

Script for PowerPoint presentation



Scouting's Profile – Strengthening communications, partnerships and resources

Slide 1 - Strategic Priority 7: Scouting's Profile

The aim of this strategic priority is to strengthen Scouting's communications, partnerships and resources at all levels of the Movement.

This is vital if the mission of Scouting is to be achieved.

Slide 2 – Effective communication is necessary to...

If we look first at communication.

Effective communication is essential to all aspects of Scouting.

From inter-personal communication to mass communication, effective communication is necessary:

- to attract and retain members
- to attract and motivate volunteer and professional leaders
- to obtain the financial resources that it needs.

Slide 3 – Specific messages must...

Scouting does not have the resources to communicate with the 'general public'.

We must target specific messages to clearly identified groups of people.

We must reach those groups in cost-effective ways.

Modern technologies are making it easier and cheaper, to reach targeted audiences with targeted messages, more quickly and at lower cost.

For members, more useful information can be quickly available at little or no cost.

Slide 4 – The Image of Scouting...

Communication - internal and external - is closely related to the image of Scouting.

What is the situation in your country, in your town?

There are usually three situations:

1. Non-Scouting parents and young people, hear or see nothing about Scouting today.
 - It must have disappeared?
 - Is it still like it was 50 years ago?
 - It must not be popular.
 - Are they still helping old ladies to cross streets? or,

Slide 5 – The Image of Scouting (contd.)...

2. Members and non-members (or former members) think Scouting looks old fashioned, it is militaristic, it's for nerds, it's not "in", it's not fun.

Is this the reality? If so, we have much more than a communications problem - some fundamental changes are needed in the programmes, activities, possibly the uniforms and other visual identity.

Maybe we need to be more visible in schools. Maybe we need to do more useful things in our communities.or,

Slide 6 – The Image of Scouting (contd.)...

3. Sometimes there is a situation where Scouts really do good things, young people find it exciting, the uniforms are modern, etc. but... few people are aware of these facts.

In this situation, Scouting must beat its drums to spread the word to important target audiences: in order to get more members, leaders, and financial support.

And maybe, just maybe, somewhere there is a Scout association that is widely known, with a great image, a growing number of members from all parts of society, enough well-trained leaders, an exciting youth programme, and enough money.

Slide 7 - Communications – Graph one

From the information received in the 2001 Census, which focussed on the means of communication, the following information was received.

From the graph we can see that associations in nearly all regions have a website, regular magazine and press releases.

Email newsletters are not so well established in associations except in the European Region.

Perhaps important questions to consider are:-

- What message are we trying to get across and to whom are we targeting this message?
- What methods of communication are we using to get the message across?
- Are the means of communication used accessible to the people who we want to receive the message?

Slide 8 – Button and title

The second area in this strategic priority is Partnerships

Slide 9 – Scouting does...

Scouting does not exist in isolation.

It is part of the local, national and international community.

Scouting needs to work in partnership with others to achieve its mission – individuals, organisations, governments and institutions.

Slide 10 – Partnerships...

These partnerships can be bi-lateral (with one other party), or – multi-lateral (with many other parties). Partnerships create a synergy, which enables all parties to achieve benefits that none could obtain alone.

Slide 11 – Partnerships (contd.)...

To benefit from partnerships Scouting needs to be valued as an organisation that has something to offer to other organisations.

It needs to have the confidence to seek and develop partnerships.

There are many examples of beneficial partnerships in Scouting, both between Scout associations in different countries and between Scout associations and governments, local, national and multi-national organisations.

An example of an effective partnership between Scout associations is:-

The partnership between Scouts de France and Les Scouts Catholiques de Côte d'Ivoire. This partnership has been developed over a number of years and it takes a global approach, supporting the development of Scouting in this association, rather than focusing on a specific topic.

Support has been provided in the areas of youth programme, adult resources, institutional development, including management and finance. Les Scouts Catholiques de Côte d'Ivoire has both a fee system and membership database.

An example of an effective partnership between a Scout association and the government is:-

The GAPP project in the United Kingdom. The UK government provided grants for youth organisations to work in partnership to share best practice. The Scout Association, with expertise in programme development for 10-16 year olds, teamed up with the National Federation of Young Farmers' Clubs who have a long history of involving young people in decision making.

The Scout Association used the opportunity to progress the area of development education. The outcome is two resources, one with activities to raise awareness on global issues, the other a peer education training pack, and a committed group of young people who have the knowledge and skills to train others.

