



5-Step Plan To Grow Venturing

Step One-VISION

Have a vision of what your council or district's Venturing would look like in the future. Here are examples;

1. Our council will be seen as the premier teen development program in our area (or region).
2. In three years, I see us having one crew for every two troops.
3. I see each of our troops having a crew.
4. I see every religious organization that presently has a pack or a troop also having a crew

Note: A vision statement is like painting a picture. When you paint it, you can see it over and over and others can see it too. Some award winning athletes say one of the ways they got to where they were on the winner's podium was to first envision what it would look like being there. Same is true here. You have to envision success before you can get there. Write you vision down and share it with others. Even publish an outline version.

Step Two-COMMITMENT

Note: Again a lesson from the athletes. We all know the stories about how committed winners have to be to accomplish their vision. If we are truly committed, that commitment guides us, helps us prioritize, and actually influences others to be committed with us. That commitment should be from the top down starting with your council key 3, the board, and the staff. Then demonstrate that commitment thru your actions like wearing the Venturing uniform, organizing crews, running support activities and Venturing roundtables, and including Venturing in you council and district operations. Put Venturing articles and pictures in your council newsletter and website. Have Venturers attend your board meeting and do the opening. Put pictures of Venturers in you council service center. Include Venturing at every opportunity.

Step Three-GOALS/OBJECTIVES

This is like rings on a target. It gives you something to shoot at. When you hit the ten ring you can celebrate or if you hit further out, you can adjust your actions. Goals and objectives can help you measure your progress and help keep you motivated. Keep everyone aware of your progress.

Step Four-ANALYZE

Note: Analyze where you are starting from to determine factors that could affect your plan which will be your road map. Your objectives/goals will be your final destination and check points along the way. However, to complete the map, we need to know where we are starting from. We also would need to know about road conditions like are bridges out, the climate, and other factors. For OUR trip, Venturing growth, those issues could be such as;

1. Have we started crews before, but didn't follow up?
2. Our volunteers and staff's knowledge levels of Venturing?
3. Do we have school access?
4. Council budget?
5. Previous successes or failures?
6. Our demographics?

The point here is to list factors that could affect your plan and actions.

Step Five-BUILD AND WRITE A PLAN

Your written plan is actually a group of strategies which the dictionary says it is, "the art of planning." The simplest approach to building a strategy is to keep your vision and goals in mind and then ask yourself "How are we going to do that?" As an example, if your vision is to have a crew for every two troops and your goal turns out to be 100 crews, then ask, "how are we going to do that?"

Your plan could include things like recruiting needed volunteers, training, educating commissioner staffs and other committees to support Venturing, planning Venturing activities, marketing, educating troop adult leadership, council newsletter articles, and together-we-organize plans. Don't write it and then put it in a draw. Publish it, share it with others, bring it out at every meeting, use it to recruit and train, make it a dog eared, working instrument. It becomes your road map to success.