



VENTURING · BSA®

Venturing RECRUITMENT Guide

SUGGESTIONS FOR YOUTH RECRUITERS AND WHO AND WHEN TO RECRUIT



BOY SCOUTS OF AMERICA®

Location, Location, Location

Think about where youth of Venturing age hang out. That's where recruitment happens.

@ School

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

Wherever you decide to set up a display, be sure you have permission in advance to do so.

Start a Club

Start 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—charter or private or home school students!



@ The Mall

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



@ Local Sports Venues

After-school sports activities attract interest from a wide community audience. Consider setting up a booth with activities at the next soccer game, track meet, or volleyball game to keep siblings of participants preoccupied. Parents will appreciate your service, and it will give your crew some exposure and an opportunity to tell moms, dads, and others about Venturing. Make sure to have plenty of printed information for them to take home.



@ Your Place of Worship

The youth group at your place of worship will have young adults who enjoy making a difference. Advertise at your local church, temple, mosque, or other place of worship to connect with these prospective Venturers.

@ The Movies

Utilize the lobby of your local movie theater to share and distribute information. (Be sure to check with the theater manager first.) Set up a tabletop display with Venturers in uniform or activity shirts on hand to boost your presence in the community. Hand out resources, collect contact information from interested moviegoers, and invite prospects to your next meeting or event.



@ Your Fingertips—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 those resources to your advantage by creating a page for your crew, council, or district and using it to promote events and programs and to recruit and retain members.



YOU ARE HERE

(Where do you
want to be?)



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 whenever the crew has identified several prospective members. It is a way to solidify membership or stay connected with those prospects.

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 capture the attention of new recruits. Choose an accessible location for the event, and be sure permission has been secured in advance. With crew members, create a duty roster so that everyone knows who is responsible for doing what (setup, pass out literature, handle applications, teardown, etc.).

Consider how to set up the room. Will there be a table to collect paperwork from prospective members? Is there a good place at the venue to set up the stage? Will you serve refreshments? If so, where will the refreshments be set up?



Give new members a packet or folder with the crew's calendar, a registration form, name tag, pen, and anything else necessary or that might be of interest to prospects. Be sure they have everything they need at their fingertips.



*Keep guests active throughout the open house.
Provide hands-on activities to avoid seeing bored faces.*

KISS—Keep It Short and Simple

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

After the event is over, be sure to **follow up**. Contact all possible recruits, thank them for their interest and time, and ask about their membership intentions.



Sample Open House Agenda

This sample agenda for an open house can easily be adjusted to suit your crew's needs.

Welcome

Greet guests as they arrive. Be sure everyone has a name tag (crew members, too!). Direct them on where to go, and help them feel comfortable as they enter. Making them feel welcome and secure will help 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 guests and introduce crew members.

Presentation and Activities

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

Allow potential members and their families to ask questions about what has been shared. Utilize the entire crew to discuss and answer questions.

Invitation to Join

Explain the costs involved, policies, insurance, and code of conduct that goes along with being a member of a Venturing crew. Walk the guests through the registration process and ask the new recruits to hand in their applications before they leave.

Engage in an activity that gets everyone involved. Allow prospective members to experience what it's like to be a member of the crew.



What Now?

Retaining New Recruits and Existing Members

Recruitment is a process that should be reevaluated each year as the crew learns and develops. It's just as important to retain existing crew members as it is to grow the crew.

Reconnect with old members who have gone on to college, become inactive, or lost interest. Encourage and invite them to reengage with the crew. Sometimes all it takes is that personal outreach or invitation to draw them back in.

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





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