

# New Member Coordinator: WHY, WHAT, WHO, HOW

It's all about the



But It's not just an initial greeting – it's building engagement, relationships, and a strong sense of belonging.

<b>WHY?</b>	<b>WHY was the position of New Member Coordinator developed?</b>	
	<b>To strengthen units and address national membership challenges!</b>	
	FOR THE UNIT	FOR THE BSA
	To ensure that everyone is welcomed and engaged	To welcome populations not previously reached
	To encourage families to stay and feel that they belong	To increase retention as well as recruitment
	To foster gradual adult volunteerism	To engage millennial parents

<b>WHAT?</b>	<b>WHAT do New Member Coordinators do?</b>		
	<p>They welcome new youth and families, help develop unit membership plans, collaborate with districts. Individuals on unit NMC teams can choose tasks that fit their personal interests and unit needs. The 3 categories of NMC work are listed below, and training is available for each.</p>		
	SHARE THE BENEFITS OF SCOUTING	COORDINATE RECRUITMENT	GUIDE JOINING & ENGAGEMENT
	Use their personal networks to reach wide (perhaps under-served) audience	Help organize and promote joining events and be sure all are invited	Be sure that every youth and family are warmly welcomed
	Let everyone know the value of what their children are experiencing	Collaborate with districts to ensure successful membership campaigns	Provide logistical assistance for registering and "learning the ropes"
	Spread the word about the long-term and wide-spread impact of Scouting	Work with local schools to build relationships and support	Develop relationships with families so that they feel a sense of belonging
NMC incorporates the functions of the previous Unit Membership Chair and Parent Coordinator (positions discontinued) while giving flexibility in choice of focus, encouraging teamwork, and providing much more support and training.			

<b>WHO?</b>	<b>WHO is involved?</b>		
	<b>Potential members / New and continuing Scouting families / The entire Scouting community</b>		
	SERVING AS NMC	SUPPORTING NMC	BENEFITTING FROM NMC
	Those enthusiastic about Scouting	Unit Key 3 and other local Scouters	Families learning about Scouting
	Can be relatively new, inexperienced	Council and district networks	Each Scouting unit
	May be millennials welcoming others	National resources	The BSA as a whole

<b>HOW?</b>	<b>HOW do we make it work?</b>		
	<p>Visit <a href="http://scouting.org/nmc">scouting.org/nmc</a> to learn more. Take the trainings. Share the ideas and build awareness throughout the council, districts, and units. Tailor the concept to work for you. Take ownership, build success, and feel pride of accomplishment.</p>		
	USE A TEAM APPROACH	ADAPT TO FIT	FOLLOW THROUGH
	Develop council and district networks to encourage, teach, and support	Determine the local vision and construct a local model	Help each NMC to register and participate in training
	Establish knowledge and support within units and from commissioners	Determine needs in changing culture (Family Scouting, for example)	Invite and value collaboration – and act on the great ideas shared
	Build a strong NMC team in each unit, recognizing the value of collaboration	Encourage adaptability in units so that roles fit individual interests	Promote best practices and applaud successes

**New Member Coordinator: SHARE IT! SHAPE IT! OWN IT!**