



RECRUITING VENTURERS

WHY WOULD YOUR CREW WANT TO RECRUIT NEW MEMBERS?

New crew members bring a variety of new resources and opportunities to your crew – a few examples are:

- New members can bring in new ideas for future activities.
- New members can make group activities more fun.
- New members can bring new resources or access to resources like – canoes, camping equipment, etc.
- New members can bring experience, skill and talent. Your new member might be the right person to help plan your canoe trip!
- New members can bring other consultants to help you with your activities. New consultants may be friends, co-workers, parents, etc.
- New members can bring manpower – the more help you have on your task, the less work it is for everyone. This really applies to service projects and fundraisers!
- New members can mean making new friends, and having more fun!

Now that you know the reasons for recruiting new members, you are probably asking yourself “how do we get started”?

The best place to start is by taking a good look at your Venture Crew. Is your crew focused on a particular hobby or interest – say, blacksmithing or shooting sports? This type of crew is often referred to as a “special interest crew”. If your crew is a group of young people who plan on doing a wide variety of activities throughout the year – such as rifle shooting in June, camping in July, horseback riding in August, etc., then your crew is often referred to as a “general interest crew”. Both crew types are great, but just as each has a somewhat different personality, successful recruitments are also done a little bit differently.

GENERAL INTEREST VENTURE CREWS

Venture Crews with general interests or a variety of interests are very common. In fact, variety is often what keeps the group together. Crews of this type tend to have a membership that enjoys trying new things or going to new places all the time. Because there are a wide variety of activities, several choices may be chosen from the student interest surveys to identify prospective new members. But one of the best ways is for each crew member to identify 3-5 prospective new members. They may be friends, co-workers, teammates, or other people their age who appear to have similar interests.

How do you know if they have similar interests? Think about how they dress, what type of music they listen to, if they like the same movies, etc., odds are they would also enjoy your crew. Send a personal invitation to attend your open house to your prospective new members. The invitation should come from the crew member who identified the prospects.

SPECIAL INTEREST VENTURE CREWS

Many high schools allow student interest surveys to be taken by their students. An annual interest survey is a two-sided computer form. The front side of the form has a box for the student's information (name, address, phone, grade, etc), and the backside lists over 100 career interests and over 30 hobby interests. Each interest is identified by a number. When a student identified an interest, he/she flips the page over to the front page and fills in the corresponding interest number with a pencil. Students have an opportunity to choose 2 career interests and 2 hobby interests. These forms can be completed in less than 10 minutes. These forms are later scanned and can then be sorted into lists of prospective new members by the interest they have selected.

If your crew specializes in scuba (i.e. you would be able to request lists of students interested in scuba and invite them to a crew open house meeting). A sample invitation letter can then be mailed directly to them.

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 conducting an annual survey of all high school students within the Council.

This survey 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 members of the membership committee know to look for an organization that could organize 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 we are 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, 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 area, share the names with existing Crews for invitations to open houses and approach new organizations for new Crew possibilities.



HOW TO INVITE POTENTIAL NEW MEMBERS

Letter of Invitation

The head of the chartered organization or Crew president should write a personal letter to each prospective new member, 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.

- Ø Invite them to bring a friend early in the letter so they will be comfortable attending.
- Ø Mention an exciting set of activities that should motivate them to attend.
- Ø Include in the letter the Crew website to find more information.
- Ø Send on organization letterhead (for new units) or Crew letterhead (for existing units) and personalize it to the individual student.
- Ø Mail a minimum of 10-14 days in advance.
- Ø The letter should be followed up by a phone call from a Venturer within 48 hours of the open house.
- Ø The envelope should also be personal. Do not use envelopes that might be thought of as junk mail. Use personal return addresses, envelopes that have a fun or exciting look, and address them by hand whenever possible.

Personal Contact

Ask each Crew member to list three to five prospective members on cards. The administrative vice president sorts the cards and eliminates duplication. The names are reviewed at a Crew meeting, and those who know the people best are assigned to invite them to a meeting. Don't 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 could 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 similar appropriate location. Some Crews even make 30-second promotional videos for their school TV systems.





