



Scouts' Manifesto

Membership Communication Pack



What is this pack for?

In March, we launched the Scouts' Manifesto aimed at calling for government support to support young people and volunteers in shaping a brighter future.

The audience of the manifesto will Members of Parliament, prospective party candidates, and senior government officials.

Leading up to and after the general election, our policy and public affairs team including [youth advocates](#) will distribute the manifesto and build relationships with MPs and candidates.

Your support is crucial in ensuring government listens, and we see this as a fantastic opportunity for you to get involved.

Explore this communication pack for ideas on how you can join us and get involved in making a difference.

Together, let's build a brighter tomorrow!

Ways you can get involved:

1. Share the Manifesto with your local MP.

One of the easiest ways to engage with MPs or candidates is by directly sharing the manifesto with them via email. It's a simple and quick method to share the campaign and begin building a relationship.

If you've already established a relationship with your MP, fantastic! It's still beneficial to send an email sharing the manifesto, especially if you're aware they support Scouts.

Once you've sent the email, a member of their team will read it and inform the MP or candidate. As a constituent, you'll receive a response, and you can extend an invitation to visit your scouts' group or upcoming manifesto events.

How do I contact my MP?

You can find your MP's contact details here: <https://members.parliament.uk/FindYourMP>

Simply search using the Scouts group postcode or town and copy the constituency office email available on the website.

Here is an example of an email you could send to the MP:

Dear [MP's Name],

I hope this email finds you well.

My name is [Name], I am a constituent of yours in [Enter constituency], and [volunteer title] at [enter name of group] Scouts. I'm excited to share the launch of the Scouts' manifesto: **"Building Brighter Tomorrows"**.

Scouts play a crucial role in your constituency, equipping young people as young as 4 with skills for life. However, the harsh reality is that across the UK, nearly 100,000 young people are on a waiting list, in our constituency there is [insert number of young people on the waiting list] due to a shortage of volunteers.

Created with young Scouts and volunteers across the United Kingdom, this manifesto is a call to action, and a blueprint for a brighter future for young people, volunteers, and civil society.

Now, why should you care? Because by supporting what we're asking for, you're showing you care about young people and want to make our community better for everyone.

Please see attached the Manifesto and consider how you can support our nine policy asks.

I look forward to hearing from you and seeing how you can help Scouts in our community.

Thank you for your time.

Best regards,

[Your Name]

Commented [KJ1]: Relating to email below - can we add [enter name of group]. Can we shorten the title to just 'building brighter tomorrows' and no apostrophe. on the waiting list you want to suggest they add their own waiting list numbers. On the manifesto line can we add something like 'and to consider how you can support out nine policy asks'

2. Invite your local MP to visit your scouts' group!

After contacting your MP or candidate and establishing a relationship, why not extend an invitation to your Scouts group? This provides an excellent opportunity to showcase firsthand how Scouts develops essential life skills in young people and the crucial role that volunteering plays in making this happen.

Past visits from MPs to our groups have featured engaging Q&A sessions, demonstrations of our Community Staged Impact Badge, showing MPs the activities scouts do like learning how to tie a reef knot, and much more!

Activities and badges to work towards:

We offer a variety of engaging activities and a wide selection of badges suitable for young people of all ages! It's a fantastic opportunity for them to participate in civic engagement and learn about democracy and community impact.



If you're leading a Beaver group, why not consider the [Beavers YouShape Award](#)? It's a great way to encourage their involvement and empower them to make a difference. They can even reach out to local decision-makers like councillors or MPs to advocate for Scouts in your area.

For those seeking a more challenging badge, [the Community Impact Staged Activity Badge](#) is an excellent choice.

It offers different stages to choose from, all focusing on making a positive impact in the community. You can even invite a local decision-maker to your group to showcase the group's achievements and emphasise the importance of their contributions.

Looking for more inspiration? Browse more impactful community-focused activities [here!](#)



3. Host a youth husting!

What is a husting?

A husting is a meeting where election candidates or parties debate policies and answer questions from the audience. Hustings provide an opportunity to hear the views of candidates or parties.

When all candidates or parties standing are invited, a husting does not promote any candidate or party because they all can speak and be questioned.

You can read our [political campaigning](#) and general election guidance here for support.

Why should I organise a youth husting?

There are many benefits for hosting a husting:

- **Democratic education:** Hosting a youth husting helps educate young people about how politics works, getting them more involved and informed about what's happening in their community.
- **Representation:** It ensures that young people's voices are heard and included in political decisions, making sure everyone's perspective is considered in democratic discussions
- **Dialogue:** Youth hustings spark conversations between young people, political candidates, and elected officials, helping everyone understand different policies and viewpoints better.
- **Policy Influence:** By organising a youth husting, you can give young people a platform to influence political agendas and policies, empowering them to make a real difference in their community.

How do I organise a husting?

1. **Pick a date:** choose a date for the hustings that works well for everyone.
 - a. Please note that MPs are in Parliament from Monday to Thursday so you may want to pick a date on Thursday or Friday evenings!
2. **Invite candidates:** Invite a balanced selection of political candidates from different parties or viewpoints to participate, ensuring equal opportunity for all to present their ideas. To find who your local candidates are, you may want to use this resource: <https://whocanivotefor.co.uk/ppcs/>
3. **Invite young people:** Reach out to young people in the Scouts community and invite them to attend the event.
4. **Provide information:** Share information about how the hustings will run, making sure young people and candidates know what to expect.
5. **Prepare questions:** Encourage young people to prepare a range of questions for MPs and candidates so they can get involved.

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6. Make it happen!

Don't have time to organise? You can find local youth hustings advertised by the Politics Project here:

4. Share on social media!

Running a Facebook group? Active on Twitter or Instagram? You can lend your support and amplify the campaign message by sharing the social media materials provided below.

Check out this example of how you can help spread the word:

"At Scouts, we're committed to making sure every young person has access to enriching extracurricular activities.

Right now, we have 100,000 young people on our waiting lists. To meet the demand, we need over 40,000 new volunteers. But we can't do this without Government's support.

Young people and volunteers cannot afford to wait any longer. They urgently need support to #BuildABrighterTomorrow.

Visit [Scouts.org.uk/Manifesto](https://scouts.org.uk/Manifesto) to find out what support we're asking for."

Run a Scouts' twitter account? Tag your local MP and ask them to support!

"Today, @[MP's Twitter handle], @scouts launched the #ScoutsManifesto, calling for govt support for youth & volunteers to #BuildABrighterTomorrow. In your constituency, waiting lists are growing, and we need more volunteers. Young people can't wait. Join us in taking action!"

Need support or planning an MP visit? Our Policy and Public Affairs team, Katie Jackson, and Molly Taylor, are here to assist you every step of the way! Feel free to reach out to them at:

Katie.jackson@Scouts.org.uk

Molly.Taylor@Scouts.org.uk

Thank you for your support – only together can we build a brighter future for the young people of the UK, and a stronger society for all together.