



# Venturing Recruitment



Lead The Adventure





# Why is Venturing Recruitment Important?

## Keeping the crew strong!

Without boys and girls joining a crew scouting can't and won't exist. Adding youth each year helps to avoid this problem.

If there are no more boys and girls in the program we cannot change and affect lives through the aims and methods of scouting.





# Where do “new” Venturers come from?

- Former Boy Scouts
- Former Girl Scouts
- Someone never involved in scouting





# When should you be recruiting?

- **Year-round**

- Recruiting is a continual process
- New youth members are vital to the vitality and longevity of the crew
- Personal invitations are the most effective method
- VP – Admin is the key leader in the recruiting process

**Youth Leadership = Ownership = Retention**





# Developing a year Round Recruitment Plan

- **What are the 4 components of a good year round recruitment plan?**
  1. Marketing Visits
  2. Personal Contacts
  3. Publicity and Promotion
  4. Venturing Activity Interest Survey





# Marketing Visits

- **Local Boy Scout and Girl Scout troops**
- **Youth Groups**
- **Service Clubs**
- **Outdoor Clubs**
- **Camp Staff**
- **Youth Leadership Camps**





# Personal Contact

- **Friends invite friends**
  - Shared interest and goals
  - Already a sense of belonging
  - Helps overcome fear of something new
- **Most successful recruitment tool!**





# Publicity & Promotion

- **After school meeting**
- **Fliers/ Posters in school, church, youth center**
- **Radio/ Public Service announcement**
- **Newspaper articles**
- **Outdoor Stores**







# Crew Open House

- **Exciting, enthusiastic, energetic program**
- **Primary purpose is recruiting new members**
- **Encourage current Venturers and kickoff the new program year**
- **Keys to a successful Open House**
  - Greeting
  - Icebreaker
  - “What is Venturing?”
  - “About our Crew”
  - Past Program
  - Invitation to Join
  - Activity
  - Registration & followup





# Activity Interest Survey

- Identifies youth with Venturing – type interests in the local area
- President sends personal invitation to visit either Open House or activity
- Followup invitation with a phone call





# BeAScout

- **A way for families to find Venture crews in the area**
- **Go to [beascout.scouting.org](http://beascout.scouting.org) and enter type of unit and zip code to locate nearest pack, troop, or crew**
- **It is important to keep the information attached to your BeAScout pin updated**
- **For information on how to update your pin view the BeAScout PowerPoint**





**Thank you for all you  
do for your units and  
happy recruitment  
season!**

