

COMMISSIONER SERVICE

Friendstorming for the New Age

How to Find New Volunteers in One 2–3 Hour Meeting

What Is Friendstorming for the New Age?

Friendstorming for the New Age is a meeting where Scouts, leaders, and community members suggest names of people who could help in the district. In just three hours, you can identify a large number of people who might want to lead or help with Scouting.

The key idea: Ask people to suggest those who might make good volunteers. Many people want to help but are never asked. This meeting provides an opportunity to reach out to those people.

Why Does It Work?

Hard to find volunteers	Once you ask people, they know lots of good candidates.
Names spark more names	When one person mentions a name, it reminds others of similar people.
Simple forms capture everything	A structured form makes it easy to save all the names and contact info.
You get a real list	Instead of struggling to find anyone, you leave with 80–120 people* to call. <i>*Even a small district should be able to generate 20-30 names.</i>

Who Should Be at This Meeting?

Invite people who know others in the community and care about Scouting. Everyone in these groups should come:

- District Committee members
- Commissioner team members
- Scouting professionals — Scout Executives, District Executives
- Chartered Organization Representatives — people from churches, service groups, and organizations that sponsor units
- Unit leaders — Scoutmasters, Cubmasters, Venturing Advisors, Sea Scout Skippers
- Community leaders — people from service clubs, businesses, nonprofits
- Other service organization leaders — Rotary, Lions Club, churches, youth groups

Everyone brings ideas. Everyone's voice matters.

Why Run a Joint Friendstorming?

The best approach is to run one meeting for both commissioners AND district committee members. Here's why:

- You get twice as many people in one room, which makes the meeting more productive.
- You collect prospects for both roles at the same time, instead of holding two separate meetings.
- People see that commissioners and committee members work together as a team.
- One strong prospect might be great for either role — you can match them later.

Complete Timeline: From Planning to Results

**8–10 Weeks
Before**

Do a Needs Assessment

Before you hold the meeting, you need to know what jobs you need filled. A needs assessment is just asking: "What help do we need?"

1. Meet with your District Key 3 (chair, commissioner, and executive). Ask: "What commissioner positions are open? What committee positions do we need filled?"
2. Write down how many commissioners you need and what kinds — unit, roundtable, or district.
3. Write down what committee positions are open — treasurer, advancement chair, activities chair, and others.

**Still 8–10
Weeks**

Download and Customize Job Descriptions

Go to: www.scouting.org/commissioners/recruiting-and-retention/

Download and print the official job descriptions for:

- Unit Commissioner
- Roundtable Commissioner
- District Commissioner

Add your district-specific information to each description:

- Your district name and geographic area
- Number of units: Cub Scout packs _____, Scouts BSA troops _____, Venturing crews _____, Sea Scout ships _____
- Number of commissioners currently serving and positions open
- When training is offered
- Realistic time commitment per month
- Contact person's name and information

Also create short descriptions for district committee positions — treasurer, advancement chair, activities chair, and so on.

Why this matters

Job descriptions set realistic expectations and help attendees think of the right people for the right roles. Keep them visible throughout the entire meeting.

**6 Weeks
Before**

Set Up Your Leadership and Invitations

4. Pick a meeting date when lots of people will show up — avoid summer and holidays.
5. Ask your council to choose two facilitators to run the meeting: one volunteer (like a council board member) and one staff person (like a Scout Executive).
6. Brief both facilitators on the plan. They should read this guide and discuss strategy beforehand.
7. Send invitations to both commissioners AND district committee members.

**3 Weeks
Before**

Create Your Form

8. Create a simple form — Google Form or paper — with spaces for: Name, Email, Phone Number, What Unit They're From (if known), and Who Suggested Them.
9. Test the form with a few people to make sure it works.
10. Make a backup plan: printed forms and pencils in case technology fails.

**2 Weeks
Before**

Gather Lists and Prep Your Team

11. Gather lists to bring to the meeting: training attendees, award winners, event participants, unit leaders.
12. Meet with your Nominating Committee — the group that recommends leaders. Explain what is coming and ask for their help.

