

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



BOY SCOUTS OF AMERICA®



RE-THINKING ON HOW WE CAN GROW MEMBERSHIP

Introducing the New Member Coordinator

Position for all units





Millennial Scouter Quote...

"New Member Coordinator is what we have always needed. What a difference this is going to make."

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).*

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.*

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

The **NEW MEMBER COORDINATOR** position:

- *Is designed for EVERY type of unit, EVERY age level and EVERY program.*
- *Uses a TEAM approach, encouraging more than one NMC in each unit, so that it's fun & engaging for everyone.*
- *Allows NMC team members to tailor their work to individual interests/expertise and the particular needs of the unit.*
- *Is recruited and supported by key unit leadership.*
- *Is mentored by the District Membership Chair and becomes part of the District Membership team.*
- *Is visible and easily identifiable at unit gatherings through their welcoming smiles, but ALSO through the new BSA "Welcome" logo they display and wear (rather than a uniform).*



LEARN MORE THROUGH

Cubcasts and Scoutcasts
"Bryan on Scouting" blog
Scouting Magazine
Scouting Wire