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WEAR THE GREEN JOIN VENTURING

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Three Fires Council

When trying to grow our Venturing program, we found that many leaders within our community did not realize the opportunities available from Venturing for our youth. Most thought it was a program for older Boy Scouts in their troop, mainly for summer high adventures. Some thought that girls were involved too but were not sure.

To change that perception and to build the Venturing program within the district, we developed a plan that would present the various program alternatives for Venturing Crews along with information about the many possibilities. Under the theme: *“Wear The Green – Join Venturing”*, Venturing “champions” (contacts) were identified and trained, a PowerPoint presentation developed, and a patch made for recognition, both for the champions and the presentation participants.

Within the district, five volunteers who had completed Venturing training became the champions and were identified by the gold-bordered “WTG-JV” patch with loop, which they wore to Scouting activities along with their green Venturing shirt. The Venturing champions were either now involved in a Crew or were in the process of starting a Crew. They were there to answer questions for anyone interested in learning about Venturing or to “advertise” the program and generate interest and hopefully participation.

The PowerPoint presentation ran about 15 minutes and included many informational slides with photos of Venturing Crews in action. We found the photos really appealed to the youth when they had an opportunity to view it since they could see themselves participating in the same activities with the many options available:

The Venturing membership requirements, advancement program, supporting materials available for starting Crews, the Venturing Oath and Venturing Code were covered. After each presentation, a Q&A session, usually about 10-15 minutes, was held so that everyone was aware and understood the opportunities available.

Initial presentations were made first to the Key Three, then the complete District Committee and finally to all the District Commissioners so all the district-level volunteers had a good understanding of the program and the role of the Venturing champions. Once that was completed, the same presentation was made at Scout Roundtable Meetings for the Scoutmasters, leaders and any interested adult volunteers. Each participant received the green-bordered “WTG-JV” patch with loop, which we hoped would be a continual reminder to them of Venturing and the opportunities available.

From the initial presentations at the roundtable, we received inquiries from scout troops and several other organizations for presentation to their groups --- a great opportunity to start new units. We also received interest from Scouters with daughters that could now have them participate in a Boy Scouting program --- a great opportunity to add new coed members. We continue to offer the presentations annually within our district and now also offer it at the Boy Scout Open House and Camp-o-rees within the district.



The program was initially piloted just within Chanonee District. With the successful roll out there, Matt Ackerman, the Three Fires Council Executive, wanted to provide the same program to the other ten districts. In a two-hour session, the council’s professional staff was presented with a condensed Venturing training program and then introduced to the *WEAR THE GREEN – JOIN VENTURING* program.

Each District Executive was then provided with the patch and PowerPoint presentation for use within their own district.



VENTURING offers many opportunities to our coed youth. ***“WEAR THE GREEN – JOIN VENTURING”*** is a viable marketing method of communicating the program to both the adults and youth of our communities.