

# Interest Topic: New Member Coordinator

## Time Available

20-30 minutes. Questions and Summary 15 minutes



## Learning Objectives

At the conclusion of this session, participants will be able to:

- Explain to Scouting leaders how the New Member Coordinator (NMC) can welcome and support new families, can help Scout leaders to feel less stressed and more productive, and can strengthen the unit.
- Show where the resources are to help mentor and support New Member Coordinators.

## Suggested Presenter(s)

One or more of the following people could present this topic:

- The District New Member Coordinator or the District Membership Chair  
Advantage is that these district membership leads will work with New Member Coordinators as part of the district team.
- Current New Member Coordinator(s)  
Advantage is that current NMCs can share what they do and explain how it makes a difference.

## Presentation Method(s)



Focus on lively and welcoming visuals and interaction in keeping with the NMC role. Consider using the following:

- The NMC welcome logo. Display and explain – on a big sign, on clothing presenters wear (such as NMC polo shirt), on personal cards that presenters hand out.
- PowerPoint presentation from the NMC website. Ppts can be downloaded and tailored to the audience.
- Guided discussion. Participants share myths and realities, Q & A, success stories, and personal experiences.
- NMC handouts. Download materials from the NMC website or Facebook page.
- An enthusiastic 'Welcome to . . .' from New Member Coordinators and others wearing the logo. Might give out NMC cards so that Scouters can be in touch with them to learn more about the role.

## BSA References

- [www.scouting.org/nmc](http://www.scouting.org/nmc) for job descriptions and resources
- [Why every Scout unit needs a New Member Coordinator](http://blog.scoutingmagazine.org/2019/09/25/new-member) [blog.scoutingmagazine.org/2019/09/25/new-member](http://blog.scoutingmagazine.org/2019/09/25/new-member)
- NMC training videos at the BSA Learn Center on [my.scouting.org](http://my.scouting.org)



## Presentation Content

### WHY Are New Member Coordinators Needed

- **To Help Families**
  - Many families are unaware of the benefits of Scouting.
  - Families may feel isolated, worried, or overwhelmed at first. They need a caring new friend to help them.
- **To Help Volunteer Leaders**
  - Unit leaders are extremely busy and need to give most of their attention to presenting the program to youth.
  - Unit leaders don't have time to give a great deal of attention to new members or potential new members.
- **To Help the Unit**
  - Units always need new members to join and stay.
  - Units always need more families who feel the sense of belonging that leads to active volunteer engagement.

### WHAT Do New Member Coordinators Do

Basically, they anticipate new member needs and do whatever they think will be helpful. They present themselves as welcoming and approachable, preferably wearing the welcome polo rather than the field uniform.

- They use a variety of social networks to reach out to potential new members to share the benefits of Scouting.
- They help lead the unit's recruitment process and its joining events to ensure that everyone feels welcomed.
- They guide new families through the engagement process and become a continuing point of contact and assistance.

### WHO Might Be Good New Member Coordinators

No particular experience is needed.

What's most important is that the person:

- Understands the challenges of being new to Scouting
- Has a warm and friendly personality
- Is enthusiastic about Scouting and the unit
- Really cares about people and will follow through to help

### HOW Do We Create Success

#### Help Them to Be Part of Teams



- New Member Coordinators are appointed by the Committee Chair and can function as part of the committee. Registered New Member Coordinators (code "NM") can count as committee members in the unit charter and can help units meet the minimum committee member requirements.
- The District Membership Chair and the District New Member Coordinator can train and mentor NMC's as well as facilitate idea sharing among NMC's on the district team.
- Having a team of NMC's in the unit makes it more fun and allows people to choose what they'd like to do.

### Share It! Shape It! Own It!

- Be sure that everyone knows the benefits.
- Tailor tasks and approaches to fit the NMC and the unit.
- Take personal responsibility for "making it happen" – and then recognize and celebrate successes.