

How To Successfully Market Venturing

In the Support Guide's section on training, it says that one of the most important actions your committee can undertake is training and that it should be a major strategy in your council or district's Venturing growth and support plan. That is true, but marketing Venturing and your successes is right up there too. In Venturing's Kodiak Leadership Development chapter on planning, it points out that Abraham Lincoln once said that if he had only six hours to cut a tree, he would spend five hours sharpening his ax. Well marketing is kind of like that. If you plan to sell something, then spend much of your resources marketing first.

Marketing is simply preparing the buyer to buy your product once it is offered to him. Billions of dollars are spent by companies and organizations each year preparing each of us. We see logos on golfer's shirts, advertisements on TV, billboards at a ball park, decals on racing cars, celebrities endorsing products, even a blimp in the air promoting tires or film products. All this costs money and according to those companies, well worth it.

So how does all this relate to Venturing? Well, Venturing is a product waiting for teens to buy into it, waiting for a church to decide to start a crew, waiting for someone to volunteer to serve as an advisor or as your Venturing advancement chairman, waiting for a parent to make a Friends of Scouting pledge, waiting for a high school principal to say yes when you ask if you can show *Hangin' Out* on their TV system, or waiting for a company, organization, or expert to be asked to be a resource or consultant.

When you ask that teen to join or person to be a committee member or consultant, if they have prior knowledge of Venturing and know its worth, they will be much more likely to say YES and that is what you need and want. Marketing Venturing as part of your strategy will help insure success.

How to Market

Step one is to understand and appreciate the value of marketing. Step two would be to incorporate it into your Venturing growth and support plan. Most likely parts of that strategy would be to organize a Venturing marketing committee who would in turn develop a Venturing marketing plan, do marketing, train your other committees on how to look for marketing opportunities and market themselves, train crews on marketing, and keep everyone marketing-minded. Marketing is not a one-time deal either, it is a constant strategy with your committee always looking for marketing opportunities and always doing marketing.

For details on how to develop your marketing plan, see the Venturing Marketing Plan on the website at www.scouting.org/Venturing or see the [Venturing Marketing Guide](#) .

Being on the Venturing marketing committee can be one of the most fun places to serve. It is full of action and opportunity. Marketing opportunities are everywhere once you start looking. How about

the fact that one out of eight Eagle Scout awards are earned in a crew? Could this be important when you are marketing to Scoutmasters? How about how Venturers in your district gathered backpacks filled with pencils, crayons, paper, books, and toiletries to send to third world countries' under privileged children. Could this be important when marketing to youth ministers? How about a story about one of your Venturers who started shooting in her crew and how is in training at the US Olympic training center? Would this be important when you are marketing to shooting sports consultants or program and financial supporters?

Marketing Suggestions

There is a list of target markets in the *Venturing Marketing Guide* with suggestions on how to market to those groups. Here is a sample list of marketing ideas you can use.

1. Take a camera on visits to crews to capture what they are doing. Put sample pictures on you council's website showing what crews do. You could also do a slide show for your committee meeting or board meeting.
2. Send pictures of individual Venturers doing something to their principal or dean commending them for their leadership.
3. Have select Venturers or crews put on demonstrations before a board meeting, at a camporee, at summer camp, at a district committee meeting, or day camp.
4. Put pictures and an article in your newspaper when Venturers earn Venturing awards.
5. Do a "Where are they today" section in your newsletter or website highlighting what your Venturing alumni is doing today.
6. Have Venturers make presentations at Commissioner meetings, roundtables, and other district and council meetings.
7. Have a Venturing annual photo contest.
8. Reward board members or committee members who remember to include Venturing in their reports.
9. Put Venturing pictures on the walls of your service center along with your pictures of Cub Scouts and Boy Scouts.
10. Include Venturing pictures in your annual report and other council and district publications.
11. Have a Venturer give an annual report to your governor, mayor, or other community leaders.
12. Wear the Venturing uniform occasionally.
13. Offer Venturing scholarships.
14. Have Venturers teach some skill at Boy Scout resident camp like CPR or Leave No Trace Awareness.
15. Put Open House announcements in your local media outlets.
16. Send an annual "Venturing Successes" newsletter out to parents of Venturers, principals, service clubs, church leaders, and others.
17. Use Venturers to support district and council activities like Friends of Scouting Kickoffs.
18. Give short, periodic presentations to your commissioner staffs.

19. Do a district or council Venturing court of honor occasionally to highlight your achievements and successes.
20. Make your own district or council support materials like “Where to go and what to do” guides
21. Use the [Venturing Marketing Guide](#)