## 4-Phase Program Start-Up

### PHASE 1: RESEARCH

**What are local youth interested in?**
- Career surveys/counselor data
- Focus on top 25 student interests

**How many surveys do I need?**
- Membership goal \( X \times 20 = \text{# surveys needed} \)
- 10% of those invited will join

**Career Interest Surveys**
- Pitch the program, not the survey
- Surveys are only a tool to connect youth to the program
- Talk to counselor first; they can connect you with decision maker
- Study survey objections
- Include ONLINE career interest surveys as an option (for youth 13 years and up)
- Share results with school administrators
- Include summary of results with CEOs on sales calls
- Utilize the 6 yes/no question feature of both surveys

**Finding the Businesses**
- Every county has law enforcement, fire/EMS, law and government, and health care
- Research current volunteers and parents' employers to help you get your foot in the door
- Approach CEO, study objections

**Cultivation Event**
- Large group sales
- Scripts/templates on LFL Info site

### PHASE 2: LEADERSHIP

**Key Decision Maker**
- Get organization commitment
- Identify 4-8 adults for leadership
- Start registration paperwork
- Set 2 dates: program planning meeting & open house

**Leader Training**
- Fully trained after completion of both Youth Protection training and Exploring Leader training modules required for each position
- Training should be completed online at exploring.org

**Why more adults?**
- Research shows posts and clubs that begin with 6 - 8 active and trained leaders have much longer tenure and more youth involvement
- More leaders = more resources = stronger program = more youth
- Share the responsibilities with all committee members

**Post/Club Committee**
- Minimum of 4 adults required to register a post (committee chair, Advisor, and 2 committee members)
- Minimum of 2 adults required to register a club (Sponsor and associate Sponsor)

**District Exploring Committee**
- Committee structure: program, fundraising, marketing, and service
- Online training at

### PHASE 3: PROGRAM

**Program Planning Meeting**
- Complete leader trainings online
- Brainstorm hands-on activities for program calendar and open house
- Develop initial 3- to 4-month calendar. Twice monthly example:
  - 1st - **Open House**
  - 2nd - Hands-on activity
  - 3rd - **Youth Officer Elections**
  - 4th - Hands-on activity
  - 5th - Hands-on activity
  - 6th - Hands-on activity
  - 7th - TBD by Explorers
- Develop bylaws and SOP’s
- Prepare new post/club committee members by delegating simple open house preparation tasks at the program planning meeting:
  - Mail invitation letters
  - Make personal phone calls
  - Get snacks
  - Secure gear for activities
  - Print post/club calendar
  - Complete registration paperwork (MOU, New Post/Club App, Adult Apps) and obtain all signatures

**FOCUS ON 5 PROGRAM AREAS**
- Career experiences, Leadership, Character, Citizenship & Life Skills

### PHASE 4: PARTICIPATION

**Promote Open House**
- Personal letters and phone calls
- Digital marquees
- Social media
- Council, participating org and school websites/calendars
- School daily announcements
- Posters/fliers in high-traffic areas
- Career/college fair booths
- Organization employees email their own contacts

**STRUCTURED ASK TO JOIN**

**Youth-Led Program**
- Youth officer elections at third post/club meeting
- Schedule officer seminar
- Refer to page 49 of the Exploring Guidebook, 2nd Edition
- Youth officer titles should reflect organization's employee titles
- Youth officers should maintain the program calendar
- Match officers with adult leaders
- Officers pick activities and activity chairs based on feedback from all members

**HANDS-ON ACTIVITIES!**

**District Exploring Committee**
- Committee structure: program, fundraising, marketing, and service
- Online training at

**Regional/National Events**
- Conduct open house from Labor Day to Thanksgiving, or in February
- Collect career interest data
· Well-respected chairperson

· More at www.exploring.org

· annually