



DYNAMIC RECRUITMENT PLAYBOOK

FOR VENTURING

**A Guide to Growing the Venturing Program
Through Personal Invitation and Interaction**



A Little Background

In their book, *I Heart Recruitment*, the authors describe three distinct types of prospective members to a fraternity:

Always Joiners = 15%

Never Joiners = 15%

Maybe Joiners = 70%



Our recruitment strategy in Scouting America has frequently been directed at the “Always Joiners”, with varying results. The “Maybe Joiners” are out there and ready to join, but we must change our recruitment strategy to get them.

Scouting America has long used static recruitment as its main (sometimes only) method of recruitment. However, given the changing societal norms and school access issues depending on your geographical location, we need to explore alternative recruitment ways. Enter **Dynamic Recruitment**.

What is Dynamic Recruitment?

Dynamic Recruitment is an intentional, continual and regular process of proactively seeking youth member prospects through a successful system built upon daily patterns of behavior that produce results.

Dynamic Recruiting is best implemented as a year-round process of youth proactively seeking prospective youth members through their every day, intentional interactions with friends, acquaintances, colleagues at their part time job, team mates on their Travel or Premier sports groups, and anyone else they know who aren't yet members of their Venturing Crew.

Dynamic Recruitment differs from Static Recruitment in the following ways:

Static Recruitment is time-based and/or event-based. Events are generally held at a recruitment night where the prospective members gather and hear of the benefits of joining Venturing.

Static Recruitment events are typically focused on getting a membership application in every non-member's hand with the hope that it gets completed immediately or at some time in the near future.

Why should we consider using Dynamic Recruitment?

One of the most significant challenges faced by Venturing Crews is the misconception that Crews will inevitably disband after about three years, primarily due to members aging out or leaving for college, further education, or vocational training. This often occurs when recruitment is not prioritized, leading to a scenario where all members age out or depart simultaneously, leaving the Crew without a sustainable foundation. However, by adopting a Dynamic Recruitment model, Crews can establish a continuous, steady influx of new participants, ensuring a diverse, engaged membership base.

This proactive approach not only mitigates the risk of a sudden loss of members, but also significantly extends the life and vitality of the Crew fostering long-term success, resilience, and growth.

Supporting Evidence that favors Dynamic Recruitment for Crews

Based on the findings from the 2024 Venturing Experience Survey, it is evident that 40% of Venturers discovered Venturing through word of mouth, and more than 85% have prior experience in Scouting America programs. These insights suggest that recruitment efforts should target both current Scouting America participants and potential newcomers, leveraging the existing network while expanding outreach beyond the current scope of participants.



Finding potential new members **already involved** in a Scouting America program:

- The **Family Scouting Continuum** emphasizes that to best sustain recruitment and retention, a continuum of lifelong growth through Family Scouting can ensure that families and members move through the program from a Pack, to a Troop, to a Crew.
 - In identifying charter organizations that currently have a Pack and a Troop, Crews can connect with these established units to share the benefits of the Older Youth Programs in providing youth with age-appropriate adventure and leadership opportunities while staying involved and engaged in Scouting. Then, a connection can be built to allow for year-round collaboration and recruitment into Crews as Scouts attain the rank of Eagle or age-out.

Finding prospective new members **not involved** in a Scouting America program:

In addition to setting up a well-thought-out Dynamic Recruiting operation in your Crew, some other traditional recruiting related activities can help round out your recruiting efforts.

To effectively recruit youth not yet involved in Scouting America, actively engage with your community by setting up booths or displays at local events, schools, and youth activities. Expand your reach by collaborating with surrounding communities, personal networks, and local organizations to raise awareness about Scouting and attract youth who may be unfamiliar with the program.

- Prioritize **community engagement** by participating in community service and supporting large events. Wear your Venturing uniform or Crew t-shirt to ensure your Crew is visible and approachable. This is a great way to showcase your Crew's commitment to service and leadership.
- Establish **partnerships** with local organizations such as local government, non-profits, universities, and small businesses. These partnerships can lead to mutual support, shared resources, and increased visibility for your Crew.
- Continuously strengthen relationship with your Crew's **Charter Organization** through regular communication and collaboration to build long-term sustainability. This relationship can provide valuable support, resources, and potential recruitment opportunities.

Now that you are expanding your reach into the community, you want to ensure that you are sharing the program effectively with those who may be unfamiliar with Scouting America and its programs. Keep potential new members engaged and excited to join when recruiting at events.

- Understand Venturing's **value proposition** to best market the program
 - Venturing's motto is "*Lead the Adventure*". Emphasize that Venturing allows you to Choose your Adventure as well which allows for flexibility, retention, relatability among participants, and helps meet the interest of Venturers.
 - Venturing is an entirely youth-led program which allows for unique leadership experience, learning opportunities, and adult association that prepares young adults for their future careers.
 - Participants will experience personal growth throughout their time in Venturing through group identity, adult association, service opportunities, leadership, and mentoring.
 - Venturers have the opportunity to serve Units by teaching skills at the Troop level and serving as Den Chiefs at the Pack level. Venturers can serve the program by staffing/volunteering at Council events. Venturers can take part in or plan service projects in partnership with their local community.

- Prepare **resources**
 - Consider printing business cards with your Crew’s meeting information, contact information, and how to join.
 - Facilitate registration on-site or provide information and resources on how to register after the event.
- Leverage **social media** & digital platforms
 - Use social media (Instagram, Facebook, etc.) to promote upcoming events and highlight the fun and benefits of joining your Crew. Share testimonials from current members, sneak peeks of activities, and behind-the-scenes content to build excitement.
- Plan an event within the next **30 days**
 - Host “Normal Friend Activities” such as day trips, local hikes, or other activities, that showcase the unique experiences your Crew offers. These activities should feel welcoming and serve as an introduction to the values and camaraderie of Scouting.

Normal Friend Activities

Essentially, “Friends inviting Friends” to come and enjoy an activity, **not**, an invitation to join a Crew’s regular business or planning meeting, a Court of Honor, or a “full blown” high adventure activity. Group activities such as movie nights, local hikes, BBQs, pool parties, or board game nights offer a friendly environment for a potential new member to see if the group dynamic works for them while having a bit of fun.

- Planning out a year of meetings and activities helps you show, not tell, what Venturing is all about.
 - Programming is the “excitement” that attracts and the “activities” that retain Scouts.
- Invite friends from school, sports, faith groups, and neighbors.
 - Ensure your activity is focused on building relationships, not uniforms and Scouting talk. Then, end each activity with an invitation to come back.
- Crew members and parents should be sharing these activity opportunities during the normal course of conversations, social media, and other unique methods.
- Remember to “invite” not “recruit”



Application Through 3 Simple Steps

1. Know It!

- a. Know the program and its value among young adults
- b. Set your goals, through a recruitment plan, and recruit until you meet (or exceed them)

2. Do It!

- a. Every youth can invite another youth
- b. Get out into the community
- c. Host “Normal Friend Activities”
- d. Sign them up!

3. Study It!

- a. Review and revise your recruitment plan
- b. Make plans to do it again next year!

Support Materials

- [About Venturing](#)
- [Crew Resources](#)
- [Venturing Recruitment Resources](#)



“Lead the Adventure”

