



# MCS 312

# Recruiting Commissioners in the 21st Century



## Course Objectives

**At the end of this course, the commissioner should be able to:**

- **Understand** the importance of recruiting commissioners
- **Describe** the motivations of volunteers
- **Identify** the attributes of the 21<sup>st</sup>-century volunteer
- **Know** a method for recruiting



# Recruiting





# Why Do People Volunteer?



- **Why do we ask this question?**
  - **Finding suitable people**
    - **Able to do what needs to be done**
    - **Motivated to volunteer by something internal**

# Why?



- **Reasons to volunteer**
  - **Influence**
  - **Fellowship**
  - **Achievement**



# Let's Brainstorm a Bit...



Influence	Fellowship	Achievement

# What Types of Motivations Do Volunteers Have?



Commissioner Impact		
Impact: Having a Strong Effect on Someone or Something.		
Influence:	Fellowship:	Achievement:
The capacity to have an effect on the character, development, or behavior of someone or somethings, or the effect itself.	Friendly association, especially with people who share one's interests.	A thing done successfully, especially by effort, courage, or skill.
Plans	Friendships	Increased Skills
Budgets	Resources	Increased Knowledge
Policies	Volunteers	Membership Growth
Lives	Scouting Professionals	Unit Retention
Leader Training	Unique Experiences	Increased Resources
Leader Perspective		Increased Volunteer Network
Volunteer Perspective		Increased Scouting Professional Network
Parent Perspective		
Diversity		
Safety		
Better Communities		
Better Nation		
Better World		

# Recruiting the 21st Century Volunteer



**VOLUNTEERS  
NEEDED**

# Today's Volunteers



- **Volunteers should be welcomed from all generations**
- **However, we are seeing most volunteers from a few age groups:**
  - **Retiring Baby Boomer (born 1946-1964)**
  - **Millennials (born 1981-1996)**
  - **Older members of Gen. Z (born 1997+)**

# Background of Today's Parents



- **Today's parents are potential volunteers**
- **Depending on their age, they may have experienced some or all of the following during their teenage, early adult, or parenting years:**
  - **The Great Recession (2007-2009)**
  - **COVID-19 Pandemic Shutdowns (2020-2021)**
  - **The Housing Crisis (2020-Present)**
  - **Increasing work/life balance demands and challenges**
  - **Greater reliance on family for support than previous (recent) generations**

# Seismic Shifts



**Family dynamics**  
**Isolation**  
**Flexibility**  
**Technology**  
**Professionalism**  
**Remote**  
**Work/meetings**





## The Relationship Pyramid

---



# Recruiting and Engaging



- Making personal connections is critical
- Understanding personal motivations helps
  - Make connections
  - Give people engaging opportunities to ensure personal satisfaction

# The Invitation



## Goal: Recruiting

- The first meeting
- Don't make the first meeting your last!

## First Meeting:



- **A tour...a taste**
- **An opportunity to serve**
- **To fully understand our mission**
- **Let them hear your passion**

## Second Meeting:



- Listen to their heart
- Find a fit
- Share roles and responsibilities

# Invitation “Rules”



**Build relationships for future  
recruiting**



## Future Meetings:



Understand that “no”...  
doesn’t always mean “never”



# Seven Skills



1. Ask **personally**
2. Develop a **strategic recruiting plan**
3. **Short-term** commitments might open the door to longer term commitments
4. Does “No” mean “**not now**”? or “**not this position**”?...what’s the reason behind the “no”
5. **Right person...Right fit**
6. **Specific** people for specific positions
7. Hire for “**positive volunteer attitude**”



# Succession Planning Cannot Be Overlooked!





# Who is Responsible for Recruiting?



## Engage & Retain by Motivating



- **Onboarding**
- **Training**
- **Coaching**
- **Empowerment**
- **Recognition**
- **Accountability**



***“Volunteering is a key way to engage people not only to deliver critical services but to better understand the issues, to be connected, to be passionate, and to be part of a movement to create lasting change in our communities.”***



# Summary



- **Understand the importance of recruiting**
- **Describe the motivations of volunteers**
- **Identify the attributes of the 21<sup>st</sup>-century volunteer**
- **Know a method for recruiting**



**Questions?  
Comments!**

