



TRAINING

Engaging **training** HELPS **New Member Coordinators** along with the Scouters and their Families who interact with them

LEARN MORE THROUGH

- Cubcasts and Scoutcasts
- “Bryan on Scouting” blog
- Scouting Magazine
- Scouting Wire
- District Roundtables

FOR ADDITIONAL INFORMATION ABOUT THE NEW MEMBER COORDINATOR POSITION, PLEASE GO TO:
www.scoutingwire.org/marketing-and-membership-hub/councils/new-member-coordinator/

Online training modules (Courses: New Member Coordinator & New Member Coordinator Welcome Course)

Copies of this New Member Coordinator booklet can be found in the PTAC Website under the Unit Membership Tools – Link: pathwaytoadventure.org/membership-resources/#tools

New Member Coordinators

ARE NOW
MORE IMPORTANT
THAN EVER



FAMILY SCOUTING



BOY SCOUTS OF AMERICA®



RE-THINKING HOW WE CAN GROW MEMBERSHIP

Introducing the New Member Coordinator

Position for all units



Share It! / Shape It! / Own It!

WHY

NEW MEMBER COORDINATORS can help our units to welcome our youth, both girls and boys, which help them develop a sense of belonging and to create new friends.

This sense of belonging and development of new friends means our new Scouts and their Families will remain in Scouting and become engaged within your unit's activities.

WHAT

NEW MEMBER COORDINATORS do the following:



NMCs can also free up the Unit Leader and Committee Chair

HOW

The **KEY** to growing & retaining Membership is forming **WELCOMING RELATIONSHIPS**

These **3 PARTS** of the NMC ROLE all involve **WELCOMING** both the youth and their family

The most important responsibility is to guide new members and their families through Joining & Engagement and nurture that sense of belonging

The **NEW MEMBER COORDINATORS** position:

- Is designed for **EVERY** type of unit, age level and program
- Is recruited and supported by key unit leadership
- Is mentored by the District Membership Chair and becomes part of the District Membership Team
- Is flexible so the NMC can **SHARE IT!** - **SHAPE IT!** - **OWN IT!**
 - ✓ **SHARE IT!** - Make sure **EVERYONE** is **INFORMED**
 - ✓ **SHAPE IT!** – **TAILOR** the ideas to **WORK** for your unit
 - ✓ **OWN IT!** - Create a sense of **OWNERSHIP** to build **SUCCESS**

- ✓ *Include **Reflect & Assess** so you can review what worked & where are your areas of opportunity & required support needed*
- ✓ *Should consider **Tracking & Monitoring** so you can determine if the new Scout and their family attend unit events and their Scout is advancing (improves retention of youth and their family)*

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 adult volunteerism
- More youth developing character, learning new skills, having fun and adventure
- Districts are strengthened by creativity, collaboration and connections between the NMCs
- Councils meeting membership goals for both recruitment and retention