Jumpstart to GROWTH

Launching a New Scouting Group
Using Survey Monkey to Confirm Community Need

When launching a new group it is important to determine if there is a "market" present in the community. Gathering raw data is pretty easy to do through School enrolment figures, Stats Canada and local municipal record. But good research means connecting with the market and getting feedback from local families is a very important step in rooting a Scout Group in a targeted Area. There are a number of different on-line tools that can help achieve this and websites like **"Survey Monkey"** is a quick way to find out if the climate is right. Survey Monkey provides a free service and will allow up to 100 responses. **"Survey Monkey"** www.try.surveymonkey.com

However, this resource will need to be fed with e-mail addresses of local families and getting them will require some relationship building. It is highly unlikely that another organization will share their list. But they may be willing to broadcast the Scouts Canada survey link to their association member families. Using this form of information gathering ensures it is not being filtered by third parties, while also creating a buzz about the potential arrival of Scouting in the area.

Survey Monkey allows you to design your survey and it doesn't take long to load the on-line template with questions.

Here is a list of questions you might want to know the answers to.

1. Are you aware that Scouts Canada, the country's leading youth organization, offers seven challenging programs for boys, girls and youth age 5-26 in thousands of individual groups in most cities and towns across Canada.

Yes / No

2. How valuable would a program that provides social, mental, physical and spiritual development in youth be to you and your family?

Extremely Valuable / Very Valuable / Some what Valuable / Not Valuable

3. If Scouting was available in your community, how likely would it be that you would have your children try it out?

Extremely Likely / Very Likely / Somewhat Likely / Not Likely

4. How many children between the ages of 5 and 12 do you have in your household?

1 / 2 / 3 / 4 / 5 / More than 6

5. Is volunteering with an activity your child is participating in something you would consider?

Yes / Maybe / No

6. Is volunteering with an activity your child is participating in something you would consider?

Yes / No

How Can We Contact You: _____

_____

7. Do you think the local community would support Scouting activities through fund-raising?

Yes / No

8. Is there any one organization within your community that you feel would be eager to support a youth program locally?

Yes / No

Who is the organization: _____

_____

9. How do you find out about the programs you want to put your children in?

Websites / Leisure Guide / Newspaper / Flyers / Information Meetings / Word of Mouth /

Other: _____

10. Do you think your community would be enriched by the addition of Scout Group?

Tremendously Enriched / Very Enriched / Slightly Enriched   / Not Enriched