

Horizons

Commissioner Conference 2023



Girlguiding
London and
South East England

Adult Recruitment – All our eyes on the distant horizon, Look out for passers by.

While we wait for everyone to arrive ...

Say hello to your neighbours and find out why they became Girlguiding leaders.

Why are they still volunteering today?



Aim, outcome and objectives

Aim: To explore effective ways of recruiting adults

Outcome: commissioners will try at least one method of recruiting adults

Objectives: By the end of the workshop commissioners will have had the opportunity to:

1. Think about the roles that are needed in their area
2. Evaluate different methods of recruiting adults
3. Consider how roles should be marketed
4. Discuss volunteer welcome and induction
5. Share experiences with others

Growing guiding

Skills: organisation, initiative, teamwork, communication, team management. Relevant guiding policies: Membership policy, Vetting and Recruitment policy, Marketing, Communications and Media policy, Equality and Diversity policy, Learning and Development policy.

- Be aware of change within membership. Consider local demographics and external developments.
- Lead on strategies for recruiting more girls and volunteers for your area.
- Contact prospective volunteers and match them to possible roles.
- With support from the local team, welcome and induct new volunteers to the area.
- Support work around girls' transitions between sections and transfers within the area.
- Promote inclusion and provide support to units in your area to include all girls and adult volunteers.
- Support volunteers who want to open a new unit.
- Make sure waiting lists for girls are well managed by units.

Delegate
Priority

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'Local Commissioner Welcome Book'

Growth and Retention

London and South East England region membership figures

	Young Members	Volunteers	Total
March 2019	56,361	15,003	71,364
March 2020	53,067	14,574	67,641
March 2021	36,613	11,841	48,454
March 2022	42,982	11,128	54,110
March 2023	43,911	10,893	54,804
10 th May 2023	45,279	11,838	57,117

		Enquiries	Conversion rate
2021	Young members	25317	66%
	Volunteers	2538	36%
2022	Young members	22,050	76%
	Volunteers	3361	34%

Watch our flexible volunteering video



[How to volunteer when you don't have much time to spare - YouTube](#)

Including all

Girlguiding is committed to being an inclusive organisation that is accessible to all girls and young women.

It's our responsibility to make sure all members – no matter what their identity or background – feel supported and involved in guiding.

[Including all | Girlguiding](#)



Inclusive and impactful

What roles do you need in your area?

Take a look at the volunteer roles page on the Girlguiding website:

[Volunteer roles in guiding | Girlguiding](#)

There are role descriptions for many of these roles.

Try writing a role description for a role that isn't covered or amend an existing one to fit your purpose.



Roles working with girls

Find your ideal role if you want to work with girls and young women >

Girlguiding website

Plan your recruitment campaign

Region Strategy

Support the sustainability of our membership

We will achieve this by:

- Supporting and facilitating the use of 'Our Plan' data to help areas to understand their local information and how this can help with local recruitment and planning
- Promoting the importance of 'enquiry conversion' and 'transitions', identifying barriers to this and sharing alternative ways of providing opportunities

Plan your recruitment campaign

Find out about how to create a growth plan on this page of the Girlguiding website:

[Creating a growth plan | Girlguiding](#)

Take a look at the growth plan template and membership tracking tool.



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Plan your recruitment campaign

Running a recruitment drive

Add your ideas for running recruitment drives to the flip chart.

[Running a recruitment drive | Girlguiding](#)



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Girlguiding's Strategy 'Today, tomorrow, together'



Rewarding
volunteer
experience

Flexible volunteering

Develop volunteer roles that make it easier for people to support Girlguiding in sustainable ways and make the most of their time and talents. Create volunteer opportunities that make volunteering a more rewarding and enjoyable experience.

Flexible volunteering

[Flexible volunteering | Girlguiding](#)

Could units in your area benefit from this approach?

Would flexible volunteering support you in your commissioner role?

Can you share examples of how you have used flexible volunteering?

Discuss some case studies.



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Elevator pitch

Are you prepared to make the most of any opportunity to recruit volunteers?

What would you say if someone asked you about volunteering for Guiding?

This web page on Girlguiding's brand is useful.

[How we sound | Girlguiding](#)

The banner features the Girlguiding logo at the top, with the text "Girlguiding Boughton Vale Division". Below this are four horizontal sections, each with a different background color and a photograph of girls:

- Rainbows** (light blue background): "Rainbows welcomes all girls to come together to laugh, learn and have fun in a creative, safe space. It's a wonderful world of adventure, week after week, just for her." (For ages 4 to 7)
- Brownies** (yellow background): "Brownies is full of firsts: she can explore her creative side, get out into the great outdoors, learn how to look after herself, others and the world we live in." (For ages 7 to 10)
- Guides** (dark blue background): "Guides is a fun-filled space, she'll have one big adventure with friends, learn how to be herself, explore the things she loves and do stuff she's never done before!" (For ages 10 to 14)
- Rangers** (purple background): "Rangers is an open and relaxed space, where you can regularly meet up, go on trips at home and abroad, to help make a difference to the things you care about." (For ages 14 to 18)

At the bottom of the banner, it says "Find a group near you girlguiding.org.uk" and "Registered charity number. Exempted from registration".

