

Roundtable Membership Moment

New Member Coordinators

Let's talk about the New Member Coordinator and how having one (or more) in your unit can help with membership recruitment and retention.

A new member coordinator –

- Shares the benefits of Scouting
- Coordinates unit recruitment
- Guides the joining and welcoming process for youth and their families



You can recognize a New Member Coordinator by the “Welcome” logo they display on their shirts or hats. They welcome and keep in touch with your new families and make sure they know how to get a uniform, when the next activity is, and answer any other questions they might have.

We know that if new members and their families have someone they have made a connection with, they are more likely to stay in the unit. And, you are not limited to just one New Member Coordinator - you can have as many as you want. Spread out the work and the responsibilities so that no one feels like they have too much to do.

For more information on the New Member Coordinator and how they benefit units, follow these links:

<https://blog.scoutingmagazine.org/2019/09/25/new-member-coordinator/>

<https://scoutingwire.org/wp-content/uploads/2018/04/NMC-Why-What-Who-How-.pdf>

<https://scoutingwire.org/marketing-and-membership-hub/councils/new-member-coordinator/>

<https://www.scoutshop.org/catalogsearch/result/?q=new+member+coordinator>

