

# New Member Coordinator Training Packet



BOY SCOUTS OF AMERICA®  
ORANGE COUNTY COUNCIL

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## Purpose

Completion of this course will offer an understanding of the role of the New Member Coordinator for all units and how to perform the role successfully in order to sustain and grow your unit.

## What is a New Member Coordinator?

Formerly called the Membership Chair, the New Member Coordinator (NMC) is the ambassador of a unit. This person will act as a first point of contact between new families and the unit and also further engages current families in the unit experience. A unit can have several NMCs.

The NMC works with the Unit Committee to develop and implement an annual membership plan and is supported by the District Membership Team.

## The Three Action Elements:

### Share the benefits of Scouting

- Develop and share your own Scouting story, showing the impact of Scouting on your family.
- Identify and access research data and local examples confirming the fun and value of Scouting to youth, families, and the community.
- Promote Scouting benefits through social media and other avenues of communication.
- Showcase Scouting through engagement in local community events and service.

### Coordinate unit recruitment

- Oversee unit recruitment efforts such as joining events, informational presentations, and peer-to-peer initiatives.
- Appeal to potential youth members and their families through well designed and widely distributed invitations shared through electronic media, handouts, and personal contacts.
- Ensure that the unit's BeAScout pin is up-to-date and that prompt follow-through takes place.

- Collaborate with local school representatives and community leaders, particularly in the chartered organization, to foster promotion of Scouting opportunities.

### **Guide the joining and welcoming process for youth and their families**

- Help youth and adults to greet newcomers warmly and to establish friendly, enjoyable relationships so that new members form a strong sense of belonging.
- Develop a unit welcome packet, electronically and/or in print, to answer frequently asked questions and to provide resource and contact information.
- Ensure that youth and adult applications, transfers, and payments are promptly submitted to the council service center.
- Build fun and excitement about the unit program and encourage youth and their families to take pride in Scouting accomplishments.
- Promote feedback and sharing of ideas through customer satisfaction surveys and other means.

## **Measures of Success**

### **Journey to Excellence (JTE)**

Journey to Excellence or JTE is a scoring rubric for best practices for a successful, quality unit. It's how each unit can ensure that they are running a quality program to their families. There are three levels of award each unit can qualify for (Bronze, Silver, Gold), broken out into several program categories.

The 'Gold star' in Membership lies in your unit's JTE score. The following criteria is assessed:

- Increasing the number of Scouts
- Retaining current Scouts
- Webelos-Scout Transition
- Leadership Identification

## Creating a Year-Round Unit Membership Plan

Every unit needs to develop and implement a solid annual membership plan. By working with your committee members and unit leadership, you can identify the challenges your unit needs to overcome. The plan does NOT need to be overly complicated. It should be seen as a way to communicate the unit's membership strategy and establish what the expectations are for the unit leadership/volunteers to help in the delivery and implementation.

### Basic Membership Plan Components

Address the following elements in your written plan. Each year, the plan can change, as needs change. Keep the original plan and goals as a benchmark for future success. This will help shape the plan in each subsequent year.

- Identify goals – Youth and Leader
- School/community Meetings
- Social Media Engagement
- Kid Talks or Peer-to-Peer Chats
- Recruitment Events
- Onboarding Process
- New and Returning Family Follow Up

### Identify Goals

The NMC will work with the Committee Chair and Cubmaster to complete an inventory of current unit members – both youth and adult. The Unit Committee Chair or District Executive can pull the current roster of registered unit members. Identify the numbers needed for growth and any specific areas that need to be addressed.

#### Inventory Analysis

- Replace the Outgoing AOLS/Aged-out Youth
- Gaps in specific ranks or age groups
- Shortage of Committee Members
- Dens needing more leadership

## Meet with Schools and Community Programs

Meet the Principals, PTA Leadership, church youth ministries, or other community program coordinators in your area. Bring your Cubmaster, Committee Chair, District Volunteer, Professional or whomever you think will add value. Paint the picture of what your unit is doing for the school and the community. Showing the positive value will start to open doors.

- Adopt a School Program

## Social Media Engagement

Social Media is one of the most valuable tools in your “tool chest”. It's more than just posting a digital flyer – it's the entirety of how the pack is being represented by all of your members, their friends, and other social media contacts.

### Ways to make your unit Social Media Savvy:

1. Add a Public Relations Chair to your Unit Membership Team
2. Be careful about posting pictures and names of youth. Never post last names and be sure to obtain permission. Visit the BSA Social Media Guidelines.  
  
