New Member Coordinator Training Packet



Revised for Aloha Council

October 2026

Scouting America

Aloha 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 greet newcomers warmly and build relationships and a sense of belonging.
- Develop a unit welcome packet, in print or digitally, with answers, resources and contacts.
- Ensure youth and adult registrations, transfers and payments are completed promptly through the appropriate online processes.
- Build excitement about the unit program and encourage pride in Scouting accomplishments.
- Invite family feedback and suggestions.

Measures of Success

Aloha Council Unit of Excellence Program

The Aloha Council Unit of Excellence program helps units plan, grow, and deliver a strong Scouting program. Review the current guide and scoring matrix with unit leadership. Set goals for membership, program, advancement and leadership, and revisit progress during the year. Your District Executive and commissioner team can help. Resource: https://www.scoutinghawaii.org/members/ (select Unit of Excellence).

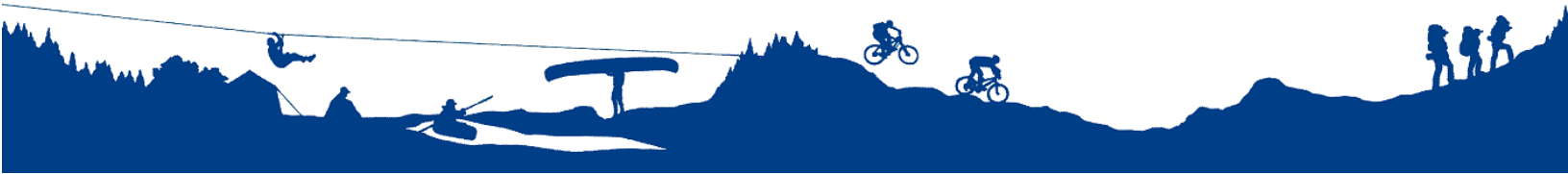
Troop Self-Assessment Program

Troop Self-Assessments are short online surveys that help troop youth and adult leaders identify strengths and opportunities for improvement. The Scoutmaster team, New Member Coordinator and committee can use the results to guide planning throughout the year. Troop assessments: https://troopleader.scouting.org/troop-planning/troop-self-assessments/

Other Unit Self-Assessment Options

Packs, Crews, Ships and Posts can work with unit commissioners and available Scouting America assessment resources to identify improvements.

Commissioner resources: https://www.scouting.org/commissioners/unit-assessment-forms/ Unit of Excellence helps establish and recognize goals; self-assessment helps identify areas where support or improvement may be needed.



Creating a Year-Round Unit Membership Plan

Dynamic recruitment is a year-round process, but there are natural points in the year when targeted recruitment cycles take place.

Every unit needs to develop and implement a solid annual membership plan. By working with your committee members and unit leadership, you can identify unit goals, as well as 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.

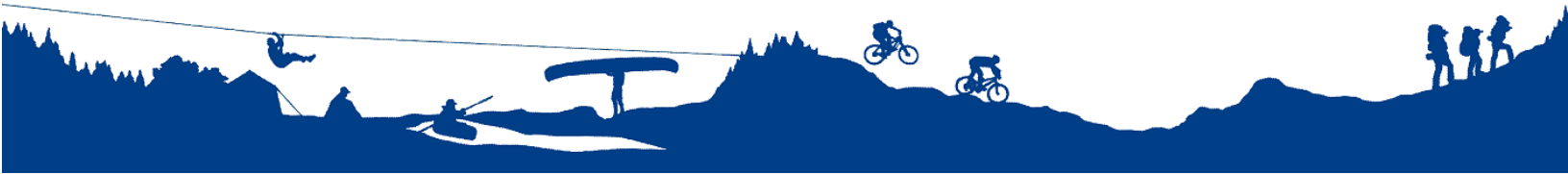
Basic Membership Plan Components

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 unit leader or unit Key 3 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/
- Gaps in specific ranks or age groups
- Shortage of Committee Members
- Dens or patrols needing more leadership aged-out Youth

Meet with Schools and Community Programs

Meet the Principals, PTA leadership, church youth ministries, or other community program coordinators in your area. Bring your unit leader, 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 Scouting America 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.

