



# Introduction to New Member Coordinator For Cub Scout Packs





# **WELCOME!**

**We're happy you  
could join us.**



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# **BUILDING A STRONGER CUB SCOUT PACK**



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**with  
NEW  
MEMBER  
COORDINATORS**



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**Remember when  
your family  
joined  
Scouting?  
EXCITED?  
CONFUSED?**



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**What makes Scouting a  
GREAT EXPERIENCE  
in those  
FIRST FEW WEEKS?**



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# **How does Scouting MAKE A DIFFERENCE for a boy LONG-TERM?**



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# CHARACTER GROWTH AFTER THREE YEARS



**WOULD YOU  
LIKE TO...**



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**Give OTHERS the  
opportunity to  
EXPERIENCE  
SCOUTING?** <sup>®</sup>







# **DECREASE**

**The number of new  
families who leave  
soon after  
joining?**



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**Have**  
**MORE**  
**ADULT**  
**VOLUNTEERS**  
**to help you?**



**IF YOU  
ANSWERED**

**YES**

**to any of these,**



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**THEN A  
NEW  
MEMBER  
COORDINATOR  
is right for YOU!**



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**NEW MEMBER COORDINATORS**

**SHARE THE BENEFITS  
OF SCOUTING**





# NEW MEMBER COORDINATORS



**TAKE FLIGHT!**

**JOIN CUB SCOUTS**

[www.BeAScout.org](http://www.BeAScout.org)

**ADVENTURE IS WAITING!**

The graphic features a yellow rocket ship launching upwards. On the left is a diamond-shaped logo with a wolf's head and the text "CUB SCOUTS". The background is dark blue with white and yellow text.

## COORDINATE UNIT RECRUITMENT



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# **NEW MEMBER COORDINATORS**

## **GUIDE JOINING/ WELCOMING**



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# **NEW MEMBER COORDINATORS ARE EASILY IDENTIFIABLE**



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# NEW MEMBER COORDINATORS



# BELONG TO A TEAM<sup>®</sup>



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A photograph of a baseball game in progress. In the center, a batter in a white uniform is swinging a bat at a baseball. To the left, a catcher in a white uniform and black mask is crouching. In the background, a pitcher in a white uniform is in the middle of a throwing motion. The scene is set on a dirt baseball field under bright sunlight.

**NEW MEMBER COORDINATORS**

**CHOOSE  
THEIR  
AREAS OF  
FOCUS**

# NEW MEMBER COORDINATORS



**ARE SUPPORTED BY THEIR  
UNIT, DISTRICT, AND COUNCIL  
LEADERSHIP**



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**YOU MAY  
ALREADY HAVE  
GREAT  
CANDIDATES®**



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**WHO WOULD BE  
A GOOD  
NEW  
MEMBER  
COORDINATOR?**



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**NEW MEMBER COORDINATORS  
ARE**



**HELPFUL**

**FRIENDLY, COURTEOUS and KIND**

**NEW MEMBER COORDINATORS  
ARE**

**Follow Up**

**CARING AND RESPONSIVE**



# NEW MEMBER COORDINATORS ARE



# TECH SAVVY



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# NEW MEMBER COORDINATORS MAY BE



## NEW TO SCOUTING



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# HOW TO RECRUIT NEW

MEMBER  
COORDINATORS

Join

Our

Team

# **RECRUITING** **NEW MEMBER COORDINATORS**



## **CONSIDER** **DEMOGRAPHICS**



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# **RECRUITING** **NEW MEMBER COORDINATORS**

**BE PREPARED to**  
**EXPLAIN WHY**



# **RECRUITING**

## **NEW MEMBER COORDINATORS**



**BE PREPARED to**  
**EXPLAIN WHAT**



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# RECRUITING NEW MEMBER COORDINATORS PLAN **WHO** and **HOW**



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# RECRUITING

## NEW MEMBER COORDINATORS

### DETERMINE **WHERE** and **WHEN**



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# **RECRUITING**

## **NEW MEMBER COORDINATORS**



**Consider using**

# **"WELCOME" TRAINING MODULE**



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# **WHAT TRAINING IS AVAILABLE FOR NEW MEMBER COORDINATORS?**





# **NEW MEMBER COORDINATOR TRAINING**

**PICK 1 OR MORE**

**"PARTS-OF-THE-JOB"  
MODULES**

**WELCOME  
MODULE**



- **Sharing the Benefits**
- **Coordinating Recruiting**
- **Guiding Joining/ Welcoming**

# **IS AVAILABLE AND EASY**



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# **HOW CAN THE PACK HELP NEW MEMBER COORDINATORS HELP THE PACK?**





# **MANY HANDS MAKE LIGHT and LIGHT-HEARTED WORK!**



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# WHAT A WONDERFUL SENSE OF COMMUNITY YOU'LL CREATE IN YOUR PACK!