<https://scoutingwire.org/marketing-and-membership-hub/social-media/social-media-guidelines/>
3. Post digital flyers and opportunities to join in the fun regularly – ask parents to share on Facebook/Instagram
4. Post info nights and events in community forums on Facebook
5. Local Homeowners Associations
  - Digital newsletters and Facebook
6. Share on Middle School/High School Parent Facebook Pages
7. Partner with your committee to actively post pictures from outings and events and invite families to post and share.
  - That excursion to the Lava Tubes was awesome and gets people talking. This is an opportunity for recruitment and sharing the adventure.

8. Encourage parents to post photos at Scout Events.
9. Update your Google Pin by including images of your meeting place or pack in action.

### **Kid Talks**

The best way to share to the Scouting adventure and bring families to your unit is to have a kid talk or organize peer-to-peer talks. **YOU DO NOT HAVE TO DO THE KID TALK.** As NMC – you can be the presenter or engage other volunteers from your unit or district.

Find your most enthusiastic and likable parents or leaders. If meeting in the daytime is a challenge – ask your District Volunteers or District Professionals. They are here to provide support.

- Keep it short – no longer than 3 minutes.
- You do not need props or gimmicks – Just the fun and adventure.
- Talk about 5 fun general activities that your unit does.

### **Pack sample script (Adult to Youth)**

#### **Introduction** (30 seconds)

“Hello boys and girls, my name is (Name) and I’m with the Cub Scouts. Who here has heard of the Cub Scouts before? (Some kids will raise hands others will look questioningly) That’s okay if you don’t know what the Cub Scouts are! Cub Scouts is an organization for Boys and Girls where you get to do a lot of fun and exciting activities! Activities like [Hiking](#), [Camping](#), [Fishing](#), [Science Experiments](#), and this awesome thing called [Day Camp](#) where among a lot of other activities, you can learn to shoot a [BB Gun](#) (gun action) and [Bows and Arrows](#) (bow action).”

#### **Call to action** (20 seconds)

“Does that sound really cool? (There should be excitement from the youth) If you want to take part in this awesome program, drag your parents to a meeting happening [tomorrow night, right here at 5:30!](#) Here’s a flyer – fold it up and put this in your sock – and when you get home tell your mom or tell your dad that you want to go. See you tomorrow!”

## Troop Sample Script (Peer to Peer)

5<sup>th</sup> Grade – 8<sup>th</sup> Grade

### Introduction (35 seconds)

"Hey guys and girls, my name is (Name) and I'm with Troop X. Who here has heard of Scouting? (Some kids will raise hands others will stare blankly, and some will be negative) It sounds like a lot of you know something, but let me tell you a little more about who we are and what we do. We are a Troop for everyone – boys and girls from ages 11-18. We go [Camping](#), on [Backpacking](#) trips, [Rock Climbing](#), [Mountain Biking](#), and every year a different [Summer Camp](#) where we spend a week away from our parents and do activities like ATVs, war canoe, snorkeling as well as learn to shoot [.22 rifles](#) and [shotguns](#) and [archery](#)."

### Call to action (25 seconds)

"Intrigued? (reactions will be mixed) If you want to take part in the fun, come to along on our next outing. We will be rock climbing in Joshua Tree this weekend. (Pass out invitation) Drag your parents to a meeting happening [tomorrow night, 7pm, at \(meeting location\)](#)! If you can't make this trip - Check out our Instagram to see what we get up to. See you there!

## OCBSA Recruitment Form

The next part of the marketing strategy will be to complete a recruitment plan to forecast cub growth with the support of the unit. Your District Membership Team can assist you with everything necessary to begin completion. This form will be sent to you from your District Executive.

- Choose dates for both Spring and Fall sign up days based on your Unit's Calendar. You want as much support on the day as possible. **This should be a separate date from a Pack Meeting.**
- If you have two schools, you should have two dates. It's hard to be in two places at once.
- Do your best to make the sign up night at the school if possible. Parents will want to go to the pack that they feel is part their school community. Kids will remember the where because it is familiar.

- Meet with each principal and arrange kid talks and flyer distribution. Discuss the potential date for the sign up night. If the sign up is at the school, you need to know what date works best for the school calendar.

