group Committee
- An interview should be held between a Group Committee member(s) and the exiting section leader.
- The objective of the interview is to “reclaim” the exiting leader
- The interview should be held within two (2) weeks of notification to leave
- The interview
 - ▶ Choose a pleasant venue for the interview
 - ▶ Provide appropriate refreshments
 - ▶ Create a relaxed and friendly atmosphere
 - ▶ Determine the cause of the leader’s departure
 - ▶ Leave exiting leader with a positive attitude towards Scouting
 - ▶ Leave the door open for a potential return to Scouting
- Follow-up of interview
 - ▶ Suggest immediate remedies where possible
 - ▶ Consider and suggest possible long-term remedies where applicable
- Exiting leader should receive a “Thank You” letter from:
 - ▶ Group Committee Chair, and
 - ▶ Area Commissioner

See following “sample” letters

Dear Scouter _____ ,

We regret to acknowledge your resignation from your role in Scouting.

Your valuable contribution to the youth of the [Name of Group] is greatly appreciated. We hope you enjoyed the time you spent in Scouting.

Should you wish to return to Scouting in the future, please do not hesitate to contact us.

We wish you success in your future endeavours.

Y I S

Dear Scouter _____ ,

We understand you will not be continuing in your position in Scouting.

We wish to thank you for your contribution to Scouts Canada in particular your service with the [Name of Group] .

We wish you success in your future endeavours.

Y I S

Dear Scouter _____

I wish to thank you for your service as a leader with the [Name of Group].

Working with the youth of our community is a high calling and involves a significant commitment of time and talent.

I thank you for your efforts and wish you well in your future activities.

Yours truly,

SUGGESTED RETENTION STRATEGIES

FOR

YOUTH

EXIT INTERVIEW

- Responsibility of the Group Committee and Section leader
- An interview should be held with the exiting/non-returning youth member.
- The objective of the interview is to “reclaim” the exiting youth or to offer/facilitate transfer to another Group
- The interview should be held:
 - ▶ Early in the Scouting year
 - ▶ Within two weeks after the Group’s registration night
 - ▶ Immediately following three (3) missed meetings by youth member
- Appoint a senior Scout or Venturer to conduct the interview(s)
- The Group Committee must provide a list of non-returning youth members to the interviewer
- The interview:
 - ▶ To be done via person to person telephone contact
 - ▶ Do not leave messages
 - ▶ Telephone calls should be made around dinner time to reach youth member
 - ▶ Ensure a relaxed and friendly conversation
 - ▶ Section leader should be present to monitor interview(s)

See following suggested script for interview

Suggested "script" for exiting or non-returning youth member

Hello, my name is _____ and I am calling from the [Name of Group] .
We have just finished our registration night for this year, and noticed that you had not yet registered.

If youth "missed" registration night advise them as to times and dates of meetings. Check if a calendar is needed. Talk about the exciting new program for the year. Build enthusiasm.
Ask youth to bring a friend.

If youth is not returning
May I ask you a few questions as to why you are not returning ?

	<u>"Yuck!"</u>			<u>Very Good</u>	
Did you enjoy coming to our meetings?	1	2	3	4	5
Did you like the games?	1	2	3	4	5
Did you like the crafts?	1	2	3	4	5
Did you like the camps?	1	2	3	4	5
Did you like the outings?	1	2	3	4	5
Did you like the badge work?	1	2	3	4	5
Did you get along with the other youth?	1	2	3	4	5

Did you join something else? Another youth organization? YES NO

Is there something we can do to help you come back to Scouting?

