

SELL 'EM

This method of introducing the new Exploring program has been developed from experience in such widespread places as Pensacola, Florida; Pittsburgh, Pennsylvania; Buffalo, New York; and Sacramento, California.

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FOR THE NEW EXPLORING PROGRAM to serve a majority of high-school age boys, it must be sold directly in the high schools. Sponsorship of Explorer units comes from many kinds of institutions, but the most effective sales approach is made where the most potential customers are found.

High school assemblies furnish ready-made gatherings of potential Exploring program customers. For the district or council organization and extension committee, an assembly group is a highly select and captive audience.

The whole group hears the sales presentation, and the hot prospects make themselves known. Then the committee can concentrate follow-up efforts on them. The rest go their way with an understanding of Exploring that may pay off sometime in the future—perhaps within weeks, perhaps years later.

In terms of our organization's established techniques, the assembly sales method is a "boy-fact survey" with a built-in sales talk. The immediate aims are simple: to build prestige for Exploring throughout the student body and to get a list of interested prospects.

Set the stage

One or two members of the organization and extension committee, aided by the district Scout executive, plan and operate the assembly in one school at a time. First, they obtain the principal's cooperation.*

They urge that all boys and girls in grades nine to twelve be included in the assembly. The girls' approval of Exploring increases its prestige tremendously. To invite only the boys who are interested would miss the boat entirely. How can they know if they are interested in something before they have had an adequate ex-

planation of it? Teachers are invited to encourage their understanding and good will.

The assembly is announced as the presentation of a new activity program for high-school age youth. Since the program hopes to interest many boys who have dropped from Scouting or who never were Scouts, the publicity in the school paper and announcements do not refer to this as a Boy Scout meeting.

A few institutions to sponsor new Explorer posts are lined up before the assembly. Others may be needed as soon as the number of potential members and their fields of interest are revealed at the meeting. In one high school 163 out of 210 boys signified their desire to join; in another school 309 of 741 signed up.

