

# PEER-TO-PEER RECRUITMENT



More information found at:  
[www.scouting.org/venturing](http://www.scouting.org/venturing)  
 under the Venturing Recruiting Toolbox

Date of request: \_\_\_\_\_ Date of event: \_\_\_\_\_








Name of requestor: \_\_\_\_\_

Street address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip code: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Brief explanation of event and proposed use of recruitment packets:

No. of Pkgs.	Pkg. Qty.	Description	
	Each	<b>Packet - Peer-to-Peer</b> - One of each of the items listed below enclosed in a Venturing envelope No. 523-501	
	25	<b>Brochure - Have You Ever?</b> - A recruiting tri-fold brochure to hand out to potential crew members about the Venturing program. No. 523-502	
	25	<b>Flier - What Did You Do Last Weekend?</b> - A customizable flier to distribute and post about your crew. No. 523-503	
	25	<b>Flier - Are you Ready for This?</b> - A customizable flier to distribute and post about your crew. No. 523-504	
	25	<b>Flier - Life Is an Adventure</b> - A customizable flier to distribute and post about your crew. No. 523-505	
	25	<b>Booklet - Recruitment Guide</b> - This book helps guide your crew through the recruitment process with ideas for location, presentations, and other tips. No. 523-506	
	25	<b>Flier - Fast Facts</b> - A fact sheet about the Venturing program. No. 523-507	

Mail to:  
 Boy Scouts of America  
 Experience Manager – Venturing S305  
 1325 W. Walnut Hill Lane  
 Irving, TX 75038



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Email: [officeof.marketing@scouting.org](mailto:officeof.marketing@scouting.org)  
 or  
 Fax: 972-580-7886

# PEER-TO-PEER INSTRUCTIONS

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## What are these materials for?

These are for the members of a crew to give potential Venturers to successfully recruit members for their unit. BSA research indicates that the best way to recruit a Venturer is to have an existing Venturer invite them to join, thus "Peer-to-Peer."

### Step 1: Understand each piece.

- "What Is Venturing?" trifold brochure explains Venturing to those who are unfamiliar with the program.
- "Fast Facts" flier includes need-to-know facts about Venturing.
- Three different single-sheet fliers allow crews to modify their own information at the bottom, such as to invite potential members to their activities and/or meetings.
- A recruitment guide booklet helps crews with recruitment tips including where and how to recruit members and open house ideas.

### Step 2: Distribute Peer-to-Peer packets to councils, their crews, and their members.

- Go to region, area, council, district, or crew events and distribute one per crew.
- Explain to the person or group receiving the materials what they are for and how to use each part.
- Help crews determine a strategy that works for their unit.

### Step 3: Identify the crew's needs.

- Read the recruitment booklet in the kit.
- Determine which materials the crew needs; pictures speak a thousand words!

### Step 4: Place an order.

- All materials are free of charge!
- Fill out the order form located in the packet or found at [www.scouting.org/venturing](http://www.scouting.org/venturing).
- Email, mail, or fax the form to [officeof.marketing@scouting.org](mailto:officeof.marketing@scouting.org).

### Step 5: It's recruitment time

- Customize the fliers.
- Hand out fliers to potential Venturers.
- Be sure to include other resources from your crew.

## FAQs

How do I get more recruitment materials?

- They are free from the BSA national office! You can ask your Scout executive or district executive to order more by giving them the BIN number for each of the individual items in the packet you want. The BIN number is the six-digit number in the bottom right-hand corner of each document or on the order form.
- If you would like to customize the verbiage at the bottom of the individual pieces inside of the packet and print your own, they are available as fillable PDFs online at <http://www.scouting.org/scoutsource/Marketing/Recruiting2/VenturingToolKit.aspx>

Is there more coming?

- More peer-to-peer recruitment ideas and tools are anticipated over the next year. Visit [www.scouting.org/venturing](http://www.scouting.org/venturing) for many great crew ideas and resources.

Who do I contact if I have questions?

- Contact [program.content@scouting.org](mailto:program.content@scouting.org) if you have any questions regarding how to use the packets, if you are unable to order them, or if you have suggestions for using or improving them.