



## Recruitment Ideas: A 'Starter for 10'

Top ten tips on what you should include when planning to welcome new members for the upcoming session.

1. Have a BB presence at your local community's summer gala day and winter market/fair.
2. Get involved in a school assembly to promote your BB Company.
3. Take an active involvement in a church service or event
4. Submit a press release to your local paper mentioning recent exciting events (i.e. your summer camp) and meeting nights/times for the new session.
5. Supermarkets normally have a 'Community Wall', and many have a Community Engagement Manager. Ask them to put posters up advertising your Company. They may even let you distribute leaflets one Saturday at the start of the session.
6. Organise a 'Bring a friend' night at the beginning but also part way during a session. The darker nights may mean more young people/parents are keen on being involved in groups. Tie this into an exciting part of the programme (i.e. a week before running a 'Half Term' Fun Night; and soon before a Halloween Party).
7. Register with your local Volunteer Network. Growing BB is also about recruitment of Leaders.
8. Actively promote your Company on social media.
9. Invite a 'Special Guest' along one night. This could be a local celebrity, or relate to an activity you're running. You may wish to tie this in with your press release.
10. Introduce a new game to keep your section fresh and exciting. Take ideas from your members – for example - 3rd year Anchors and 3rd year Juniors who will be role models to their section.

What works best for you? Share your experiences and advice by emailing:

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