



Unit Membership Coordinator

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 experience so that they stay. The role of the Membership Coordinators is to ensure that both keys to success take place.

Appointment and Support:

- The **Membership Coordinators** are appointed by and report to the Unit Committee Chair.
- The **Membership Coordinators** work with and are supported by the District Membership Chair as well as by unit leadership, the sponsoring organization, and commissioners.

Responsibilities:

In general, all Membership Coordinators:

- Serve as welcoming ambassadors for the unit.
- Work with the unit committee in developing and implementing the Unit Membership Plan.
- Participate in New Member Coordinator training and collaborate with the district membership team.

Specific responsibilities for each Membership Coordinator should be determined by the unit's Membership team depending on individual interests and the needs of the unit. The tasks and opportunities listed below should help to guide the planning for individual and shared responsibilities.

Each of the three action elements listed should be included in the Membership Plan developed with the leadership of the Membership Coordinators:

- 1. Share the benefits of Scouting.**
 - a. Develop and share your own Scouting story, showing the impact of Scouting on your family.
 - b. Identify and access research data and local examples confirming the fun and value of Scouting to youth, families, and the community.
 - c. Promote Scouting benefits through social media and other avenues of communication.
 - d. Showcase Scouting through engagement in local community events and service.
- 2. Coordinate unit recruitment.**
 - a. Oversee unit recruitment efforts such as sign-up events, informational presentations, and peer-to-peer initiatives.
 - b. Appeal to potential youth members and their families through well-designed and widely-distributed invitations shared through electronic media, handouts, and personal contacts.
 - c. Ensure that the unit's BeAScout pin is up-to-date, and that prompt follow-through takes place.
 - d. Collaborate with local school representatives and community leaders, particularly in the chartered organization, to foster promotion of Scouting opportunities.
- 3. Guide the joining and welcoming process for youth and their families.**
 - a. Help youth and adults to greet newcomers warmly and to establish friendly, enjoyable relationships so that new members form a strong sense of belonging.
 - b. Develop a unit welcome packet, electronically and/or in print, to answer frequently asked questions and to provide resource and contact information.
 - c. Ensure that youth and adult applications, transfers, and payments are promptly submitted to the council service center.
 - d. Build fun and excitement about the unit program and encourage youth and their families to take pride in Scouting accomplishments.
 - e. Promote feedback and sharing of ideas through customer satisfaction surveys and other means.