### **Meeting Agenda Points**

- Tuesday, Wednesday, Thursday are ideal for Sign Up Nights
  - Flyers should be delivered to the school two weeks before the event to ensure that they are in backpacks about a week before.
  - Kid talks are most effective one-two days before the sign up event, specifically on a Monday or Tuesday. Pass out sign up stickers or mini flyer (free from council) on the day. Bring these for approval as well.
  - Bring a sample flyer and something that reminds the Principal of the service the Scouts bring to the school. A framed picture of the principal and Scouts during the Veteran's Day Service or service project? These items act as a reminder that you are enriching the lives of the school's community.
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- Order flyer and supplies only after you have school and school district approval.
  - If your school district only uses electronic flyers, post the flyer at least three weeks before your recruitment event. Contact your District Executive.
  - Run the Sign up

## Sign up Night Overview (Pack)

Come to the **2019 Kick off in January** to see a sample sign up night in action. Bring your Committee Chair, Den Leaders, or anyone who you feel would help contribute to the event.

1. Review the four-table method in your Recruitment Binder
2. Agree on pack dues beforehand
  - It's encouraged to only take the fees for national dues at the time of the sign up and collect pack fees at the first meeting the family attends. At the very least, give them the option.
  - Hand out a sheet with fee breakdowns of where their dues are going.
  - Speak to your committee about online payments and credit card readers. There is huge demand for this feature. See appendix for a tutorial.
3. Coordinate logistics with Pack Committee and Den Leaders to run event at least a month before the event.
4. Invite local Scout troops to help answer questions and run event stations. Scouts are the proof in the pudding – they embody the return on a Cub Scout family's investment. Please be mindful and reach out to troops with plenty of notice (1 month). It may take several troop meetings for the announcements to reach all of the youth.
5. Identify and run a recruitment activity that separates the kids from the adults. Make sure the activity is fun, engaging, and easy. AOLs and Den Chiefs should be able to run this event with little guidance. i.e.: Exploding star popsicle sticks, kickball, Pack Sport's Day rotations, stomp rockets etc.
6. Display Pack t-shirts and neckerchiefs for sale as well as offer gently used uniform for families that have signed up. Explain to parents that the Pack wants to help offset the cost.
7. **RECAST THE NET!** If you did not receive as many families as expected, try again!! Invite youth to a fun unit event like canoeing, a campout, or a day at a local council camp to do archery and bb gun shooting.

## Onboarding New Families

The NMC is responsible for one of the most important aspects of unit building – onboarding new families into Scouting. This simple 'Welcome' will set first impressions of the unit, parent involvement expectations, what the program will do for their youth over time, and forge the enthusiasm that will carry through their Scouting lifetime. [Share your story – Why is your family in scouting?](#)

Highlight the brand and flavor of your unit. Think about what sets it apart from others. This is most important for Troops as families may be visiting multiple units. Types of outings, meeting days, program structure, how often and when they meet are all factors that shape how a new family determines whether to join or not.

Ensure that New Family Folders can communicate with the make up of the pack. If many parents are Spanish or Vietnamese speaking, consider having bi-lingual materials.

## Creating a Paper and Digital Welcome Folder

### Pack New Family Folder

Given out to new families **after** submitting an application. This can be a useful way to determine which families have registered and which still may need more information.

#### Folder Contents

- Youth Application for a friend
- Adult Applications
- Health forms A and B
- Family Talent Survey
- Pack Welcome Letter
- Pack and Den Meeting times and days
- OCBSA New parent guide
- Pack Annual Calendar
- Social Media Info
- Bobcat Workbook

#### Optional Contents

- Upcoming Pack event flyers
- BSA Properties Catalogue – Sea Base, OEC, Oso Lake
- Pack contact list
- Training Flyer
- YPT Instructions

## **Troop New Family Folder**

Given out to new families at parent orientation or signing up at their first meeting.

### **Folder Contents**

- Youth Application for a friend
- Adult Applications
- Troop Dues Breakout
- Health forms A, B, and C
- Family Talent Survey
- Troop New Parent Guidebook
- Troop Meeting Day and Times
- Troop Annual Calendar
- Social Media Info

## **Digital on-boarding**

Although not as tangible as receiving a folder, many families prefer to have access to important files without the clutter. Include as many items from above as you feel necessary, however try not to include too many large pdf files. Applications, health forms, family talent survey, welcome letter, dues, and calendar are the key items.

A unit can choose to email contents directly to new families or create a place on a share site like Google Drive or Drop Box.

## **New Family Start and Follow-up**

### **Getting started in your unit**

#### **Packs**

- Coordinate with the Den Leaders and Cubmasters to find out when their meetings will be taking place.
- Email an introduction to the Den Leader
- If you are creating a new den, work with your Cubmaster and Den Leaders to formulate a few meetings to get the ball rolling so newly joined cubs can start participating right away.

