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To: International Commissioners in the Europe Region WAGGGS and the European Region of WOSM

Subject: Joint Circular "Toolkits on Growth and Quality"

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Dear friends,

Are you working towards growth of your Association and aiming for excellence? Do you feel you are on the right track or do you think you need some tools or support to achieve your goals?

One of the joint areas of work within the European Regions of WAGGGS and WOSM is Growth through Quality. This is an important aspect of the work of MOs and NSOs and the Regions support MOs and NSOs in different ways, with strategy, materials, motivation and encouragement.

The purpose of this Joint Circular is to bring to the attention of Associations working on Growth and Quality, the available resource toolkits that would prove to be of value for their strategic work. Both WAGGGS and WOSM have published toolkits on Growth and Quality to assist MOs and NSOs in their work at national, regional and local levels.

Tool Kit on Recruitment And Retention of Membership – WAGGGS

WAGGGS has created this tool kit (available in English and French) as a support for Associations working on this topic. Although it was developed some years ago, the content of this toolkit still is very up-to-date! The toolkit addresses different aspects of membership management including, but not limited to, analysis and research, strategy development, recruitment and retention (youth/adults) and reaching out to new target groups. It also includes "10 Steps to Planning a Recruitment Drive". The toolkit concentrates on good examples of national strategies and local and small-scale projects. All MOs and NSOs are invited to try these and to consult the Association who has provided that particular experience.

Action for Growth – WOSM

WOSM has created this resource tool to enable Scout Associations to develop a growth strategy. The toolkit addresses six different factors that affect growth of Associations, namely youth programme, adult resources, recruitment (youth/adults), research, evaluation and analysis, communication, and external influences. Examples of good practice are given and a number of fact sheets in attachments further explain and deepen the understanding of the different examples. Also in addendum are information on statistics, programme, quality and little projects. Regardless of which of these factors create a challenge for an Association this toolkit can be a beneficial resource tool by means of inspiration, reference and concrete ideas.

Adult training, learning and development – WAGGGS

The very recent Policy and Guidelines on adult training, learning and development, issued by WAGGGS, takes a holistic approach to training, learning and development and focuses on providing a positive learning environment for adults. In using this new document together with the accompanying facilitation guide and a toolkit for trainers, leaders will be equipped with the skills and knowledge to perform their roles effectively – in order for them to deliver quality Guiding and Scouting.



Educational Programme Guideline – WAGGGS

The aim of the Educational Programme Guideline is to serve as a support resource to those leaders dedicated to developing a quality educational programme that encourages the fullest development of their members as whole and well-balanced individuals. The guideline aims at leaders on any level of a Guiding/Scouting Association and should supplement and extend traditional national educational programmes to fit the needs of today's Guides and Scouts, based on the principles of personal development.

Quality in Youth Programme Design Toolbox – WOSM

Youth Programme is the core business of Scouting and should be the main concern of any Scout Association as it is the only guarantee of adequacy in the fulfilment of the mission, of relevance in answering the needs of young people and of maintaining a sound membership. WOSM published this toolbox on Quality in Programme Design to assist Associations to analyse and evaluate their Youth Programme.

Model Workshop on Quality – WOSM

This "Workshop on Quality in Scouting", published by WOSM in 2010, was developed to enable any Scout Association to consider the quality of Scouting offered and how people work within the Movement. It contains information about quality and how a living strategy on quality helps to improve the daily work. The document contains a description for a two-day-workshop that can be given by anyone who has a good basic knowledge about quality. It includes various methods and ideas that can be adjusted according to the needs of the participants.

Both WAGGGS and WOSM stress the importance of all MOs and NSOs addressing membership issues in a strategic manner and offer a variety of support to MOs and NSOs that are doing so. The toolkits mentioned here are just some of the support tools available. We would encourage all interested MOs/NSOs to make advantage of the toolkits in their work towards Growth through Quality. Both Regions also offer tailored support and mentoring in matters of Growth and Quality if needed.

Please find these and other useful documents and more information on growth and quality on:

- The joint resource page of WAGGGS and WOSM in Europe: www.europak-online.net/category/resources
- The archive page of the European Scout and Guide Growth Network, including materials from the Joint Growth Event held in Spring 2012: growth.europak-online.net
- Relevant Growth sessions delivered at that Academy (2010-2012): euroscoutinfo.com/regional-scout-plan/growth-through-quality/academy
- The Growth through Quality Library: euroscoutinfo.com/regional-scout-plan/growth-through-quality/growth-through-quality-library

Yours sincerely,



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