



Membership for *Venturing/Sea Scouting*



YOUR GUIDE TO
GROWING YOUR CREW
OR SHIP MEMBERSHIP
BY BECOMING MORE

**VISIBLE
INVITING
FUN!**





A MESSAGE FROM OUR COUNCIL KEY THREE

Dear Scouter:

You and the other leaders and parents in your crew are the ones who make Scouting happen, day in and day out.

There was a time when the only challenge was how we could deliver the promise of Scouting to a manageable number of youth! We just focused on the life changing programs, and recruiting took care of itself.

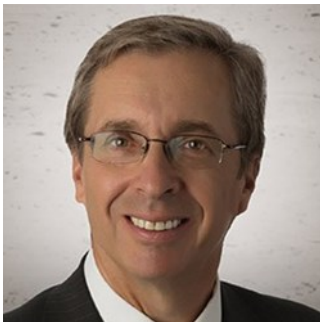
Today, the world is different, and for a variety of reasons we must all challenge ourselves to go out and find those youth and families.

Ultimately, whether we serve a growing or a declining number of children will be dependent on two things: do we have a positive and visible brand in the community; and, do we have a trigger for the joining decision (a written invitation delivered to parents by excited youth who want to be Scouts.)

This playbook is designed to help you, and for us to support you, to do those two specific things. What will your unit do to be as visible in the community as you can be? What will you do to ensure that school fliers or other kinds of written invitations for fun and adventure with friends will be delivered to youth and their parents?

There is a solution for every challenge – and what better reward comes with a solution than helping a child to reach their fullest potential? This is what Scouting, and leaders like you, have been proven time and time again to do for our communities and Nation.

Thank you for your thoughtful leadership!



Bill Brody
Council President



David Cousins
Council Commissioner



John Andrews
Scout Executive



INTRODUCTION

PURPOSE OF THIS PLAYBOOK

This Playbook is intended to help your crew/ship plan a year of activities which will grow your membership. Each section will provide information on how to implement the concepts of **VISIBLE**, **INVITING** and **FUN**. Each section has a page for your crew/ship to brainstorm ideas and begin planning to grow. Please take the time to use these pages.

Also included are the resources available for your recruitment efforts.

These resources are also available electronically at www.northernstar.org/2019-recruiting-resources.

MOVING FORWARD IN 2019 - WHAT'S NEW/WHAT'S DIFFERENT

In 2019, we will be working with all of our Venturing/Sea Scouting units to ensure that Scouting in all of our communities is more **VISIBLE**, more **INVITING** and more **FUN**!

- Over the summer and fall of 2018, we met with several focus groups to determine how Venturing/Sea Scouting was viewed in the communities and what barriers existed. What we found out from those who knew about Venturing/Sea Scouting was: they had a very positive response. Unfortunately for many, they didn't know that Venturing/Sea Scouting was all around them. Therefore, we know that we need to be more **VISIBLE**.
- Crews/Ships who had the most success recruiting made themselves publicly **INVITING** through open houses and bring-a-friend events.
- We also learned that families are looking for **FUN**, and that we need to do a better job communicating with parents exactly the **FUN** that takes place in Venturing/Sea Scouting, and that the Venturing/Sea Scouting program has trained leaders and an organized plan of activities for families.



BE VISIBLE - TO ALL

Believe it or not, one of the most common questions we get is “Where is Scouting today?” The key to showcasing Scouting and growing excitement to be a Scout or to support Scouting is to be as visible as you possibly can. Here are a few ways to be more visible:

LOCAL NEWSPAPER

- Crews/Ships should work with local newspapers to get pictures, stories and recruitment information printed. Find samples at www.northernstar.org/2019-recruiting-resources.

SCHOOL OPEN HOUSES/MEET THE TEACHER EVENT

- Crews/Ships should have a table at these events. Best success is achieved with crew/ship displays and activities. Parents should be able to register their youth at these events.

SCHOOL NEWSLETTERS

- Send a press release to your local school to be included in the school’s newsletter. Highlight local youth and recognize adult leaders. Find samples at www.northernstar.org/2019-recruiting-resources.