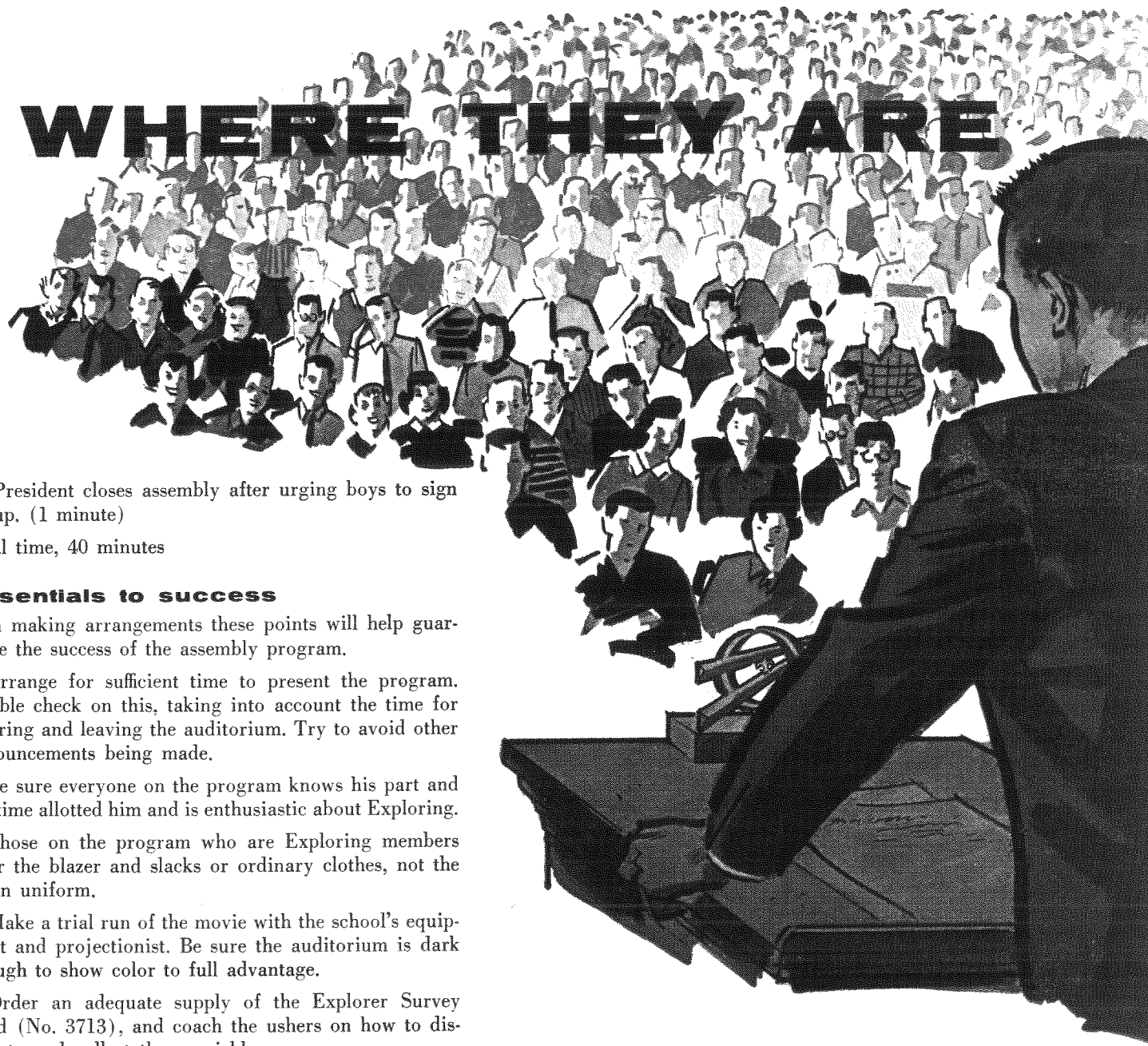
Suggested assembly agenda

President of student council presides.

1. President briefly states purpose of assembly and introduces the speaker. (1 minute)
2. Speaker gives a short introduction to Exploring, emphasizing that the new program is based on high-school age people's own ideas revealed in a nationwide survey made by the University of Michigan; for example, choice of activities, blazer, officers' titles. Speaker must know Exploring well, be able to talk to high school-agers without talking down to them, and be a man whom they admire. (3 minutes)
3. Speaker introduces *This Is Exploring* motion picture. (28 minutes)
4. Organizer or district executive explains types of Exploring units, including posts with and without specialties, ships, and squadrons. He names present and potential sponsors for such units, in and outside the school. (4 minutes)
5. Principal or a popular teacher or a coach adds his approval while ushers hand out Explorer survey cards to be filled out and collected immediately. (3 minutes)

*These helpful folders are available to councils from the Exploring Service: To Help You Work with High-School Age Boys (No. 3041), Exploring of Interest to Educators, and The New Explorer Program reprint from The Bulletin of National Association of Secondary-School Principals.

WHERE THEY ARE



6. President closes assembly after urging boys to sign up. (1 minute)

Total time, 40 minutes

Essentials to success

In making arrangements these points will help guarantee the success of the assembly program.

- Arrange for sufficient time to present the program. Double check on this, taking into account the time for entering and leaving the auditorium. Try to avoid other announcements being made.
- Be sure everyone on the program knows his part and the time allotted him and is enthusiastic about Exploring.
- Those on the program who are Exploring members wear the blazer and slacks or ordinary clothes, not the green uniform.
- Make a trial run of the movie with the school's equipment and projectionist. Be sure the auditorium is dark enough to show color to full advantage.
- Order an adequate supply of the Explorer Survey Card (No. 3713), and coach the ushers on how to distribute and collect them quickly.

Closing the sale

The successful assembly will produce more interested prospects than can be accommodated in existing units, so several new units will be needed. The assembly has covered part of the first of ten steps that are detailed in the pamphlet *Organizing an Explorer Unit* (No. 3144A).

As soon as the survey cards are returned, the organizers sort and analyze them. The card of any prospect who can be satisfied in an existing unit is referred to that post, ship, or squadron.

The rest of the cards are grouped according to the fellows' fields of interests. Then the groups can be matched with potential sponsors. Here are a few examples:

The school, having laboratory facilities, sponsors a

science post. A volunteer fire company backs a post especially interested in emergency service. A junior chamber of commerce sponsors a post specializing in salesmanship. Additional posts are organized by a Presbyterian church, a Lions club, a P.T.A., and a labor union council. Some of these are for fellows with special interests and some for fellows with a general range of interest.

If the number and kind of sponsors prove to be inadequate after the assembly, more institutions must be lined up and fast. The interests of high-school age young men cannot be put in deepfreeze.

Sufficient training teams must be lined up in advance to properly complete the ten steps of organizing every unit. Finally, enough neighborhood commissioners must be recruited and oriented on Exploring to service the new units.