Venturing Recruitment
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What Is Venturing?

Youth-Led and Youth-Inspired

Venturing Crews are **co-educational** units consisting of Venturers aged 14-20.

Built on the **ALPS Model**: Adventure, Leadership, Personal Growth, and Service
How to Recruit for Crews

▪ Talk About the Program
▪ Know Your Audience(s)
▪ Hold Recruitment Events
▪ Promote Your Crew
Talk About the Program

▪ Perfect your Elevator Speech
▪ Know the Program Benefits
▪ Know your WHY and COMMUNICATE IT
▪ Be Personal, Genuine, and Consistent
Example Elevator Speech

“Venturing is a co-ed program that allows youth ages 14-20 the opportunity to socialize in a fun, safe environment, while participating in hobbies or high adventure related activities. Participating in a Crew offers opportunities for advancement in adventure, leadership, personal growth, and service. These experiences play a vital role in fostering an environment for the young people to become leaders in their homes, schools, and communities.”
Know the Program Benefits

- Venturing is unique
- Advancement
- Specialty Awards
- Variety and Flexibility
- Life Skill Trainings
- Dual Registration
Know Your Audience - Ages 14-17

Why Join?

▪ College Application Builder
▪ Leadership Opportunities
▪ Volunteer Experience
▪ Crew Specializations
▪ Meet Others with Similar Interests
Why Join?

- Fun with those in a similar age group
- Volunteer Hours
- High Adventure
- Teaching/Leadership Opportunities
- Great as a College Club
Know Your Audience - Advisors

Why Join?

- Youth-run (relatively low commitment)
- Mentoring Opportunities
- Give Back to the Program
- Friends from all over the country - and world!
- Learning new things!
Recruitment Events

Every Crew should have multiple recruitment events per year.

How do I plan one?
Why are they important?
Is it one and done?
Recruitment Event Tips

- Have existing members bring their friends
- Invite members of other crews and troops
- Personally invite someone
- Do a fun activity
- Provide a calendar of upcoming events and invite attendees to them
- Be able to justify the cost
Recruitment Event Ideas

- Club fairs and back to school nights
- Ice cream social
- Roller derby night
- Campouts
- Hikes
- Rock Climbing
- Open Events
Promote Your Crew

- Update your BeAScout.org pin often
- Showcase your Crew (accurately)
- Use promotional resources such as flyers and social media
- Maintain quality program
  - Structure
  - Unit Culture
Recruiting Events Resources

Recruitment Website

Venturing Marketing Toolbox
Retention: How do you keep them?

The average lifespan of a crew is less than 2 years.

Why do people leave?

- Age out or move
- Unit Culture changes
- Aren’t having fun

How do we fix these problems?

- Maintain Unit Culture
- Structure
- Venturer-run Activities
How to Start a Crew

Starting a unit involves four phases:

- Recruiting a chartered organization
- Recruiting adult leaders
- Planning the program
- Recruiting Venturers

These phases can run concurrently.
Tips on Starting a Crew

- Work with existing Troops
- Work with your District Executive/Professional
- Work with your Commissioners
- First few months is crucial!
- Work with other Crews in the surrounding area
Thanks!