PARTICIPATE IN YOUR LOCAL FESTIVAL, PARADE OR COUNTY FAIR

- Invite everyone to your next crew/ship meeting
- Have a booth where other youth can try their hand at Venturing/Sea Scouting activities

SUPPORT LOCAL TROOPS

- Older Scouts make great Venturers/Sea Scouters, and troops are excellent partners in Scouting! Offer to host a training for your local troop, or provide your Venturers/Sea Scouters as Troop Guides or Assistant Scoutmasters.

SOCIAL MEDIA

- Have all members of your crew/ship utilize social networks such as Facebook and Nextdoor to provide messages and information that will resonate with parents. Make sure that your recruitment information is included. Find samples at www.northernstar.org/2019-recruiting-resources.

WHAT ACTIVITIES COULD WE DO TO BE VISIBLE TO FAMILIES WHO WANT TO TRY VENTURING/SEA SCOUTING?



BE INVITING - TO YOUTH

Being visible is a great start, but the next step is to be inviting. Most youth and adults are hesitant to join without being asked or feel like they needed to be in Scouting to join Venturing/Sea Scouting. They need to feel welcomed and learn that Venturing/Sea Scouting is a safe place where they will have fun and make friends. Many families may be unaware or confused on how or where to join. Here are a few ways to be more inviting:



COMMUNITY OPEN HOUSE

- Invite the community to learn what your crew/ship does. Set up a model campsite in front of your grocery store, or a campfire as a part of a local festival.

PEER TO PEER RECRUITING

- Existing Scouts create invitations prior to the event and hand deliver them to their friends and classmates the week before the recruiting event.

PARENT TO PARENT RECRUITING

- Parents help promote Scouting to their own social circle handing out fliers in their neighborhood, religious education class, sport teams, etc. Materials will be widely provided by the council in support of social media (videos, etc.).

SCHOOL OPEN HOUSES AND MEET THE TEACHER

- All crews/ships should have a table at these events not just to showcase what Venturing/Sea Scouting has to offer, but also allow families to register right then and there.

“BRING A FRIEND” ACTIVITIES

- Which of your activities could your crew/ship invite their friends to? All of them! What a great way for other youth members to get a firsthand look at Venturing/Sea Scouting! This could be a day hike, a fun activity or a simple cookout with games. *New recruits get a sweet pair of Venturing Socks or a pocket knife.*
- Invite potential recruits along to Venturing events like Shindig or Urban Adventure.

PARTICIPATE IN YOUR PLACE OF WORSHIP

- Your crew/ship can have youth helping at local places of worship. This supports community service, Duty to God and doing a Good Turn Daily. Have a booth or a table set up and allow people to meet the crew/ship members and their leaders. Invite them to join your crew/ship. Recruitment materials are available for places of worship.

WHAT ACTIVITIES COULD WE DO TO INVITE OTHER FAMILIES TO TRY VENTURING/SEA SCOUTING?



BE INVITING - TO ADULTS

RECRUITING MORE ADULTS

Most crews/ships could use more adult leaders. Here are some best practices for achieving this. There are also some things to steer clear of:



BEST PRACTICES

- Identify simple areas where you need help: camping coordinator, arranging transportation, fundraising or FOS coordinator, community service projects, etc. Not all help needs to be a registered volunteer.
- Identify areas which will need a registered leader - for now or for the future. Do you need members of the committee, a Crew Advisor, or assistant Crew Advisor?
- Identify parents with interest, talents, and experience for these needs.
- Meet with them in person, invite them to be an adult leader, and provide them with an outline of what is expected. Provide them with information on the training and support available.
- Make targeted asks. If Jill is the best candidate for Crew Advisor, have the current Crew Advisor and another volunteer go ask Jill personally. This shows the importance of the role and lets Jill know that she is the best candidate for this position
- ASK! This may sound like a no-brainer, but if you don't ask someone to step up and help, they aren't going to volunteer. Ask individuals to help.