13. Prepare in advance. The facilitators should be ready to answer questions about positions, skills needed, and job descriptions.. They should know what to say and be ready to answer questions.

**1 Week
Before**

Set Up and Send Reminders

14. Set up the meeting room: chairs in a circle or semicircle so everyone can see the facilitators.
15. Test your computer and projector (if using an on-screen form) or have printed forms ready.
16. Print and display job descriptions on the wall or table. This is important — keep them visible the entire meeting.
17. Send a reminder email: "We want your ideas about who should volunteer. Bring any lists you have."
18. Have a person ready to type or write names throughout the session.

The 2–3 Hour Meeting Example Script

**Minutes 0–
10**

Welcome

The two facilitators stand up. One introduces them both. The first facilitator says:

"We're here to find new people who could help as commissioners and district committee members. The people you suggest might become great volunteers for Scouting. Together, we're looking for 80 to 120 names today."

**Minutes 10–
15**

Show the Roles

Point to the job descriptions on the wall. The facilitator says:

"On this wall, you can see the jobs we're trying to fill. We need unit commissioners who will visit Cub Scout packs and Scouts BSA troops. We need roundtable commissioners to lead our monthly leader meetings. We need assistant district commissioners to help oversee and support our commissioner team. In addition, we need committee members to handle treasurer, advancement, activities, and other key jobs."

Give people 2 minutes to read the descriptions. Then say:

"Keep these jobs in mind as we suggest names. The descriptions will help you think of the right people for the right jobs."

**Minutes 15–
20**

Tell a Story

One facilitator shares a true story. Example:

"Years ago, a parent came to their child's first meeting but didn't want to help. A leader asked them to run one event. They said yes. After that, they helped more and more. Now they're a district commissioner and love it. The point: people surprise you. Ask them first."

**Minutes 20–
130**

Suggest Names

The first facilitator asks:

"Looking at these roles, who do you know who would be great?"

People call out names. A helper types or writes them down. The facilitator reads each name out loud.

Every 10 to 15 minutes, when names slow down, ask a new prompt and point back to the job descriptions. For example:

"Looking at the unit commissioner role, who do you know who is good at teaching and helping others?"

Keep going for about two hours. Aim for at least 80 names.

**Minutes
130–150**

Wrap Up

The first facilitator says:

"Thank you! We got [number] names today. Our district leaders will call these people in the next two weeks."

The district chair and commissioner stand up and hold up a paper — the pledge. They say:

"I promise to call these people and ask them to help Scouting."

Everyone claps.

The Three Rules

Names only.

Just names of real people — no titles, no job descriptions yet.

Don't say no for anyone.

Let the person decide for themselves.

Don't worry about an exact job match.

You'll figure out the best fit later.

After the Meeting: The 60-Day Plan

Day 1

Save the Names

19. Collect all forms and enter the names into a spreadsheet.
20. Check for duplicates.
21. Count your names. You should have substantially more names than open positions.

Days 2–7

The First Follow-Up Meeting

The District Key 3 meet. They:

- Review the full list of names
- Remove anyone who has moved or is unable to help
- Match names to open positions using the job descriptions
- Decide who will call each person
- Set a goal: e.g. "We'll call at least 30 people in the next week"

Days 8–60

Make the Calls

Use the phone or email. Have the job description in front of you. Here's a simple script:

"Hi [Name], this is [Your Name] from [District]. At a recent meeting, several people said you'd be great at helping us with Scouting. We have a specific role that might fit you. Would you be interested in a quick conversation about it?"

If they say yes, share the job description and tell them more about the role. Track each conversation: yes, no, or maybe.

Keep the momentum going
At every district meeting, spend 10 minutes reporting on calls made and people who said yes. Keep calling until everyone on the list has been contacted.

How Do You Know It Worked?

✓	You collected a large list of names for open positions
✓	You called at least half of them within 30 days
✓	Some people said yes and took a commissioner or committee role
✓	You filled at least some of your open positions

Questions?
Contact your Council Commissioner.