Explain _____

Interviewer _____ Leader _____

Name of youth interviewed _____

Date _____

FURTHER RECOMMENDATIONS

FOR

MEMBERSHIP

RETENTION

ADULTS

SERVICE TEAMS

- ◆ DRC – Programme and DRC – Training responsibility
 - Promote, encourage and ensure a more positive and effective use of Area Service Teams in the Greater Toronto Region Council
 - Organize and coordinate, at least once a year, a meeting of all Assistant Area Commissioners – per section – to:
 - Develop “esprit de corps”
 - Exchange information and resources
 - Discuss common issues
 - Seek solutions to challenges
 - ◆ Area Commissioner responsibility
 - Ensure the establishment of a service team in the area
 - Promote and encourage Service training
 - Service team members to be used more widely and more effectively
 - Positive support structure
 - Mentoring role
 - Assist incoming leaders
 - Assist established leaders
 - Frequent Section visits
 - Wider distribution of resources to enhance program delivery
-

FINANCIAL SUPPORT

- ◆ Group Committee responsibility
 - Funds should be made available to:
 - Finance leader training
 - Provide incoming leaders with uniform shirt
 - Provide awards, plaques, certificates, etc to deserving leaders
-
-

RECOGNITION

- ◆ Field Services and Honours and Awards Committee

It is widely recognized that the average length of service by adults does not exceed three years. Given this reality, five years is too long a wait to recognize formally the contribution of adult volunteers.

It is therefore recommended that Field Services and the Honours and Awards Committee become more proactive in the collection of data on Adult Service aimed at substantially recognizing every adult volunteer in the organization, worthy of recognition, regardless of the length of service.

Such recognition needs not to be limited to the traditional and customary National Policy of Recognition, but should be expanded as other forms of recognition are available through local community and provincial awards outside of Scouting.
- ◆ “Thank you” Letter

Regional Commissioner and Executive Director responsibility

 - A “Thank you” letter be sent to every adult volunteer in the organization at the end of the Scouting year for their contribution to Scouting signed by both the Regional Commissioner and the Executive Director.

Area Forum Chair and Group Committee Chair responsibility

 - A “Thank you” letter be sent to every leader in the Group at the end of the scouting year for their contribution to Scouting signed by both the Area Forum Chair and the Group Committee Chair.
- ◆ Promote recognition of Leader contributions and achievements within Scouting and in the community
 - Prompt recognition of achievements
 - Wider use of Area and Regional newsletter(s)
 - The Leader [National magazine]
 - Group BBQs

- Parents' newsletter
- Local community press

WEB SITE

- ◆ Development of Regional Web site geared specifically to Leadership Roles

YOUTH

SECTION PROGRAMME DELIVERY

Above and beyond everything else **YOUTH MEMBERSHIP RETENTION** depends upon the effective delivery of a dynamic, vibrant, challenging, exciting and innovative section programme full of exuberant enthusiasm and fun !

The Scouting programme offered to the youth must provide a clear alternative to programmes and activities offered by other youth organizations.

- ◆ Long established section programmes relying on a set of redundant and repetitive activities year after year should be reviewed and updated.
- ◆ If necessary, long serving and established section Leaders should be encouraged to update their leadership and training skills to meet the contemporary needs of the youth.
- ◆ Strongly promote camping and outdoor activities
 - Maintain existing camp sites
 - Effectively promote existing camping facilities
 - Encourage the continuing use of available camping facilities
 - Ensure that camp sites are available and affordable
- ◆ Extensively use community resources and people to enhance section programme

PROGRAMME PLANNING

- ◆ Actively and consistently involve youth in Section Programme planning at all levels
 - Pack: Involve Sixer(s) and Second(s)
 - Troop: Involve Patrol Leader(s) and Assistant Patrol Leader(s)
 - Company: Involve Executive

- ◆ Actively involve youth member and alternate to sit on Area Service team to assist with Area planning and Area events
-

WEB SITE

- ◆ Development of a Regional Web site geared specifically to youth members
-

RECOGNITION

- ◆ Field Services and Regional Commissioner responsibility

Beyond the available programme youth recognition – Chief Scout Award, Queen’s Venturer Award, etc. – it is recommended that Fields Services and the Regional Commissioner become more proactive in recognizing formally youth participation in Area and Regional events such as Beaverees, Cuborees, KubKar Rallies, Environmental activities, etc.

- Prompt recognition of achievement
 - Creation of special badges
 - Certificates of Recognition for participation
 - Special crest for Toronto Action Award
 - Community media exposure
 - Recognition in Scouting News
-