WHICH POSITIONS DO YOU NEED TO PLAN TO FILL?

LIST PARENTS WHO SHOULD BE INVITED TO BE LEADERS IN YOUR CREW/SHIP

STEER CLEAR

- Don't make a general announcement at a meeting that the crew/ship needs help - if interested, call the Crew Advisor. For instance, "So I'm stepping down as Crew Advisor and we really need a replacement. If anyone is interested, please come talk to me after the meeting."
- Don't place a paragraph on your website, Facebook, or newsletter as an ad for help. You want the best candidate possible for the position in your crew/ship. Placing an ad opens up these positions of importance to anyone, which then diminishes the perceived importance.



MAKE IT FUN - FOR ALL

GAUGING FAMILY INTEREST

Part of what makes a successful Venturing/Sea Scouting program is engaging families by asking them what activities they wish to see the crew/ship offer in order to provide an inclusive and fun program for the whole family. Use the supplied template below in order to find out what families are looking for in your program!



FAMILY INTEREST INFORMATION

PARENTS NAME _____

PHONE # _____ EMAIL _____

YOUTH'S NAME _____ GRADE _____

THINGS OUR FAMILY ENJOYS DOING

THINGS OUR FAMILY WANTS TO TRY OR ARE INTERESTED IN

CAMPS OUR CREW/SHIP IS PLANNING TO ATTEND

Every youth deserves the opportunity to go to camp. List some potential camps below that you plan to go to.



RESOURCES AVAILABLE (BE CREATIVE)

FLIERS

- Fliers can be printed with your crew/ship joining night information. Contact your membership chair or Scout office staff member for fliers.

VENTURING WELCOME BOOKLETS

- Booklets covering basic breakdowns of structure, events and promotions of Venturing for new families.

POSTCARDS

- Available by request through the Program Relations Executive.

HIGH ADVENTURE INTEREST FORMS

- Form to use at a crew/ship display booth or other promotional event to gather contact information on prospective members interested in joining. Someone from the unit should call and personally invite them to the registration event.

A SCOUT IS REVERENT BULLETIN INSERTS

- Recruitment flier printed for places of worship. Request them through your Program Relations Executive.

INFLATABLE ARCHERY RANGES

- Northern Star Scouting has a number of inflatable, safe, foam-tipped archery ranges available for use at events. Talk to your Program Relations Executive about availability.

CUSTOM MATERIALS

- If you would like custom or unique materials, request them through your Program Relations Executive.



RECRUIT A NEW MEMBER COORDINATOR

POSITION CONCEPT

- As a registered member of your unit committee, lead and promote youth recruitment programs in your crew/ship to achieve annual membership growth, and be the person who takes the lead in inviting new families to join and in working to make new families feel welcome.

REPORTS TO

- Crew/Ship Committee Chair

RESPONSIBILITIES

- Develop your membership goal with your Program Relations Executive, and make plans to achieve it by June 30, 2019.
- Plan, organize, promote and execute recruitment throughout the year. This includes crew/ship representation at school open houses, setting a crew/ship recruitment date and continually inviting new members to all functions throughout the year.
- Monitor youth retention and develop strategies to improve retention.
- Review recruiting support materials and plans on the council website.
- Recruit other adult leaders/parents and/or youth leaders in the unit to support youth recruiting programs and events.
- Coordinate with the unit committee to ensure there is a reasonable amount in the annual budget to support your personal recruiting efforts.
- Ensure correct registration fees are collected.

TIME CONSIDERATIONS

- Attend regular crew/ship and committee meetings as scheduled by the Committee Chair.
- Plan and attend recruitment events.
- Staff recruitment events and help with planning as needed.

Ensure all new families feel invited and welcomed into the crew/ship.



2019 CREW/SHIP PROGRAM PLANNING

SECURE YOUR DATE!

Provided for you on the next few pages are steps to help you build your annual program-planning calendar. As you begin to set dates for your crew's/ship's campouts and activities, consider including some council-led weekends and events as well!