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Recruiting volunteers online

Find out about recruiting volunteers online:
[Recruiting volunteers online | Girlguiding](#)

This page also has a useful list of UK websites and online platforms.

Have you tried recruiting online?
Share your experiences.

What are the advantages
and disadvantages of
online recruitment?



The poster features the Girlguiding logo at the top center, with the text 'Girlguiding' and '2nd Coxheath Guides' below it. To the right is a photograph of a group of young girls in blue uniforms surrounding a woman in a blue polo shirt who has a joyful expression. The background of the poster is dark blue with various icons like a compass, a star, and a gear.

We help all girls know they can do anything

Volunteer with Girlguiding

It's totally flexible and there's no commitment too small. You can volunteer in a group or use your skills behind the scenes, you don't need any guiding experience and everyone is welcome!

Find out more
girlguiding.org.uk/volunteer

Registered charity number: Exempted from registration

Girlguiding contact information:

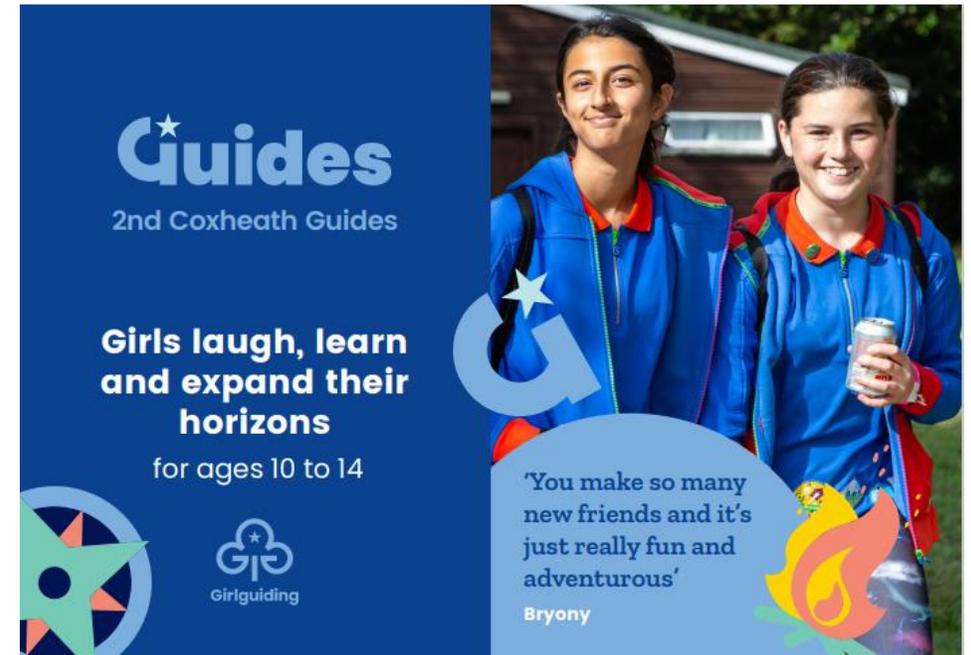
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Using social media

Find out how to use social media effectively

[Promotion using social media | Girlguiding](#)

Use the top 10 tips to write a post to recruit adult Volunteers.



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Welcoming and inducting volunteers

How can we provide a warm welcome for new volunteers and ensure that they remain in guiding?

Use the flipchart to share ideas >

Girlguiding
2nd Coxheath Guides

We help all girls know they can do anything

What happens next

We're so glad you're thinking of joining us. Thanks to you, more girls will gain confidence, feel empowered and have great adventures.

Discover the fun and rewarding ways to get involved. Search 'ways of volunteering'
[girlguiding.org.uk](https://www.girlguiding.org.uk)

Registered charity number: Exempted from registration

Rainbows **Brownies** **Guides** **Rangers**

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[Welcoming and inducting volunteers | Girlguiding](#)

Welcoming and inducting new volunteers

Dealing with concerns

What should you do if you have concerns about the suitability of a new volunteer who has a clear DBS check and two satisfactory references?

[Recruitment and vetting policy | Girlguiding](#)

[Managing concerns about adult volunteers policy | Girlguiding](#)

Your horizon

Thinking about adult recruitment...

Where do you want to be:

Next term?

Next year?

By the end of your role?