TIP: Check out the Brand Center for digital marketing resources units can use to make engaging resources (images, templates, videos, logos, and more)! https://scouting.webdamdb.com/bp/#/

4. Post info nights and events in community forums on Facebook. Use Geofencing tools to target the audience that sees information about your upcoming events to boost visibility and turn-out.
5. Local Homeowners Associations
    - Digital newsletters and Facebook
6. Share on Elementary School/Middle School/High School parent Facebook pages.
7. Partner with your committee to post appropriate pictures from outings and events, and invite families to share approved posts.
    - A fun local excursion is an opportunity to share the adventure and invite other families to join.
8. Encourage parents to share photos from Scout events in accordance with Scouting America's social media guidance.
9. Connect with Aloha Council on Facebook. Follow and share appropriate posts from the Hikina District, Komohana District and Maui Nui District Facebook pages, as well as the main Scouting Hawaii, Aloha Council page.
10. Keep your unit's Google Maps listing current by updating images of your meeting place

Kid Talks

One way to share the Scouting adventure is to offer a short kid talk or a peer-to-peer invitation. The New Member Coordinator may present it or recruit another enthusiastic adult or Scout to help. District volunteers and professionals can support this effort.

- Keep it short, ideally no longer than three minutes.
- Focus on the fun and adventure rather than props or gimmicks.
- Describe five activities that your unit actually offers.

Pack Sample Script (Adult to Youth)

Introduction (30 seconds)

“Hello, boys and girls! My name is (Name) and I'm with Cub Scouts. Who has heard of Cub Scouts? In Cub Scouts, boys and girls enjoy lots of fun activities, like hiking, camping, fishing, science experiments and day camp. We learn outdoor skills, make friends and try new things!”

Call to Action (20 seconds)

"Does that sound like fun? Invite your parent or guardian to our Join Scouting event at (location) on (date) at (time). Here's an invitation to take home. We hope to see you there!"

Troop Sample Script (Peer to Peer)

Grades 5–8

Introduction (35 seconds)

"Hey there, I'm (Name) from Troop X. Have you heard about Scouting? Our troop enjoys camping, backpacking, rock climbing, paddling and other outdoor adventures. We learn skills, make friends and plan exciting activities together."

Call to Action (25 seconds)

"Intrigued? Come along on our next troop outing! We have an exciting local adventure planned. (Pass out an invitation with the actual event details.) Bring your parent or guardian to our next meeting at (location and time). Check our troop's social media to see what we do. We hope to see you there!"

Aloha Council Recruitment Tools

Plan recruitment with your unit and district membership team. Aloha Council's Unit Resources page provides membership and promotional materials. Coordinate school outreach and supply requests with your District Executive before making commitments.

Aloha Council Unit Resources: https://www.scoutinghawaii.org/members/unit-resources/

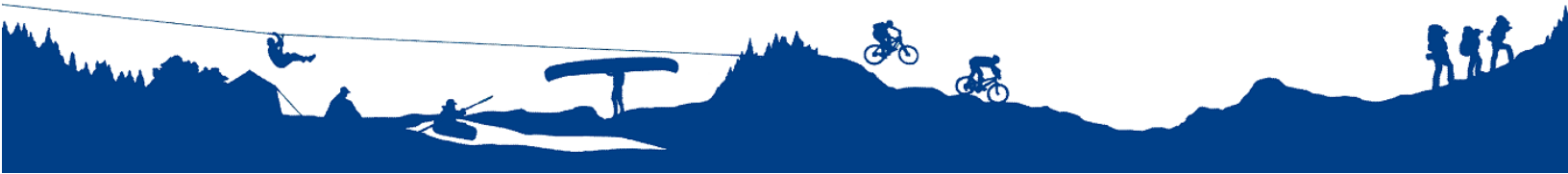
- Choose spring and fall joining dates based on your unit's calendar. Plan for enough volunteers and, when possible, separate the joining event from a pack meeting.
- If your unit recruits through multiple schools, consider separate events for each school.
- If approved by the school, holding Join Scouting Night at the school can make the experience familiar and convenient for families.

- 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

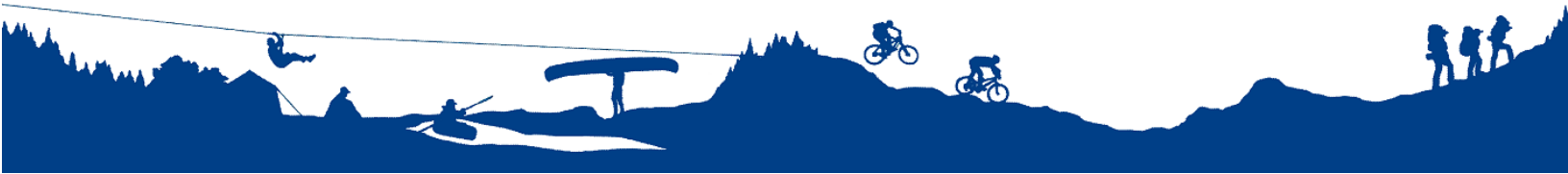
- Tuesday, Wednesday, Thursday are ideal for Join Scouting Nights.
- Flyers should be delivered to the school two weeks before the event to ensure that they are in backpacks about a week before.
- Kid talks are most effective one-two days before the Join Scouting event, specifically on a Monday or Tuesday. Pass out sign-up stickers or mini flyers (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.

