



Recruiting

THE BOYS' BRIGADE OBJECT

The advancement of Christ's Kingdom among Boys, and the promotion of habits of Obedience, Reverence, Discipline, Self-Respect and all that tends towards a true Christian Manliness.

A growing Company is a healthy Company. Recruiting boys and leaders is a vital part of making sure your Company maintains its numbers. Boys grow and move through the ranks quickly. A strong foundation of Anchors and Juniors will ensure you have a good number that will move into Seniors. Don't wait until your numbers get low before you begin to your recruiting strategy. Recruiting works hand in hand with promotion.

Part of the BB Qld Strategy is to **make BB visible**. State-wide, BB Qld is focusing on building a Social Media and Branding Campaign to spread the concept of BB with consistency. We want BB to be recognisable easily by the images we produce. If your numbers are dwindling, you will need several different ways to promote and recruit. BB QLD is building up resources, branding and strategies to help make it easier for you to recruit.

*Before you start feeling overwhelmed at the idea of having to recruit and promote your Company, we strongly recommend, that unless this is your passion and excites you, that you **find someone** to take on this task. Find a leader, parent or church member who will take up the task and run with it.*

One of the best ways to recruit is by **word of mouth**. Boys tell their mates and invite them to join the fun. Mums are also great for talking about BB and what their boys get up to. Provide the boys and parents with resources such as invitation postcards and brochures to share.

How is your BB Company visible in your church? **Get involved** in church activities as a Company. Turn up to Working Bees, help at events, participate in church services, do things for the congregation. Through being visible, your congregation will be your advocates, even if they don't have kids in BB. This is also important for recruiting leaders, as leaders are the backbone of the Company. As the Company grows, more leaders will be required.

How is your BB Company visible in your community? There are many different ways to be visible. Attend local events such as a Show or School Fete. Set up a stand, give away balloons, have an activity or game with prizes. BBQLD has a range of **Giant Games** which are FREE for Companies to borrow. While boys are playing a game, leaders can chat to parents. Show videos of your activities on a screen to show how cool BB is. Your Seniors can be involved by helping out.

BB Qld has a new incentive program to help your Company recruit new officers and boys called **Project Elevate**. With challenges for Anchors, Juniors, Seniors, Leaders and Companies, everyone can be involved in recruiting and raising the profile of your Company.

Register with Fair Play, a Gov incentive to encourage kids to get involved in local active groups. The approved grant money covers the cost of a year's subscription. Contact the BBQLD State Office for more info on how to register.

Always be prepared to promote or recruit. Wear BB branded shirts and caps, have information flyers and invites handy to give out.

Where to promote:

At church: News bulletin and emails. Morning tea area, display in foyer, Sunday School and Youth rooms. Sign or banner on street.

In Community: Schools, Doctors Surgery, Shops, ANZAC Day Parade, Library, Fetes, Events, Pop Up Stall in Shopping Centre.

Developing a Boys' Brigade that
Partners with Churches, Supports Leaders, Engages Boys