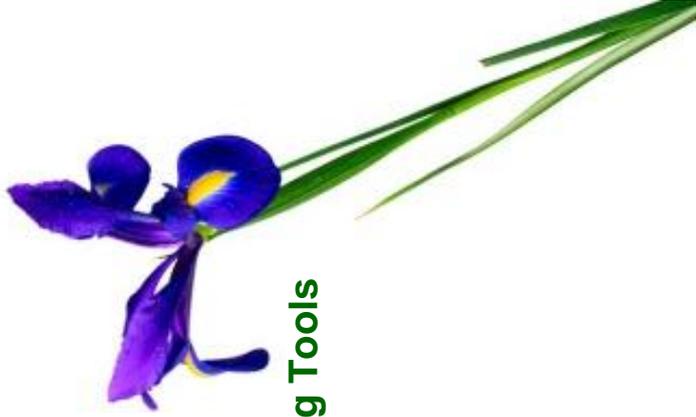
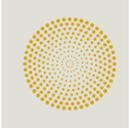


Venturing, BSA

Venturing Recruitment Guide
Spring, 2012



Venturing Crews
Youth to Youth Recruiting Tools



RECRUITMENT

RECRUITMENT



Venturing Recruitment Guide

- Suggestions for Youth Recruiters
- Who & When to Recruit

Spring, 2012

LOCATION - LOCATION - LOCATION

SCHOOL

Set up tabletop displays in the lobby during or after school, consider presenting Venturing awards in school-run award ceremonies or secure a spot on the school announcements. Resume building is a huge part of the high school experience, so focus here on advertising fun with a purpose!



MALL

One of the main reasons youth do not get involved is because they are not asked. Keep your presence alive by holding activities in the mall! Use the long hallways to set up tables, put on events to attract interest in the program. Have advisors approach adults who stop and let youth focus on other youth.

SPORTS

After school sports activities attract interest from a wide variety in the community. Hold a booth with activities at the next soccer game to keep siblings of the players active. Parents will appreciate your service while learning more about what Venturing is all about. Make sure to have plenty of printed information for them to take home.

CLUBS

Create a Venturing Crew as a school club. Focus on what your interests involve and keep the other students informed of your activities. Welcome any and all!

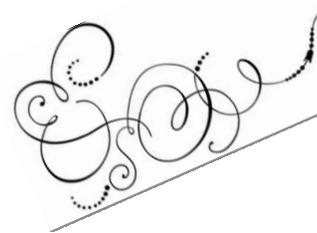


WHAT NOW?

RETAINING NEW RECRUITS AND EXISTING MEMBERS

Recruiting is a process that should be re-evaluated each year as you learn and develop. It's just as important to retain the members of your crew as it is to grow your numbers!

Reconnect with old members who have gone to college, been inactive or lost interest and encourage them to engage. Sometimes all it takes is that personal outreach to pull them in.



For more information, refer to the tools and resources available online through scouting.org/venturing

SAMPLE AGENDA

FOR AN OPEN HOUSE

WELCOME

Greeting your guests as they arrive will help them to know where to go, feel comfortable as they enter and increase your chances of gaining a new member for the crew.

Start with an icebreaking activity and learn everyone's name if possible. Put yourself in the newcomer's shoes - feeling part of a group is a key to feeling content in the environment.

Have the crew president welcome and introduce the crew members to your guests.

PRESENTATION & ACTIVITIES

Illustrate the purpose of a venturing crew in a creative way that defines your own crew. Talk about leadership opportunities, training, high adventure and what your crew has done in the past. Share plans for future trips as well.

Allow your potential members and their families to ask questions about what you have shown. Utilize the entire crew to answer and discuss.

INVITATION TO JOIN

Explain the costs involved, policies, insurance and code of conduct that goes along with being a member of your Venturing Crew. Walk them through the registration process and as the new recruits to hand them in before they leave.

Engage in something active to get everyone involved and allow them to experience the crew.

CHURCH/YOUTH GROUP

Youth groups are made up of involved youth who enjoy creating a difference. Advertise at your local place of worship to connect with these possible Venturing members!

MOVIE THEATER

Utilize this area to distribute information. Set up a tabletop display with Venturers in uniform to keep increasing your presence in the community. Distribute details, collect contact information from interested movie-goers and invite them to your next meeting or event!

ONLINE

So much of our world is online that we can now harness that presence as a resource for recruiting! If you are a member of any social networking sites, use them to your advantage by creating a page for your crew, council or district and using it to advertise events and programs to recruit and retain members.



WHERE DO
YOUTH
HANGOUT?



PLANNING AN OPEN HOUSE

An open house is a time for existing members and new or potential members of a venturing crew to interact, learn and share. It is important to have this sort of event after gathering several potential members through the means listed on pages 1 & 2 or any other recruiting you do for your crew.



Advertise the event, through social media, paper distribution or word of mouth outlets

PLANNING THE PRESENTATION

Work with your existing members to create an engaging presentation for the event. Remember - this is your one chance to absorb the attention of your new recruits. Choose an accessible location for the event and create a duty roster for your crew.

Consider how you will set up the room. Will there be a table collect paperwork from prospective members? Is there a good place in the venue for the 'stage' to be?



Will you serve refreshments? Where will they be set up?

Keep the guests active throughout your open house – provide hands-on activities to avoid seeing bored faces.

Give your new members a packet or folder with your crew calendar, registration form, nametag, a pen and anything else you deem interesting or necessary. They will have everything they need at their fingertips!



BREAK UP ANY CLIQUES

Current members of your crew may tend to stick with other registered venturers. Encourage your crew beforehand to reach out and connect with the new members.



Keep it simple and short, and recognize those that do attend for their time. Consider providing small gifts, whether they are homemade thank-you cards or movie tickets.

After the event is over, be SURE to

FOLLOW UP

Contact the new recruits and ask them about their membership intentions