

## TOPIC: Recruiting 101

Participants will be able to answer the following questions by the end of the session:

- Explain the types of recruiting
- Describe the value of their individual crew
- Describe how recruiting can serve as a tool for current member growth
- Identify who is most in need of their program

### Presentation Method

In planning the presentation, you should review the latest materials posted at <http://www.venturing.org/>. The most recent program updates and resources are posted there are ready for your use.

Use the discussion outline below to help you prepare your remarks. PowerPoint presentation slides were not prepared for use during this session. If you wish to use one, the content below will be helpful in constructing your presentation.

For this session, it is preferable to break your group up into groups of 2 or 3 for ease of immediate feedback.

**OVERVIEW** The Venturing program hinges on the execution of recruiting in order to continue to grow. This session will discuss methods and rationale for administering recruiting best practices.

**INTRODUCTION** As Venturing continues to age as an organization, so do the youth involved. As their time in Venturing comes to a close, we are faced with the question, "How do we bring in new members?" Recruiting effectively helps us to grow Crews, Councils, and the Venturing Program as a whole. In utilizing these techniques, your chances of increasing crew membership will rise, and hopefully, so will your Crew numbers!

**OUTCOMES** The purpose of recruiting is to bring in new youth members and adult advisors. The goal of recruiting should be to bring in youth who can benefit from your program.

**VALUE** One of the many wonderful things about Venturing is the ability to tailor your program to the needs of your youth. Whether it be general interest, camping, rock climbing, or sewing, there is probably a crew that every youth can find something they enjoy doing. Before you can even begin recruiting, you must ask yourself the your youth, and your Crew Advisors the following questions:

- What is the interest of the Crew?
- Why do you spend your time attending meetings?
- What value does your Crew have?
- Who is most in need of what your Crew provides?
- How do you communicate with them?

Have each advisor determine talk about these questions with a partner.

At the end of this discussion time, have anyone who wants to present their crew's value and justify their recruitment method.

## HOW

Arguably the hardest part of recruiting is reaching those you can potentially serve. There are two communication touchpoints that will help you when recruiting. When packaging this message, you are not only looking for the when and where, you are looking to convey the value of your crew and why your program should deserve their time.

Social media can be a tricky field to navigate, especially for reaching youth. The Crew Facebook Groups are not as effective as a member posting a photo on their timeline about a memory or lesson that they learned, while having fun. Peer to peer marketing is the easiest way to reach your target youth, because often these youth are friends or in some way associated with your current crew members.

The second communication touchpoint is parents because at the age of 14, it's often not the youth who have the final say in whether they join or not. In the same way that peer to peer marketing works for youth recruitment, parents and advisors should discuss the direct value of the Crew to other parents.

Note: try not to overwhelm them when they arrive or when you speak to them about the program. Let the youth have fun, don't use all of the acronyms when speaking to them. They are more likely to stay if their first interaction is fun. The same is true of parents- you can't recruit advisors at the same time that you are recruiting youth because in that moment, the parent is thinking like a parent, not like a potential volunteer.

## DISCUSSION QUESTIONS

Use the discussion questions to provide advisors an opportunity to process and analyze the information presented during this session. As a general suggestion, keep the discussion positive and constructive, in keeping with the values of Scouting and of Venturing as a youth development program.

To keep the discussion moving in a positive direction, ask, "how does [comment] promote a youth-designed and youth-led program?"

- How can a Crew's goals and objectives change as you bring more youth in?
- What makes Venturing something youth should prioritize?
- How can you make a recruitment plan last?

## CLOSURE

Wrap up conversation. Close by asking participants how they will use what they learned during this evening's forum to support their crew's program and remind them that

