

(Journey to Excellence 2016 requires that each unit has a “membership growth plan”. This document is an example. It is suggested that unit committees work out an action plan including identified members accomplishing the task. There are some suggested ideas for recruiting on this suggested membership plan. If you have done an event that works for you and it is not on this list, please let us know so we can share it.)

2016 Membership Plan – Crew

Objective: To recruit and retain more youth and volunteers into our crew and to have them integrated into Venturing quickly.

Goal:

(Bronze)

- Building: have a recruitment activity and register new members in the crew
- Retention: reregister 50% of eligible.
- Leadership Recruiting: have an advisor, associate advisor and a committee with at least three members.

(Silver)

- Building: recruitment activity and increase youth members by 5% or have at least 10 members
- Retention: reregister 60% of eligible members
- Leadership Recruiting have an advisor, associate advisor and a committee with at least three members and crew holds a meeting where plans are reviewed with parents.

(Gold)

- Building: recruitment activity and increase youth members by 10% or have at least 15 members with an increase over last year
- Retention: reregister 75% of eligible members
- Leadership Recruiting: have an advisor, associate advisor and a committee with at least three members and crew holds a meeting where plans are reviewed with parents and adult leadership is identified prior to the start for the next program year.

Plan:

Recruitment night (Open House)

1. Present a school rally to fifth- and sixth-graders (middle schools). Have them complete the High Adventure Survey, No. 34241
2. Contact interested youth with a personal invitation to the crew open house.
3. Follow the invitation with a telephone call to the parents.
4. Host the crew open house for youth and their parents.
5. Organize a crew or district activity to involve new Scouts right away.

Other ideas:

Present a slide show to local troops

With neighborhood units (packs, troops, crews) run a Community Event

Work with district executive on flier distribution

BeAScout.org: make certain our crew's information is current

Lock-In

Encourage current Venturers to earn a "Recruiter" patch

Participate in local community festival and/or parade

Create a Crew website

Participate in BSAdopt A School program