# CED 712

# Friendstorming and Recruiting Commissioners

## Course Outline

(Estimated Time: 50 minutes)

3 min **I. Introduction**

4 min **II. Course Description and Learning Objectives**

- **Purpose of course**
  In this course, you will review the steps to recruit district volunteers and learn to use Friendstorming as a method to build a strong prospect list.

- **At the end of this training a commissioner will be able to:**
  1. Understand what makes a person a likely candidate to serve as a volunteer at the district and council level in Scouting
  2. Describe how to conduct a successful recruiting program for district and council volunteers
  3. Know how to conduct and participate in an effective Friendstorming session
  4. Explain how to follow up on a prospect list to recruit and retain volunteers

8 min **III. Why do people volunteer for district and council positions? Where should we look for them?**

**A.** *Instructor lead discussion:*

1. Motivation
2. Ask participants how they were recruited
3 Ask those participants why they continue to stay involved
4 Ask the group if this seems common for all of us.
5 Lead them, through discussion and storytelling, to consider that all district and council volunteers have some motivations in common, and we should prospect for similar people

8 min **IV. What are the components of a successful recruiting program?**

**A.** *Class exercise*

1. Using a white board or flip chart, collect responses from participants from their recruiting knowledge and experience
2. Responses should include:
   a. Determine needs
   b. Develop a prospect list
   c. Review list and decide who to recruit for needed positions
   d. Determine who has a relationship with the candidate for most effective recruiting, or develop a relationship
   e. Ask the prospect, with clear expectations
   f. Have a backup plan
   g. Train and engage new recruits

8 min **V. How can Friendstorming be used?**

**A.** *Oral Presentation*

1. Describe Friendstorming: an effective method of quickly gathering a list of prospects from people who have some relationship with the prospect

**B.** *Demonstration*

1. Demonstrate how Friendstorming works, using a flip chart and a couple of volunteers
2. Collect a few names and show how they would be recorded.

8 min **VI. Why is following up a key to successful recruiting?**

**A.** *Instructor Lead Discussion: (Make clear the following points)*

1. A prospect list alone is not enough. You must follow up and recruit effectively.
2. Prospects will be enthusiastic when they agree to take a position. They must be guided to be successful early so that they know their efforts are worthwhile and appreciated.

5 min **VII. Summary (Outcome) with Review of Learning Objectives**

4 min **VIII. Any Questions?**

2 min **IX. Closing / Commissioner Minute (optional)**