



SCOUT ME IN™

2021 New Member Coordinator Position Description

Overview

The Boy Scouts of America is a membership program and every family in your neighborhood should have the opportunity to benefit from Scouting.

Responsibilities

- Complete adult application, registering as a New Member Coordinator.
- Serve as a welcoming ambassador for your unit!
- Through my.scouting.org, update and manage your unit's pin-info for www.BeAScout.org. Ensure your pin's "Apply Status" for online registration is listed as active.
- Lead unit's efforts on Membership as it relates to the standards on the unit Journey to Excellence Scorecard and the Wildly Important Goals of the Garden State Council.
- Foster a culture of year-round recruiting in your unit. At your monthly unit committee meeting, discuss membership goals and retention.
- Ensure your unit hosts summer activities to keep Scouts connected.
- Host a back to the unit event in late summer, before school starts.
- Twice a year, conduct formal recruitment events to ensure unit growth: spring and fall Sign-Up nights. Work with the District Membership Team to execute.
- Promote peer-to-peer recruitment.
- Provide Community Service to the schools you recruit from
- If not completed online, ensure prompt delivery of applications and fees to the Scout Service Center
- Explore: <https://scoutingwire.org/marketing-and-membership-hub/councils/new-member-coordinator/>

Fall Responsibilities

- Attend your District's Sign-Up Night Kickoff at the August Roundtable
- Prep a marketing plan for your unit's Sign-Up Night
- Make sure your unit has an impressive presence at your school's open house and/or meet the teacher
- Promote your Sign-Up Night on social media and with your charter organization
- During the actual Sign-Up Nights, ensure there is volunteer support for the fun, interactive activity planned for the new youth
- Within a week of your Sign-Up Night, help lead a fun, informative Parent Orientation to further welcome families and engage volunteers

Above all else, while using the Scout Oath and Law as a foundation, the goal of the New Member Coordinator is to keep Scouting alive and well in your unit.