Venture Crew 900

(Crew Open House-Sample Invitation Letter for a general interest crew)

September 10, 2003

Jeremy Price
7503 Windsor Place
Take-any City, MN 55000

Dear Jeremy:

Do you and your friends have Xtreme or over the top interests? Then you should check out our crew. We are all about trying new, adventures and activities. Last year we shot black powder rifles, went snowboarding and tried dog sledding. In the next three months we are going to back pack along the superior hiking trail, take a day to try sea kayaking, and later on we will all get to try scuba diving.

You and your friends are invited to a brief meeting to hear about how you can be doing these challenging high adventure activities. The meeting will be next Tuesday evening, September 15, from 7:00 - 8:00 p.m. at the First Church (see detailed map enclosed).

Venturing is the teenage, co-ed 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 out our cool Crew website at www.crew900adventures@trig.org. Please bring \$10.00 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 555-5526 or David Kelly at 555-2224.

Feel free to bring your friends and any ideas for activities that we can get on our calendar! Interested parents are also welcome.

Sincerely,

Lindsey Hightower
Crew President



Key Points in writing the letter...

1. Make it personal.
2. Comes from youth members.
3. First paragraph paints the picture of what the potential member can do.
4. Emphasizes: 1 hour meeting, time, place, bring friends & family, bring registration \$, what \$ is for.
5. Briefly explains who we are - Venturing is youth planned & run.
6. Invite them to visit crew website.
7. Enclose detailed map & Venturing brochure.
8. Give source to get more information.
9. Emphasize friends some more.
10. Send with stamp; never bulk.
11. Be sure to let them know to bring a friend.



Venture Crew 425

Underwater Adventures Dive Shop
200 Park Place
Buena Vista, IA 50450

(Crew Open House-Sample Invitation Letter for a special interest crew)

September 10, 2003

Jeremy Price
7503 Windsor Place
Take-any City, MN 55000

Dear Jeremy:

Can you picture you and your friends scuba diving on a ship wreck in the clear, warm waters 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 about how you can be doing these challenging high adventure activities. The meeting will be next Tuesday evening, September 15, from 7:00 – 8:00 p.m. at the First Church (see detailed map enclosed).

Venturing is the teenage, co-ed 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 out our cool Crew website at www.crew425adventures@trig.org. Please bring \$10.00 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 555-5526 or David Kelly at 555-2224.

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

Sincerely,

Lindsey Hightower
Crew President

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VENTURING OPEN HOUSE HINTS

The Planning

- Ø 45-60 days in advance – Set date for Open House (best in mid-September thru late October)
- Ø Check for community and school conflicts with selected date
- Ø Concentrate on making it fun
- Ø Is your start time conducive to travel needs?, meal times?, a teenagers schedule?
- Ø Plan a gathering time activity or have a handout (anything beats staring at the wall).
- Ø Plan each part of the Open House, give assignments and be sure it is youth run.
- Ø 10-14 days in advance – Mail open house invitation letters, include RSVP card and Crew three-month calendar.
- Ø The day before: last minute phone calls to former members. Using survey list make reminder phone calls to prospective new members.
- Ø Plan an event to take place soon after the Open House.

The Meeting

- Ø Do something! Throw a pizza party or an ice cream social. Have a gathering activity (like making homemade root beer * or ice cream in a bag). Keep it fun and active.
- Ø The young people like to be called young adults or students, not kids.
- Ø Have the students sign-in on a roster as they are arriving.
- Ø 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.
- Ø Present a Crew three-month calendar to students during the meeting.
- Ø Promote attendance at the Crew event happening in the next few weeks.
- Ø Before anyone leaves, make sure you have surveyed them for other activities that they enjoy or would like to try. Ask any parents present if they have any skills, talents or resources that they would be willing to share.
- Ø Introduce new prospects to a current crew member who will be in contact with them.
- Ø Make sure that new prospective members understand that they can bring a friend to the meeting. They are more likely to attend if they are comfortable. A room thought to be full of strangers is often well outside their comfort zone.

