

Roundtable Hot Topic

Membership Moments



Membership is the responsibility of all Scouters, leaders, units, districts and councils. By working together and sharing ideas we can strengthen units by strengthening their membership growth and retention plans.

The membership moment is the newest addition to roundtable to help units grow their membership and retain their Scouts.

The membership moment is supported by national materials. It will be updated regularly on the roundtable support page. Roundtable membership moments will also be available on the Membership and Marketing Hub.

Membership moments are one to two minutes ideas to share with your districts about a membership recruiting or retention idea. Ideally, membership minutes will be delivered by the district membership chair at each roundtable. They should share the information as they deem best, e.g., discussion, PowerPoint, or read them if necessary. This gives units and districts the opportunity to discuss membership ideas at roundtable, collaborate together and get new ideas from each other.

New Roundtable time formats which include the membership moments have been added to the roundtable support page to help you adjust your roundtable schedules to accommodate the addition of the membership moment.

Resource:

Marketing and Membership Hub: <https://scoutingwire.org/marketing-and-membership-hub/>