The government also recognises the multiplier effect of using National Voluntary Youth Organisations – as they are good value, cost effective and deliver more than anticipated.

An example of an effective partnership between a Scout association and a local NGO is:-
The South Africa Scout Association working with a local NGO to improve conditions for street children.

Examples of effective partnerships between Scout associations and international NGOs are:-

- 1) Partnership between the Scout Alliance of the Great Lakes and Broederlijk Delen (Belgium)
 - Financing the Scout peace education programme in the Great Lakes Region.
 - Supporting the work of the permanent executive secretariat.
- 2) Partnership between the Scout Alliance of the Great Lakes and Christian Aid
 - Organising workcamps for young people with the participation of young members of other associations and youth movements.
- 3) Partnership between the Scouts of Burundi and CECI (Coopération Canadienne d'Etudes Internationales)
 - Programme for the development of democracy/peace education by the Scouts of Burundi.
- 4) Partnership between the Scouts of North Kivu (Democratic Republic of Congo) and Save the Children Fund
 - Supporting a project to care for children in difficult circumstances in Goma.

Multi-lateral partnerships are also possible and although they involve a number of different bodies, they can be very effective.

Slide 12 – Partnerships (contd.)...

In addition to helping us to achieve more, partnerships are good for Scouting's image. Scouting at all levels should develop external networks and contacts so that effective partnerships can be formed.

Slide 13 - Partnerships – Graph two

From the information received in the 2001 Census, which focussed on partnerships, the following information was received.

Again we can see that nearly all regions have associations with partnerships in each of the categories mentioned, that is other Scout associations, other non-governmental organisations, UN or specialized agencies. Local and/or national government, and religious bodies.

In nearly all regions the most common partnerships developed by associations are partnerships with other Scout associations and partnerships with non-governmental organisations.

- Do the partnerships that currently exist fully support Scouting in achieving its mission?
- With what other organizations or bodies could we enter into partnerships for mutual benefit?

Slide 14 – Button and title

The third area is Resources

Slide 15 – Resources...

To achieve its mission, Scouting needs to have adequate financial resources.

Some of these resources may result from new sources of income but more resources will also be available through better management of the existing resources.

- How are Scouting's resources managed at the moment?

Slide 16 – Good financial management requires...

- Is there good membership management in associations – is there an accurate record of all youth and adult members past and present? Is there a fee system and if so are membership fees collected?
- Are Scouting's resources and assets well managed?
- Are local and national campsites and training centres well run and well maintained so that the association can generate income, provide a facility for the community and contribute to the public image of Scouting?
- Does the association sell merchandise – books, badges, T-shirts etc to raise money? Does it do this professionally?

Slide 17 – Good financial management requires (contd.)...

- Does Scouting benefit financially from the partnerships it forms? This could be in the form of government grants to undertake a project, leader training and institutional development for projects with agencies, support from religious bodies and the validation of training schemes at national level.
- Is there a Scout Foundation, which can tap the resources of people who wish to contribute financially to Scouting and a means of informing them regularly of how their money is spent?
- Is Scouting fully exploiting its strengths – its training and its know-how?

Slide 18 – For Scouting etc...

To secure the necessary financial resources, Scouting at all levels must become financially astute –

- all leaders should be aware of the need to maintain accurate financial records.
- commissioners should be aware of the need to set and manage budgets.
- treasurers should ensure that associations funds are properly managed.
- associations should provide systems and ensure that the correct checks and balances are in place to ensure good financial management.

Slide 19 - Funding – Graph three

Here is some of the information that we received from the 2001 Census in relation to communication, partnerships and resources.

We can see from the graph on the screen that the majority of associations rely on membership fees as their main source of income. The second and third most important sources being government funding and project funding. Here are some questions to consider.

- Is this providing a secure financial base for Scouting to develop?
- Is it placing a financial burden on our members - limiting our membership and therefore our income?

Slide 20 – Button and title

Let us now hear about the developments in Africa in the area of communications.

The Africa Regional Office has developed a project to make radio programmes, to communicate information on Scouting to a much wider audience and to promote youth programme development, leader training and community development.

Radio is a very popular means of communication in Africa, accessible to over 90% of the population. Here is part of one of their programmes, with some pictures.



World Organization of the Scout Movement
Organisation Mondiale du Mouvement Scout



World Scout Bureau Mondial du Scoutisme