Scouting America
Aloha Council

The New Member Coordinator (NMC) position in Scouting America plays a crucial role in ensuring your unit's continued growth and vitality by creating recruitment opportunities for unit growth and providing positive first impressions and smooth onboarding experiences for new scouts and their families. This position serves as the primary point of contact for prospective members, guiding them through the joining process, answering questions, and helping them understand the scouting program's structure, values, and opportunities. Given the scope of responsibilities, many units find it beneficial to split this role into two distinct positions:

1. New Member Coordinator for Recruitment focuses on planning and implementing outreach and recruitment, promoting the unit at schools and community events, and generating interest among potential scouts.
2. New Member Coordinator for Onboarding specializes in welcoming new members once they join, ensuring they receive their uniforms and handbooks, connecting them with leaders, and helping families navigate their first few months in the program. By providing personalized attention during those critical early weeks, these coordinators help reduce dropout rates and build strong connections between families and the troop.

These roles are especially important because they set the tone for a scout's entire journey—when new members feel welcomed, informed, and excited about participation from the start, they're far more likely to remain engaged, advance through the ranks, and develop the leadership skills and character that scouting aims to foster. In an era when youth organizations face increasing competition for young people's time and attention, having dedicated people to shepherd new families from initial interest through the crucial first months can make the difference between a thriving unit and one that struggles with retention and growth.

It's vital to ensure that your unit has at least one trained New Member Coordinator.

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