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**We can help you make that happen.**

**Please keep in touch.**

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EMAIL: [bigred3533@aol.com](mailto:bigred3533@aol.com)

District/Council: Aquila – Chief Seattle



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## Membership

### Membership Home

Family Scouting is here! The Boy Scouts of America is now welcoming girls into Cub Scouts. Girls will be joining Troops as part of the newly named Scouts BSA program beginning February 2019. To get answers to many of your questions, check out this video:

For the most current resources please refer to the [National Family Scouting](#) website. There you will find program resources to help with questions that you may have with what is changing, what is not changing and what units can do to continue to positively serve the youth in their communities. Links to the "Scout Me In" logos and campaign materials can also be found on the Family Scouting website.

**WELCOMING OUR NEWEST FAMILIES** Remember to welcome our new families and scouts **each and every meeting**. Send all new Cub Scout families to our [New to Cub Scouts?](#) page that contains a lot of great information to help families get started successfully. If you are looking for ways to help onboard new families check out the ideas from our last [Ignite Your Membership](#) workshop.



**BE A NEW MEMBER COORDINATOR** The BSA has announced a new position! The **New Member Coordinator** volunteer opportunity was created after listening to parents who are currently serving in their units. The position can be filled by more than one person which appeals to many adults who are currently participating in our programs with their child. To learn more check out the information found on the [Marketing and Membership Hub](#) at Scouting Wire. Training for the position can be found at the BSA Learn Center on [My.Scouting.Org](#).

**How do we know that being part of the Boy Scout program really works when talking about positive character development?** Because we prove it. Check out the 2015 from Tuft's University study that tracked youth involved in Scouts along with those who are not involved. A summary of the results can be found [here](#).

**Check out the [Marketing and Membership Hub](#).** A great resource with recruiting tools, resources and materials to help build and strengthen your unit. Find out how to use social media to get your message out. Review recent case studies on recruiting techniques used in other parts of the country and how what they found can help you!

[Membership](#)

[Membership Welcome Page](#)

[Scouting Programs](#)

[Recruiting Ideas & Tools](#)

[Membership Contacts](#)

[New to Cub Scouts?](#)

[New to a Troop?](#)

[Ignite Your Membership](#)

[Recruitment Materials](#)

[Escrow Membership Deposits](#)



# NEW MEMBER COORDINATOR

Sustaining strong unit membership

## Den Recruiting

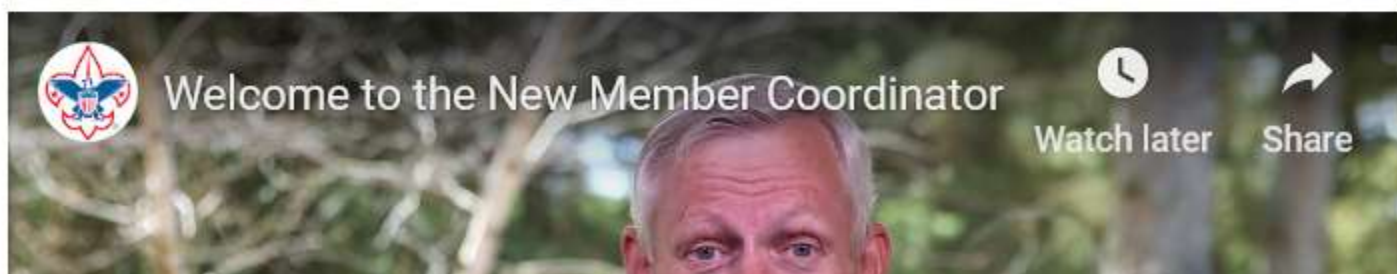
Recruiting Campaign  
New Unit Playbook  
Unit Success Story

## Development

Organizations  
Tool  
Tool Kits  
Finance  
Forms  
Support Statements  
Videos

## New Member Coordinator: A Game-Changer for Recruitment, Retention, and Engagement

Sustaining strong membership in a unit depends not only on having new members join the unit but also on engaging youth and their families in the unit experiences so that they feel *Welcomed* and want to stay. The role of the *New Member Coordinator* is to ensure that both *keys to success* take place.





To record your evaluation and attendance from a mobile device, go to <https://seaptc.org> and click "Class Evaluation."  
The evaluation code for this session is 3456.

