



NEW MEMBER COORDINATOR TRAINING

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WHAT IS A NEW MEMBER COORDINATOR?

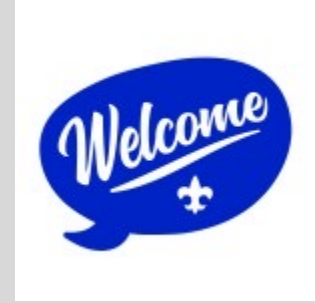
New Member Coordinator Role

The *New Member Coordinator* (NMC) position has been designed to:

- Be a FUN and engaging position.
- Form relationships with new members and their families.
- Fit every type of unit, every age level and every program.
- Be recruited and supported by key unit leadership.
- Be provided with training both online and face to face.
- Be mentored by the District Membership Chair and become part of the District Membership team.



New Member Coordinator



- Use a team approach by encouraging more than one NMC in a unit, allowing them to tailor their work to individual interests/expertise, as well as to recognize the needs of the unit.
- Be visible and easily identifiable at unit gatherings by their *Welcoming* smiles and their BSA “Welcome” logo that they display and wear on an activity shirt, on a hat or vest or in some cases, a pin on a field uniform.

Source: [New Member Coordinator - Scouting Wire : Scouting Wire](#)

Why a New Member Coordinator?

- Strengthen Unit, address membership challenges
- To make everyone feel welcome and engaged
- Encourage families to stay
- To foster volunteerism
- Increase recruitment and retention
- Welcome families not previously reached

As an NMC, you need to...

Know Your Audience

Always joiners = 15 percent of available families are going to join

- FOMO – likely to show up at Join night – or any night!
- Familiar with brand, family involved, know what to expect

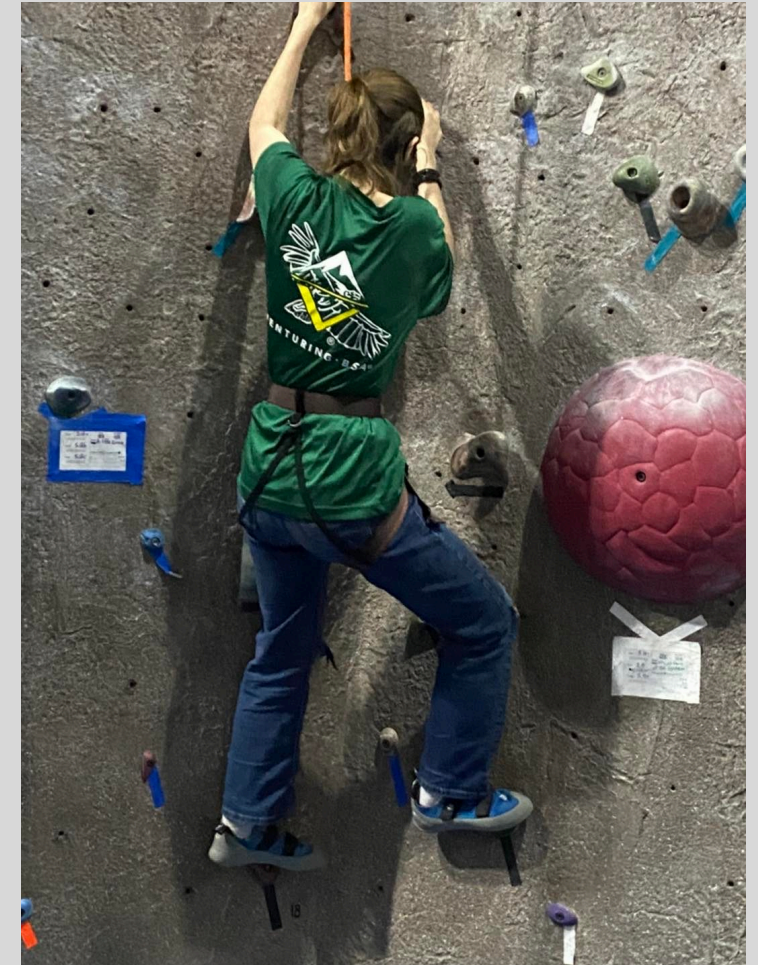
Maybe joiners = 70 percent – need attention here

- Need more info, questions answered
- What's their barriers?