- Order flyers 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 or Membership chair.
- Run the Join Scouting event.



Join Scouting Night Overview (Pack)

1. Review and agree on the way you will organize the event.
2. Agree on pack dues before the event.
    - Have each family complete the online youth registration at Join Scouting Night using your pack invitation link or QR code. National membership dues are paid during online registration.
    - Collect pack dues at the first pack meeting the family attends.
    - Give each family a breakdown of national membership dues and pack dues, including available financial assistance information.
3. Coordinate event logistics with your pack committee and den leaders at least a month in advance.
4. Invite local Scout troops to answer questions and help run activity stations. Give them plenty of advance notice.
5. Provide a fun, simple, age-appropriate activity for youth while adults learn about the unit and complete online registration. AOL Scouts and den chiefs can help, with suitable adult supervision.
6. Display pack T-shirts and neckerchiefs and, if available, offer gently used uniforms to help families with costs.
7. **RECAST THE NET!** If fewer families attend than expected, invite them to another pack meeting, hike, service project or appropriate family activity. Coordinate any activity requiring district or council authorization in advance.



Onboarding New Families

The New Member Coordinator helps welcome new families, set expectations and build enthusiasm for the Scouting experience. Share your own Scouting story and explain what makes your unit special. Describe the unit's meetings, activities, annual schedule and program structure. Families may compare several troops or packs. Make sure the information is easy to understand and consider translations when helpful.

Creating a Paper and Digital Welcome Folder

Pack New Family Folder

Offer the folder after a family completes online registration. A digital version may also be helpful.

Folder Contents

- Invite a Friend postcard with the pack invitation-link QR code.
- "Join Our Pack Leadership Team" postcard with the pack invitation-link QR code.
- Annual Health and Medical Record, Parts A and B, as appropriate.
- Family Talent Survey.
- Pack welcome letter and new-parent guide.
- Pack and den meeting days and times, and annual calendar.
- Pack social media information.
- New Family Getting-Started Checklist (replacing the Bobcat Workbook).

Optional Contents

- Upcoming pack event flyers and pack contact list.
- Safeguarding Youth Training (SYT) instructions, BALOO information and other relevant training resources.

Troop New Family Folder

Offer the folder during parent orientation or at the family's first meeting after online registration.

Folder Contents

- Invite a Friend postcard with the troop invitation-link QR code.
- “Join Our Troop Leadership Team” postcard with the troop invitation-link QR code.
- Troop dues breakdown and Annual Health and Medical Record information.
- Family Talent Survey.
- Troop New Parent Guidebook.
- Troop meeting days and times, annual calendar and social media information.
- Packing list for a typical campout.

Digital Onboarding

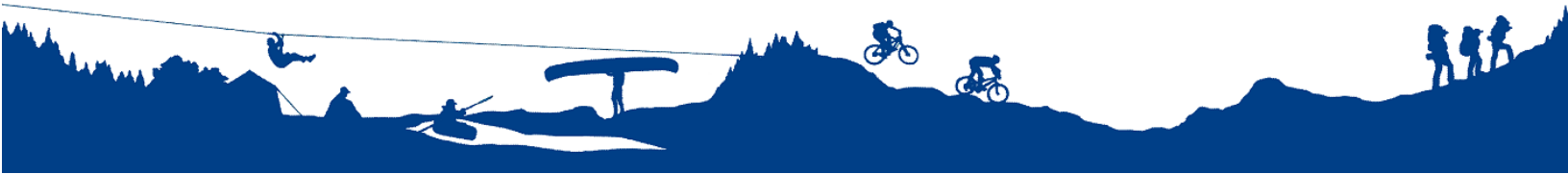
Some families prefer a digital folder with essential resources and links. Share the family talent survey, welcome letter, health-form guidance, dues, calendar and invitation links, but avoid overwhelming families with large files. Units may email resources or provide access through an approved shared location.