To make a reservation for your crew/ship, visit camp.northernstar.org

FUNDRAISING

Council-sponsored sales will teach salesmanship, goal setting, adult interaction, public speaking, budgeting and more. Youth can “earn their own way” when it comes to going to camp or other activities. Fundraisers give your crew/ship money to spend on programming while reducing out-of-pocket expenses for parents.

No child is ever turned away due to a lack of money. All youth can participate in Scouting no matter what their family's financial situation might be.

YOUTH PROTECTION TRAINING

The #1 priority in Scouting is the safety of the youth we serve. All registered participants 18 and over in the BSA have a background check and take Youth Protection Training. Youth Protection Training is not just for registered leaders. The most effective method in keeping youth safe is for the parents and the youth themselves to take this FREE online training. Please take the time to offer this training at one of your meetings or direct parents to:

www.my.scouting.org



2019 CREW/SHIP PROGRAM PLANNING

STEPS TO BUILDING AN EXCITING ANNUAL PROGRAM PLAN

1. **BRAINSTORM AND SURVEY YOUR YOUTH:** Put up two poster boards, one with every youth's name down the left side, the other poster board with each parent's name down the left side. Gather around the boards – have each youth provides at least two things that they want to do. Do the same with the parents. Be open-minded and accepting of all ideas! This process helps identify **WHAT** your youth want to do, and also which parents will be excited to help out on a particular activity.
2. **REVIEW AND REFLECT ON THE CURRENT SCHOOL YEAR'S PROGRAM:** Your Unit Commissioner has a discussion guide to help you structure this review and reflection. Meet with him or her in April, before you begin planning for the new school year.
3. **SET A DATE TO PLAN:** Begin early. We recommend starting in May. Set a date to meet with the Officers Council and the Crew Committee.
4. **CHECK MEETING DATES:** Check with your chartered organization and school calendar to confirm availability for meetings and events.
5. **NOTE COUNCIL AND DISTRICT DATES:** Review the council and district calendar and mark dates on your program schedule for district and council activities (Camporees, Youth Leader Training, Roundtables, etc.).
6. **SET MEETING DATES:** Review available meeting dates with the Officers Council and committee, and set dates for the coming year. Write crew meeting dates in your planning calendar. Be careful to avoid holidays or school-break dates.
7. **SET CREW/SHIP ACTIVITY DATES:** For special activities your crew/ship will be doing during the year; put them in your program calendar. These may include: weekend campouts and activities, fundraisers, Courts of Honor, Snow Base or North Wind Winter Camping, Scout Anniversary Week in February, Friends of Scouting at your Court of Honor, Summertime Activities, Summer Camp at Many Point or Tomahawk, and High Adventure Trips (Philmont, Florida Sea Base, Northern Tier, The Summit, or your own trip), Urban Adventures, Shindig, and Buck Hill.



RESOURCES- OPEN HOUSE RECRUITMENT FORM



Northern Star Scouting



Annual Crew Open House

THANK YOU for all you do for the youth in your crew/ship! We are excited at the potential of welcoming hundreds of new youth into the program this year, and we couldn't do it without YOU!

Your crew/ship can request Crew/Ship Recruitment materials to help you hold a successful recruiting event.

We hope these materials will help you as you prepare for an effective recruitment event to welcome new youth to the adventure of Venturing/Sea Scouting! Order your materials today by emailing your Scout office staff Program Relations Executive, or Venturing/Sea Scouting Recruitment staff advisor Jordyn Reichenbach at reichenbach@northernstar.org.

2019 RECRUITMENT MATERIALS ORDER FORM FOR OPEN HOUSE

Date _____ District _____ Crew/Ship # _____

Person Placing Order _____

Phone _____ Email: _____

Information for Flyers:

Date of Event: _____ Time: _____

Location: _____

Address _____

Details (room, etc) _____

Contact _____ Email: _____

Phone _____ Materials needed by _____

Materials Needed

Quantity

- Venturing/Sea Scouting Recruitment Flyers _____
- Scout is Reverent Fliers _____
- High Adventure Surveys _____
- Inflatable Archery Range- to check out _____
- Youth Applications _____
- Adult Leader Applications _____



RESOURCES— RECRUITMENT FLIER



NORTHERN STAR SCOUTING 2019

Free pair of Socks or Knife and recruiter patch!



