



## Role Description: District Membership Chair

### **Objective:**

To meet the District's membership goals. Provide leadership to the membership committee through established recruiting programs, new programs and forming new units to ensure the opportunity to join is available to all youth.

### **Responsible to:**

District Chair and supported by District Executive.

### **Responsible for:**

Recruiting, training and providing leadership to the following committee members and their related projects:

Cub Scout Recruitment Chair	Webelos Transition Coordinator
Boy Scout Recruitment Chair	Venturing Recruitment Chair
New Unit Organizers	

### **1<sup>st</sup> Year Training Requirements:**

District Membership Committee Guide	Key Scouter Conference Training
Youth Protection Training	Fall Recruitment Kickoff/Training
Journey to Excellence	

### **2<sup>nd</sup> Year Desired Trainings:**

Succession Planning	Key Scouter Conference Training
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### **Main Tasks and Targets:**

1. Develop a team of 3-5 additional membership committee members to support Membership.
2. Establish a year-round plan for membership growth and lead the district in reaching its goal.
3. Cultivate relationships with current and potential Chartered Organizations and CORs.
4. Support Aloha Council Staff in the development and implementation of:
  - a. Spring Recruitment at ODE/New Unit Organization (Family Scouting, LDS Transition)
  - b. Fall Recruitment Campaign/Adventure Days
  - c. Webelos to Scout Transition
  - d. BeAScout – follow up on new member leads and training units on using the system.
5. Review and Gather Information
  - a. Analyze District membership figures for past several years and track membership growth.
  - b. Decide where and how many new units are needed.
  - c. Develop a list of potential Chartered Organizations
  - d. Get units excited about growing. Help coach units that have shown no growth in members during the past 6 months.

### **Required Duties:**

1. Attend District Committee Meetings (bi-monthly), Recruiting events and membership preparation and brainstorming meetings.
2. Assist in facilitation and administering of membership trainings and Kick-Off events
3. Work with membership program leads to ensure a successful recruitment campaign and achieving membership growth by December 15<sup>th</sup>.
4. Oversee year-round membership plan:
  - a. Assist programs leads and units on conducting a successful sign-up event
  - b. Establish relationships with schools, churches, A+ programs and community events.



- c. Secure commitments for Pack and troop recruitment events, principal visits and school talks. Develop and maintain a detailed calendar of events.
- d. Appoint volunteers to plan a district-wide recruitment event that involve a variety of units.



# District Membership Chair Onboarding Process

## First 30 Days:

- Complete an Adult Application with Position 75,
- Attend a Key 3 meeting to be introduced to Chair/Commissioner
- Read District Membership Committee Guide
- Complete Youth Protection Training
- Review Council Calendar of Events related to Membership
- Meet with District Executive to review membership plan and establish annual membership and new unit objectives.

## First 90 Days:

- Attend District Committee and Roundtables
- Review the latest reports available regarding current and past membership campaigns.
- Meet additional Membership Committee Members / begin development of a team
- Begin scheduling school visits and building relationships with principals.

## 3 Months – 6 Months

- Begin visiting Packs, Troops & Crews to help develop a unit recruitment plan and determine unit needs.
- Implement plan to recruit committee members to assist with sign up nights, school visits and adventure days.

## Additional Resource Materials:

District Membership Committee Guide:

<https://filestore.scouting.org/filestore/commissioner/pdf/33080.pdf>

BSA's Marketing & Membership Hub (resources for all recruitment campaigns):

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

Highlights of District Operation: Helping Units Succeed and Recruiting District Volunteers

[https://www.scouting.org/filestore/commissioner/pdf/34512\\_WB.pdf](https://www.scouting.org/filestore/commissioner/pdf/34512_WB.pdf)

Handbook for District Operations:

<https://filestore.scouting.org/filestore/commissioner/pdf/34739.pdf>

## **Suggested Monthly Action Plan**

- Jan - Begin developing fall recruitment activity (Adventure Day)
- Feb - Begin working on new unit leads
- Mar - Support any packs conducting a spring recruitment
- Apr - Determine units' fall recruitment needs; help distribute materials
- May - Begin promoting Adventure Days to schools
- Jun - Get packs signed up to help with Adventure Days
- Jul – if necessary, conduct a
- Aug - Help Scouts BSA troops plan fall recruitment
- Sep - Conduct Adventure Days
- Oct - Help packs fill gaps in dens
- Nov - Help arrange career fairs, parades, etc. to help recruit youth at different levels of Scouting
- Dec – promote Schofield Days as an opportunity for Scouts to bring friends