

### **Unit Membership Coordinator**

Sustaining strong membership in a unit depends not only on having new members join the unit but also on engaging youth and their families in the unit experience so that they stay.

1. General Responsibilities:

- a. Act as welcoming ambassadors for the unit
- b. Work with the unit committee in developing and implementing the Unit Membership Plan
- c. Participate in New Member Coordinator training and collaborate with the district membership team

2. Specific Action Items:

- a. Share the benefits of Scouting.
  - i. Develop and share your own Scouting story
  - ii. Leverage social media to promote the unit
  - iii. Engage in local community events and service projects.
- b. Coordinate unit recruitment.
  - i. Oversee unit recruitment efforts such as join scout events, informational presentations, and peer to- peer initiatives.
  - ii. Design and widely distribute invitations to prospective families via electronic media, handouts, and personal contacts
  - iii. Ensure that the unit's BeAScout pin is up-to-date, and that prompt follow-through takes place
  - iv. Collaborate year round with local school representatives and community leaders
- c. Guide the joining and welcoming process for youth and their families.
  - i. Encourage current youth and adults to greet newcomers warmly and to establish friendly, enjoyable relationships so that new members form a strong sense of belonging.
  - ii. Develop a unit welcome packet, electronically and/or in print, to answer frequently asked questions and to provide resource and contact information.
  - iii. Ensure that youth and adult applications, transfers, and payments are promptly submitted to the council service center.

