



Recruiting Venturers



VENTURING • BSA

Conducting Student-Interest Surveys

One method Venturing has found to determine the interests of Venturing-age young adults and invite them to join crews relating to those interests is by conducting an annual survey of high school students within the council.

This survey, conducted in schools, is to provide a list by interest group of student names, addresses, communities, phone numbers, grades, ages, and schools. This information is used to invite students to join Venturing crews in their interest areas. For example if 200 students list scuba diving as an interest, the membership committee will know to look for an organization that could begin a crew specializing in scuba diving.

The survey also provides a service to schools by giving them, at no cost, a complete list of their students' hobby choices. Emphasize to school officials that the council is only asking for about 10 minutes of student time each year. In exchange, schools can have information that can help counselors with individual students and can support school curriculum program planning.

Most survey forms and computer programs are developed within the local council. This allows the council to localize its survey. The hobby interests and career interests are listed on the same form and called the student-interest survey. Use the information collected from the career-interest portion of the form for Exploring and the information from the hobby-interest portion of the form for Venturing.

Once you have conducted a student-interest survey and know the interests of youth in the community, share the names with existing crews for invitations to open houses and approach organizations for new crew possibilities.

How to Recruit New Members

Letter of Invitation

The head of the chartered organization or crew president should write a personal letter to each student identified on the student-interest survey, inviting them to a crew open house or other special crew function. Ask the council for a list of recently dropped Boy Scouts ages 14 and older and add them to the invitation list.

- Invite students to bring a friend early in the letter so they will be comfortable attending.
- Mention an exciting set of activities that should motivate them to attend.
- Include in the letter the crew Web site to find out more information.
- Send the letter on organization letterhead (for new units) or crew letterhead (for existing units) and personalize it to the individual student.
- Mail the letter a minimum of 10 to 14 days in advance.
- The letter should be followed up by a phone call from a Venturer within 48 hours of the open house.

Personal Contact

Ask each crew member to list three to five prospective members on cards. The administrative vice president sorts the cards and eliminates duplicates. The names are reviewed at a crew meeting, and those who know the people best are assigned to invite them to a meeting. Do not assign more than three prospects to a crew member. Set a target date for the contacts to be completed, with regular reports on progress.

Publicity

Many crews place meeting notices or posters in schools, churches, or young-adult centers. Radio and newspaper publicity can feature your crew and invite those interested to attend an open house. High-adventure crews put up notices in ski or outdoor equipment stores, sports crews place notices in gyms, and other crews distribute information in appropriate locations. Some crews even make 30-second promotional videos for their school TV systems.

Venturing Crew 425



(Crew Open House-Sample Invitation Letter)

September 10, 2002

Jeremy Price
7503 Windsor Place
Take-any City, TX 75000

Dear Jeremy:

Can you picture you and your friends scuba diving on a shipwreck in the clear, warm water of the Caribbean during spring break next year? That would just be a sample of the kind of exciting activities we do in Venturing Crew 425.

You and your friends are invited to a brief meeting to hear more about how you can participate in these challenging high-adventure activities. The meeting will be Tuesday, September 15th, from 7 p.m. till 8 p.m. at the First Church (see enclosed map).

Venturing is the teenage, coed program of the Boy Scouts of America. We teenagers choose, plan, and run all of our activities. I have enclosed a brochure that explains more about the program. You can also check our cool crew Web site at www.crew425adventure@trip.org. Please bring \$10, which will cover your registration and insurance for all the cool things we do. If you need more information or directions, please call me at 555-2020 or David Kelly at 555-2222.

Feel free to bring your friends! If your parents want to come too, they're welcome.

Sincerely,

Lindsey Hightower
Crew President

Key points in writing the letter.

1. Personalized
2. Comes from youth
3. First paragraph paints the Picture of what the potential members can do
4. Emphasizes: one hour meeting, time, place, bring friends and family, bring registration money, what money is for.
5. Briefly explains who we are and what we do
6. Invites them to visit crew Web site
7. Enclose detailed map and Venturing brochure
8. Gives source to get more information
9. Emphasizes friends some more
10. Sent with stamp – never bulk

Venturing Open House Hints

The Planning

- Set a date for the open house (best in mid-September through late October) 45 to 60 days in advance. Secure names of prospective members from student-interest surveys, friends of Venturers, etc.
- Check for community and school conflicts with the selected date.
- Concentrate on making it fun.
- Is your start time conducive to travel needs, meal times, a teenager's schedule etc.?
- Plan a gathering time activity or have a handout (anything beats staring at the wall).
- Plan each part of the open house; give assignments, and be sure it is youth run.
- Mail open house invitation letters, including an RSVP card and crew three month calendar 10 to 14 days in advance.
- The day before the event make last-minute phone calls to former members. Using the survey list, make reminder phone calls to prospective new members.
- Plan an event to take place soon after the open house.