- **Don't let families wait to start the fun! Cubs need to start within a week of joining. Pack meetings are okay, a pack event/outing is better, but a den meeting is the best.**
- Follow up with the Den Leader or Cubmaster to make sure the families have received the information and if they were able to participate.

### **Troop**

- Have a sign in sheet for new families
- Separate the youth from the parents and introduce them to the SPL
- Explain the joining process to parents
- Make introductions to the Scoutmaster and Committee Chair of the unit
- If the parents want to join, give them their welcome folder
- Invite them to come back to the next event
- Follow up at the next meeting or by phone.

### **Follow Up**

A week after the Recruitment event or two weeks after a new family joins; the NMC needs to check in. Many families drop off at this point because of unanswered questions, program kinks, or general concerns that could have been alleviated had the unit been made aware.

A simple phone call or a quick chat at the next meeting works well. Be mindful of surrounding people. There may be some discretion needed if there is a concern or question.

For families that have not signed up yet:

- Personally reach out and invite them to the next event, ask them open-ended questions about their experience with the unit.
- Continue emailing them unit events for the next few months.
- If they are not interested – find out why. Feedback is important to make recruiting more successful

## New Youth Data Management

During the recruitment season, each unit will be managing lists of potential new Scouts. This data is collected from sign ups, RSVPs, meeting visits, unit events, Webelos to Scout transition fairs, back to school nights, Camperall, community events etc.

Keep your records organized and create a spreadsheet for each recruitment season. Youth are accidentally missed every year because their information falls through the cracks and parents forget to follow up.

### Spreadsheet

Organize youth and parent information into a spreadsheet. The following categories are useful to keep track of your rank and school goals. Update your inventory spreadsheet as families join and indicate the status.

- Youth name
- Contact details
- Parent
- School/grade
- Application Received
- Dues Paid
- Rank/Den Assignment\*
- Status

Share the spreadsheet with your Committee Chair weekly and entire Committee at monthly meetings. Highlight the success you are having because of the help you received. **Thank you' s and recognition go a long way.**

### New Member Assessment

#### Packs

Assess the new family inventory spreadsheet and fill in the gaps.

Example: If you have 15 Tigers – you may need to make two dens or recruit more leaders. If you have 2-3 new tigers, you need to recast the net.

## Targeted Recruitment Event Tips

- Set up a fun rank specific, age appropriate recruitment event
- Flyer the classroom
- Make an event invitation and have the new tigers personally invite their friends.
- Coordinate with the current tigers to host the event
- Invite a Den Leader or Cubmaster to run the activity
- Be there to onboard the new parents

## Troops

Assess the Webelos/AOLs who intend to visit your Troop.

- Look to see if there are missing packs from the area, reach out to their Committee Chair and Cubmaster and personally invite their Pack to a meeting
- Work with unit leadership to ensure that these meetings are an engaging experience with hands-on fun so potential Scouts gets the full picture of the troop.
- Avoid the school lecture-type meetings
- Coordinate with Troop leadership and invite AOLs and non-Scouting youth on a Troop outing to experience the troop first hand.
- **Look for FUN and unique opportunities to promote Scouting**

## Post Recruitment Notes and Wrap up

During the recruiting seasons, record any notes from events or situations that arise. Keep track of questions asked and any changed that had to be made – *i.e.*: *The School Track Meet was using the gym and we had to reschedule our event.* Be sure to thank all those involved in the success and recognize others who were pivotal.

### Start, Stop, Continue

Working with your Unit's Membership Team and Key Leadership perform a "Start, Stop, Continue" directly after each recruitment seasons. Feedback is imperative for future success. **Don't take any criticism personally!** Everyone wants success for the unit. Be sure to keep track of the notes for future membership chairs. No one wants to reinvent the wheel.

**Start** – the hindsight ideas that would have made the recruitment effort run smoother

**Stop** – Practices that did not go so well or did not add any value to the effort.

**Continue** – Highlight what went well and why.

### Wrap Up

Congratulations on completing your course. You are now fully trained as the New Member Coordinator. As an ambassador for a unit, you showcase the fun and excitement Scouting brings to youth and their families. This may open a door into a world that some may never have considered.

As part of the Unit Committee and District Membership Team, know that you will be fully supported in order to make your membership efforts a success. Having a basic plan, a welcoming personality, and good communication are all that is needed to make a great NMC!

Thank you for your service as a volunteer.