Response to barriers:

Feel, Felt, Found Technique:

- I understand, I had the same *feeling* about fitting another thing into our busy schedule
- I *felt* that I wouldn't have enough time
- But I *found* that it was a perfect way for our family to gain more time together



*You should **Know Your Unit, inside and out...***

Think about the fun things your Scouts do every year and use those examples to talk to families about your Unit in a compelling way.

Are you families...

- Hikers, campers, STEM, orienteering?

- Be able to communicate what you're all about to new folks that will excite them

Assessing "fit" – helps recruit families not just youth

- Helps create and maintain a healthy unit

Not a good fit?

- We all have a responsibility to find a unit the family will thrive in.

- It doesn't have to be ours.

- Know how to refer them to another unit and be sure they can contact the leader(s)

Know the language – and how to explain it...

Scouting can be Intimidating!

Uniform/Language: Traditions are meaningful and important – but are barriers at first to families who are not familiar.

Informal – Less threatening, easing folks in more likely to come back to next meeting

Know how to invite new families...

Ask everyone in Unit to generate friends list from neighborhood, schools, sports, clubs

Once a month - plan a fun activity – no uniforms – more approachable. For easy planning, designate the second Monday (Tuesday, etc.) of the month as your New Friend Activity event

An NFA provides the opportunity to talk to those who may not necessarily come to a join scouting night

Less threatening to ask families to come to a BBQ, Game Night, Kickball game – those folks may not attend a Join night invite again the next month



Know the Details...

How much does it cost?

Print the Membership Fees Chart from the Hub
Know what the additional fees are

What do we need to get started?

Online application
Uniform, handbook & accessories and the costs

When is the next meeting?

How often do you meet
Calendar print out
Invite to the next event
Materials needed

Explain when the meetings are and the basics of how they're run



Plan New Friend Activities...

Outlaw Pinewood Derby

Recycled Raingutter Regatta

Family Campout/Camp in

Smores, Scout Spirit and Skits

Hiking Club

Sports Club

Board Game Night

Scouts Skills Stations

Adventure Day at GBC!

Orienteering

STEM Activity

Kickball Game

BBQ

Movie Night

Bowling

Have a plan to collect leads & Follow up...

BeAScout.org Unit Pin to Capture Leads

Go to your Unit's "Invitation Manager" and Download your Unit's Pin QR code

Add the QR code to a flyer and display it at your recruiting events.

Ask folks to "Sign in" to your event by scanning the QR code and entering their information into your Invitation Manager

Follow up with your guests after your event.

Send an email inviting them to your next activity or meeting

Call to see what they thought of the event and if they'd like to visit again.