ATTENTION
Venturers/Sea Scouts:

Recruit a friend and you and your friend receive **CUSTOM VENTURING SOCKS** or a **POCKET KNIFE** and **RECRUITER** strip patch!

Advisors, we ask that you hold an open house joining opportunity in support of this effort.

Joining youth must be brand new to Scouting; youth crossing over from Cub Scouts are not eligible for this promotion. The items will be distributed through Advisors who are to obtain parent permission and review safety rules with the youth before presenting them with their knife.

Submit this completed form to:
Northern Star Scouting office, or email to: jreichenbach@northernstar.org

Crew/Ship number: _____ District: _____

Name of new recruited Venturer(s): _____

Name of recruiter: _____

Parent of new Venturer approval signature: _____

Parent of recruiter approval signature: _____

Name and email of Advisor to distribute items: _____

Choose one: Knife _____ Socks _____

All youth must be registered by 12/31/19 to receive a knife or socks



2019 CREW/SHIP GROWTH RECOGNITIONS

REQUIREMENTS

1. The crew/ship identifies and recruits an adult to be their New Member Coordinator.
2. The New Member Coordinator is trained at one of the following:
 - University of Scouting
 - District Training Course
 - Individual Session with Program Relations Executive
3. Participate in at least 5 best practices of recruiting.
4. Reach your Crew/Ship Recruitment or Bonus Goal.



RECOGNITION PLAN

- Every new Venturer or Sea Scout will receive a pocket knife or custom Venturing socks.
- Crews and Ships that hit their base membership goal by 6/30/19 will receive a \$25 camp credit.*
- Crews and Ships that hit their stretch membership goal by 6/30/19 will receive a \$50 camp credit.*
- Each Venturer or Sea Scout who recruits a friend will receive a RECRUITER patch for their uniform and a chance to win a packable hammock.

*To Many Point or Tomahawk summer camp, North Winds or Snow Base winter programs.

RECRUITMENT GOAL

- Achieve the goal of _____ registered Venturers/Sea Scouts by June 30, 2019 (new crews/ships have a minimum goal of 10 registered Venturers/Sea Scouts)

BONUS GOAL

- Achieve the goal of _____ registered Venturers/Sea Scouts by June 30, 2019 (new crews/ships have a bonus goal of 15 registered Venturers/Sea Scouts)

BEST PRACTICES IN RECRUITING (MINIMUM OF 5)

- Promote joining opportunities with your chartered partner.
- The New Member Coordinator ensures that the crew/ship conducts an annual open house.
- The crew/ship continues to invite new youth to every event throughout the year.
- New Member Coordinator conducts at least one summer time activity/event to promote and recruit new members (this could be at the town festival, parade, etc.).
- Leverage personal relationships to improve school access and secure a table at lunch time.
- Crew/Ship helps the school with an open house, parent night, etc.
- Crew/Ship commits to the Adopt-a-School program and partners with their local school.
- Conduct a "Bring a Friend" campaign with your Crew/Ship
- Work with your school to post your Crew/Ship calendar and recruitment opportunities on the school website/Facebook/social media
- Other best local practice _____

Crew/Ship# _____

District _____

Name _____

Email _____



UNIT MEMBERSHIP TEAM INFORMATION

New Member Coordinator: _____ Email: _____

Community Events (i.e. parades, festivals)

Name: _____ Email: _____

Name: _____ Email: _____

Back to School/Open House

Name: _____ Email: _____

Name: _____ Email: _____

Bring a Friend Events

Name: _____ Email: _____

Name: _____ Email: _____

Follow-up with Families that showed interest

Name: _____ Email: _____



NORTHERN STAR SCOUTING

WWW.NORTHERNSTAR.ORG

WWW.ADVENTUREISCALLING.ORG

2019

