TRAINING

Engaging training HELPS New Member Coordinators and the Scouters who interact with them.

New Member Coordinators

To be considered “trained”

Take the online “Welcome” Course + one or more of the following online courses:

1. Share the Benefits of Scouting
2. Coordinate Unit Recruitment
3. Guide Joining and Welcoming

Units:

Power Points accessible on-line, presented by local district:

Intro to NMC (specific courses for leadership of packs, troops/teams, crews/ships, posts, STEM)

Districts & Councils:

Webinar intro to NMC, with accessible recording

FOR MORE INFORMATION ON THE NEW MEMBER COORDINATOR POSITION, PLEASE GO TO:

www.scouting.org/nmc
WHY?

New Member Coordinators
In every unit can help the BSA to address the current challenges:

- We lose a high percentage of youth and families soon after joining.
- We are not engaging enough millennial moms, who should be our target market.
- We are not reaching the fastest-growing youth population groups demographically.
- We are overly dependent on legacy Scouting families. We are not connecting with today’s families who do not have a family member who was a Scout (the majority).

Millennial Scouter Quote...
“New Member Coordinator is what we have always needed. What a difference this is going to make.”

HOW?

The KEY to growing Membership is forming WELCOMING RELATIONSHIPS!

3 PARTS OF THE ROLE all involve WELCOMING

The most important responsibility is Guiding New Members through Joining & Engagement

NEW MEMBER COORDINATORS ALSO:

- Share the Benefits of Scouting
- Help Coordinate Recruitment

BENEFITS

The BENEFITS of having New Member Coordinators can be substantial!

- Continuing engagement of youth and families rather than many leaving after only a few weeks.
- Healthier units with a higher level of volunteerism.
- More youth developing character, learning new skills, having fun and adventure.
- Districts are strengthened by the creativity, collaboration, and connections of the New Member Coordinators.
- Councils meeting membership goals for both recruitment and retention.

LEARN MORE THROUGH
Cubcasts and Scoutcasts
“Bryan on Scouting” blog
Scouting Magazine
Scouting Wire