The Follow-Up

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

* recipes included with this packet



OPEN HOUSE SAMPLE AGENDA

<p>1. Before the Meeting The open house committee arrives at least one hour before the open house. All other Crew members arrive at least half an 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 VCR/TV, welcome kit, name badges, sign-in roster, registration table, etc. are set up at least half an hour before the open house.</p>	
<p>2. Greeting Have signs in the parking lot directing guests to the entrance. Have greets 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.</p>	Greeters
<p>3. Hands-On Activity/Icebreaker/Gathering activity Recipes for homemade ice cream and root beer are included in this packet. It's a cheap, fun gathering activity. Ask everyone to take a seat.</p>	Hands-On Committee Open House Chair or Crew President
<p>4. Welcome The Crew President welcomes everyone & introduces Crew Officers and Advisors</p>	Crew President
<p>5. What is Venturing & 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 the program planning, officers, leadership opportunities, the Venturer/Advisor relationship, etc.</p>	Crew Officer
<p>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 be slides or a video of what you have done. Share your future plans for trips, activities, and your superactivity.</p>	Crew Officer
<p>7. Questions and Answers Give potential members and their parents an opportunity to ask questions. Also, ask potential members for ideas for activities that they would like to try.</p>	Crew President
<p>8. Advisor's Comments The Crew Advisor wraps up any area not properly addressed earlier and talks about adult supervision and adults' role in the Crew. He or she invites parents to talk further during the registration process.</p>	Crew Advisor
<p>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.</p>	Crew President
<p>10. Hands-On Activities Again 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.</p>	Crew Members Crew Secretary
<p>11. Refreshments Refreshments are option, but often popular. They could be pizza, ice cream, cookies, soft drinks, etc. Have them at the same time as the hands-on activities or whenever else you want.</p>	All
<p>12. Clean up</p>	Cleanup Committee

TOOLS FOR RECRUITING VENTURERS

Venturing Recruiting Poster, No. 33486

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

Venturing Recruiting Flier, No. 33485

This 8 ½ x 11-inch recruiting flier is entitled “Are You Ready For This?” Space is provided to customize 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 could be shown to any group of teenagers to attract them to the adventure of Venturing. In the video, two teenagers are discussing 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. AV03V018

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.



Kick the Can Ice Cream

One 1 lb. coffee can (empty)
 One 3 lb. coffee can (empty)
 Masking tape or duct tape
 Mixing cup; measuring spoon
 Hammer
 ¼ cup rock salt
 Ice
 1 cup heavy cream
 1 cup milk
 ½ cup sugar
 1 tsp. Vanilla

1. In small (1 lb.) coffee can, mix all ingredients together. Place lid on can – tape can with masking or duct tape to secure.
2. Place 1 lb. can into 3 lb. can. Use hammer to break up ice. Place ice around 1 lb. can. Sprinkle with ¼ cup rock sale. Cover 3 lb. can.
3. Roll can on floor for 10-15 minutes until ice cream is frozen. The kids enjoy this part.

Baggie Ice Cream

½ cup milk
 6 tbsp. salt
 1 tbsp. sugar
 ¼ tsp vanilla
 One pint size zip type plastic bag
 One gallon size type plastic bag

Optional: for chocolate, use chocolate milk and nothing else

1. Fill the large bag half full of ice. Add the salt. Seal the bag. Put milk, vanilla & sugar into the small bag. Seal it. Place the small bag inside the large bag and seal again carefully.
2. Shake until mixture is ice cream, about 5 minutes.
3. Wipe off top of small bag & open carefully.
4. Yummy!

Root Beer

5 lbs. sugar
 1 bottle root beer extract
 5 gallons water
 7 lbs. dry ice

1. Stir sugar and root beer extract with the water.
2. Add the dry ice.
3. Let set 20-30 minutes to cool and carbonate.
4. Enjoy!

Armpit Fudge – as introduced to us by Crew 587!

Single Serving:
 2 ounces powdered sugar
 1 Tbsp butter
 2 tsp cream cheese
 dash of vanilla
 2 tsp cocoa

1. Place all ingredients in a plastic, sandwich-sized bag with a “zipper” closure. Squeeze out all of the air, and zip the bag closed. Place this bag under your arm (yes, in your armpit!) and squish and moosh the bag until all ingrediants are mixed well into a creamy consistency. Add any other favorite flavors or stuff- nuts, M&Ms, raisins, etc. Eat with a spoon!

Recipes obtained from ScoutingWebCooking and cooks.com