



# New Member Coordinator

Helping new families find their  
way in the unit



Susquehanna District Roundtable – March 2025





## The end game

- Your unit wants to recruit and retain new members.
- What method do you want to have?
- How can you make an effective start?
- How can you make a good impression?





## One solution

- Have a new member coordinator.
- This is a position that is a registered position.





## Why have a new member coordinator?

- Have a friendly face to welcome new families.
- Have a person run the recruiting process.
- Have a person follow up on new candidates.





# Are all the job requirements done by one person?

- No, several people can split the job.
- Clear position delineation





# Basic jobs of New Member Coordinator

- Share the benefits
- Coordinate Unit Recruiting
- Guide the Joining and Welcome





## Share the benefits

- Tell the story of scouting.
- Give a personal testimony when appropriate.
- Use casual clothes when at joining events.
- There is a red polo with a welcome on it. Consider using it.





## Share the benefits (continued)

- Choose someone who is friendly.
- Choose someone who can relate to many people.
- Choose someone who can do small talk and find out about the interests and values of the new recruit.







# Coordinate Unit Recruiting

- Have someone who can organize the event.
- Have a detailed calendar for the upcoming program year.
- Have information on upcoming events.
- Have fun events for the youth while parents are informed about unit policy.
- For older youth, the youth should also be in the discussion of unit policy.





# Guide the Joining and Welcome

- Run the recruiting event
- Follow through with all the participants.
- Get the applications done for the – “Yes, I want to join” people.
- Follow through with the “maybe” and invite them to the next event





## Guide the Joining and Welcome (continued)

- Thank all the people who came even if they say no.
- Follow up with the maybes.
- Give out contact information for you and other new member coordinators.





## Ongoing information

- Contact families when they don't show up for a meeting.
- Be available for the families to ask you questions.
- Use more than one new member coordinator, if that works for you.





# Resources

- Go to [my.scouting](https://my.scouting.org) and find the two modules for new member coordinator.
- The first one is a welcome module.
- The second one has three pieces. To be trained, you only need one of three parts. All three are recommended.
- <https://scoutingwire.org/marketing-and-membership-hub/councils/new-member-coordinator/>

