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World Organization of the Scout Movement
Organisation Mondiale du Mouvement Scout
Всемирная Организация Скаутского Движения
Organización Mundial del Movimiento Scout
المنظمة العالمية للحركة الكشفية

World Scout **Bureau** Mondial du Scoutisme

European Regional Office
Bureau Régional Européen

P.O. Box 327
CH-1211 Geneva 4
Switzerland

Rue Henri-Christiné 5
CH-1205 Geneva
Switzerland

Tel: (+41 22) 705 11 00
Fax: (+41 22) 705 11 09

eurobureau@euro.scout.org

Circular N°

To: International Commissioners

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Using Scouting's Centenary for Adult Recruitment

Dear Scout friends,

Our Centenary is a fantastic opportunity to get involved in exciting programmes and show the world what Scouting is all about. We are encouraged to make the most of this unique year so that we can develop better Scouting for more young people, in more communities. It is also a challenge for us to use the opportunities in 2007 to develop Scouting in our associations. It can be used as a method to achieve our goals and strategy rather than a series of separate events. In addition, your association may have its own Centenary in the years shortly following 2007 and this should also be seen as an opportunity for development.

The Adult Resources Core Group has produced a Euro.Scout.Doc on the topic of 'Using Scouting's Centenary for Adult Recruitment'. It is intended for those people working in National Scout Associations who are looking at ways of using the Centenary in 2007, or their own Centenary beyond 2007, to support adult recruitment efforts. It can be used nationally to help devise recruitment strategies or locally.

The document was informed by discussions at the 'Workshop on Adult Recruitment' that took place in December 2006. It highlights the pros and cons associated with the following recruitment techniques:

- Word of mouth
- Personal contact
- Recruitment campaign
- Approaching community groups
- Approaching local companies
- Partnerships
- Direct mailing to former Scouts
- Direct mailing to other groups
- Media exposure
- Special events and fairs
- Printed material
- Volunteer centres
- Website
- Outdoor notices at meeting places
- Annual General Meetings
- Ambassadors for Scouting

This Euro.Scout.Doc can be downloaded on the WOSM website at:
http://www.scout.org/en/around_the_world/europe/information_events/resource_centre

Yours sincerely

Craig Turpie
Member, European Scout Committee

Milutin Milosevic
Director, Adult Resources