The Meeting

- The young people like to be called young adults or students, not kids.
- Have the students sign in on a roster as they are arriving.
- Avoid language that is too technical and be careful to not "Venturing-Speak" before they know enough about the crew or Venturing to process the information.
- Present a crew three-month calendar to students during the meeting.
- Promote attendance at the crew event happening in the next few weeks.

The Follow-Up

- Use the roster from the sign-in as a follow-up list to contact.
- Send thank-you letters to everyone that helped make the evening successful.
- Complete the registration of new youth and adults in a timely manner.



OPEN HOUSE SAMPLE AGENDA

- 1. Before the Meeting**
The open house committee arrives at least one hour before the open house. All other crew members arrive at least a half-hour before the open house. All hands-on activities are set up at least half an hour before the open house. All equipment such as a VCR/TV, welcome kit, name badges, sign-in rosters, registration table, etc., are set up at least half an hour before the open house.
- 2. Greeting**
Have signs in the parking lot directing guests to the entrance. Have greeters outside the entrance and just inside the entrance. Have greeters at all turns and at the door to where your open house is held. Once guests are inside, all crew members are greeters.

Greeters
- 3. Hands-On Activity/Icebreaker**
Ask everyone to take a seat.

**Hands-On Committee
Open House Chair or
Crew President**
- 4. Welcome**
The crew president welcomes everyone and introduces crew officers and Advisors.

Crew President
- 5. What Is Venturing and the Purpose of a Crew?**
Consider creative ways to have your crew officers and/or members explain what Venturing is and what a crew does. Tell about program planning, officers, leadership opportunities, the Venturer/Advisor relationship, etc.

Crew Officer
- 6. About Our Crew**
Also in a creative way, share what you think your crew is and some of the activities your crew has done. This could include slides or videos of what you have done. Share your future plans for trips, activities, and your superactivity.

Crew Officer
- 7. Questions and Answers**
Give potential members and their parents an opportunity to ask questions.

Crew President
- 8. Advisor's Comments (Short)**
The crew Advisor wraps up any area not properly addressed earlier and talks about adult supervision and the adults' role in the crew. He or she invites parents to talk further during the registration process.

Crew Advisor
- 9. Invitation to Join**
Invite visitors to join. Explain registration costs, insurance, the code of conduct, crew policies and bylaws, and other pertinent crew information. Explain line by line how to complete the registration form. Tell new members to turn in registration forms and fees to the crew secretary at the registration table during the hands-on activities.

Crew President
- 10. Hands-On Activities and Registration Process**
This is another opportunity for potential members to experience a little of what you do. At the same time, they can register at the registration table.

**Crew Members
Crew Secretary**
- 11. Refreshments**
Refreshments are optional, but often popular. They could include pizza, ice cream, cookies, soft drinks, etc. Serve them at the same time as the hands-on activities or whenever else you want.

All
- 12. Cleanup**

Cleanup Committee

Tools for Recruiting Venturers

Venturing Recruiting Poster, No. 33486

This 22-inch x 34-inch recruiting poster titled “Are You Ready for This?” is to be displayed wherever teenagers hang out. Space is provided to customize the poster with specific information.

Venturing Recruiting Flier, No. 33485

This 8 ½-inch x 11-inch recruiting flier is titled “Are You Ready for This?” Space is provided to customize the flier with specific information. It is to be distributed to individuals in schools and churches.

Sea Scouts Recruiting Brochure, No. 25-353

This colorful six-page brochure can be used to introduce youth to Sea Scouting. It invites prospective members to discover the challenges and opportunities for adventure in Sea Scouting.

Hangin’ Out–Venturing Youth Recruiting Video, No. AV-03V019

This two-minute recruiting video should be shown to teenagers to attract them to the adventure of Venturing. In the video, two teenagers discuss what they did over the weekend. One youth hung out at the mall; the other hung from a climbing tower on a Venturing activity. The Venturer then explains to his friend how many activities are available through Venturing and then invites the viewer to check out the Venturing program.

Sea Scouts: Chart a Course for Life Video, No. AV-03V018

This action-packed presentation is designed to recruit Sea Scouts. It is 3 ½ minutes long and explains to a teenager the fun and adventure of Sea Scouting.

I'm Looking For Some High Adventure!!!

(check areas of interest)

- | | |
|--|--|
| <input type="checkbox"/> Backpacking | <input type="checkbox"/> Sailing/Boating |
| <input type="checkbox"/> Camping/Wilderness Survival | <input type="checkbox"/> Canoeing/Kayaking |
| <input type="checkbox"/> Scuba | <input type="checkbox"/> Horseback Riding |
| <input type="checkbox"/> Cycling/Mountain Biking | <input type="checkbox"/> Downhill/Cross Country Skiing |
| <input type="checkbox"/> Climbing/Rappelling | <input type="checkbox"/> Ecology/Conservation |
| <input type="checkbox"/> Other _____ | <input type="checkbox"/> Shooting Sports |

(Please print all information.)

Name: _____

Address: _____

City, State, Zip: _____

Phone: _____ Birthdate: _____

E-Mail: _____



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