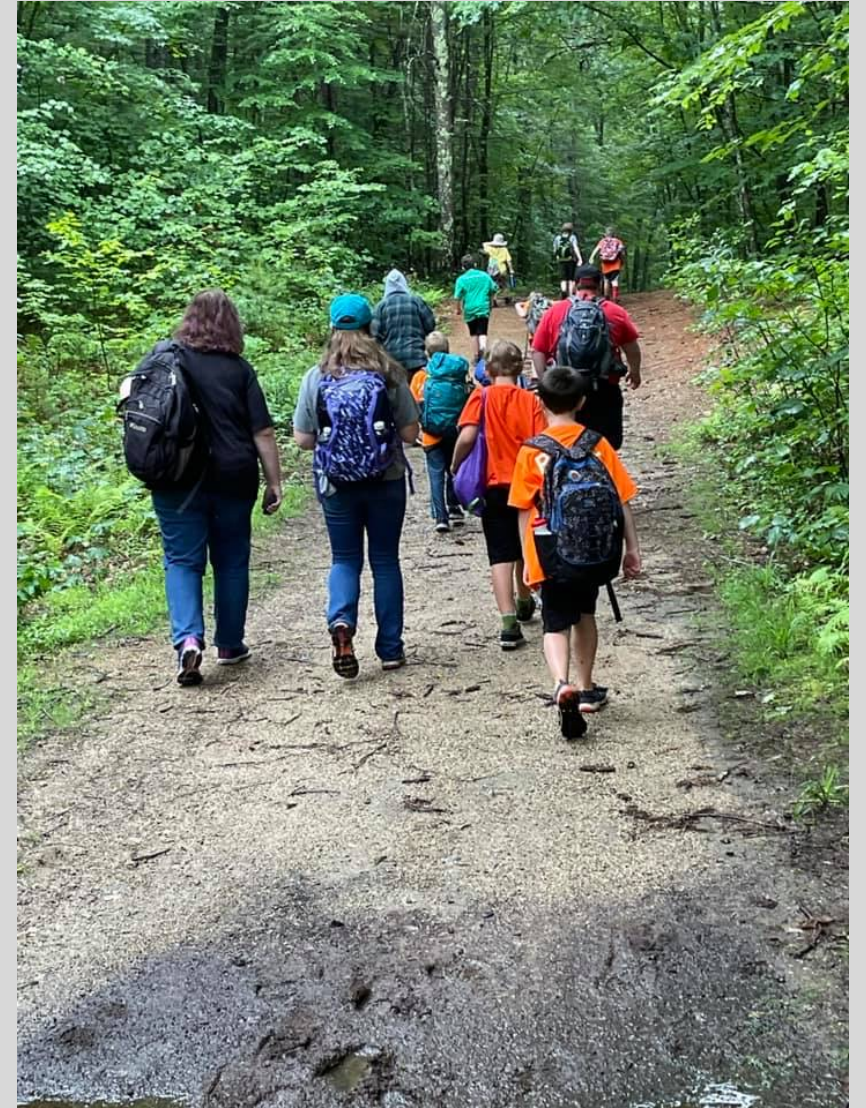
Be creative and have a team mentality...

**Involve your Partnering Troop/Pack
or team up with other local Units!**

Strength is in numbers! Invite your partnering Troop to plan a “Bring a Buddy/NFA” event with your Pack families.

Smaller Pack? Team up with another local Pack! More leaders equal more help with event planning and supervision

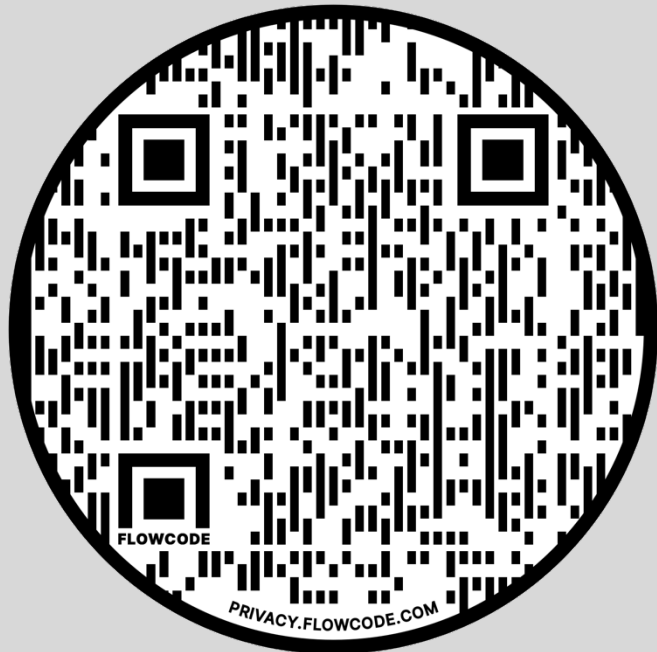
Create a Troop vs. Pack or Troop vs. Troop, Pack vs. Pack Challenges – like a field day, scavenger hunt or minute to win it games!





RESOURCES

Membership & Marketing Hub/Leader Resources



BSA Brand Center

Scouting Wire

Sign Up Genius

Cognito

Grammarly

PosterMyWall.com

Canva



THANK YOU!