

# 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 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?

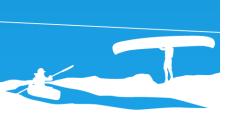
- No, several people can split the job.
- Clear position delineation





### **Basic jobs of New Member Coordinator**

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

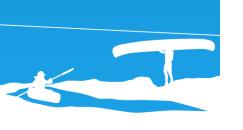






#### **Share the benefits**

- 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 <u>my.scouting</u> 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-membershiphub/councils/new-member-coordinator/