New Family Start and Follow-up

Getting Started in Your Unit

Packs

- Coordinate with den leaders and the Cubmaster so families know when their meetings will happen.
- Email an introduction to the den leader.
- If the unit is forming a new den, plan a few meetings so new Cub Scouts can participate 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

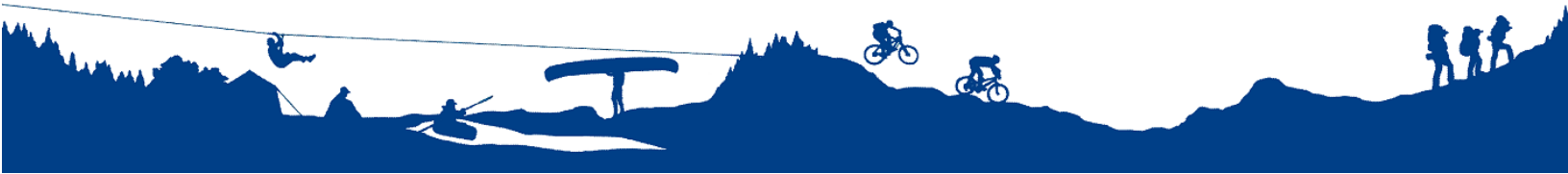
- Have a sign-in sheet for new families.
- Separate the youth from the parents and introduce them to the SPL.
- Explain the joining process to parents.
- Make introductions to the Scoutmaster and Committee Chair of the unit.
- If the parents want to join, give them their welcome folder.
- Invite them 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 a recruitment cycle, 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 cycle. Youth are accidently 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

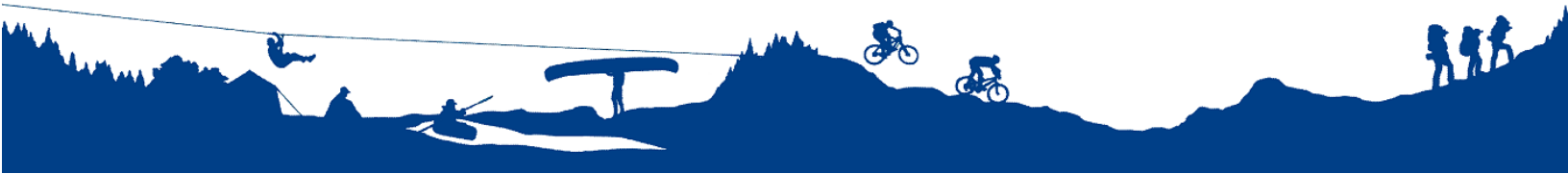
Share the spreadsheet with your Committee Chair weekly and entire Committee at monthly meetings. Highlight the success you are having because of the help you received. *Thank yous and recognition go a long way.*

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.



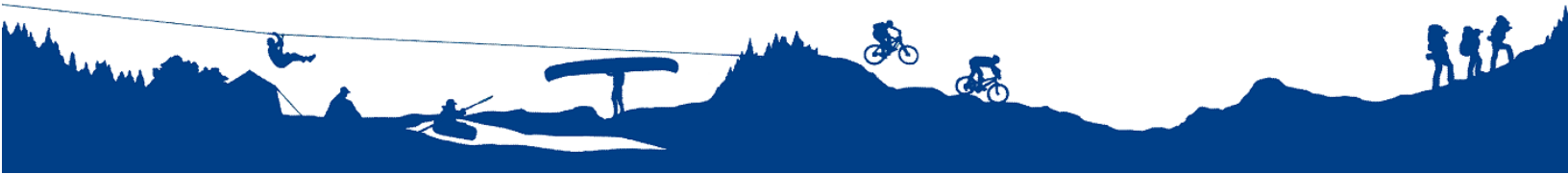
Targeted Recruitment Event Tips

- 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

Recruitment is a year-round process. After each event, record what happened, what questions arose and what changed. Thank everyone who helped make the event successful.

Start, Stop, Continue

Work with your unit membership team and key leaders to review each recruitment cycle. Keep notes for the next membership team, and welcome constructive feedback.

Start – What new ideas could make next year's recruitment smoother?

Stop – Which practices did not go well or add value?

Continue – What worked well, and why should it be repeated?

Wrap-up

The New Member Coordinator plays an important role in helping families discover Scouting and feel welcome in their unit. Share the excitement of your program, follow up thoughtfully and help each family take the next step. Work with your unit committee and district membership team for support. A clear plan, a welcoming approach and good communication help make recruitment successful.

Thank you for your service as a volunteer.

