



Council Launch Strategies

for
NEW MEMBER COORDINATORS
where
Retention Meets Recruitment

NORTHERN STAR COUNCIL (St. Paul, MN) - Utilizing the New Member Coordinator (NMC) position this year during our fall campaign. Some highlights thus far:

- 96% of our units have identified who their New Member Coordinator is.
- A higher percentage of our units are trained this year and the NMC are promoting Scouting by wearing their T-Shirts to activities such as camp this summer.
- New Member Coordinators are being communicated with on a regular basis and will be communicated on a weekly basis as we enter September.
- NMC are getting more access into their schools by offering to do flag ceremonies and service projects for the school. The principals are happy and thus allow the youth and adults to promote scouting where access has been a challenge. This is also a result of NMC leveraging their personal relationships with their schools.
- NMC are using resources from the Council and their creativity to provide fun activities at their schools Open House to get youth engaged during the event and sign them up right away.
- NMC are more organized in their efforts of being prepared to promote scouting at their local events; parades, county fairs, and farmers markets.

TWIN RIVERS COUNCIL (Albany, NY) - Focus of discussion/training at council and district membership meetings July-October, introduction of NMC at fall kick-off programs in August, presentation at September Roundtables, ongoing district membership committee promotion and mentoring of NMCs [with leadership of Ed Kirby, Council Membership VP, and Dennis Dugan, Assistant Scout Executive].

NORTHEAST GEORGIA COUNCIL (Pendergrass, GA) - A component of fall kick-off trainings across the council, i.e., District Committee member training, Commissioners' Conference, Outdoor Training for Webelos Leaders, University of Scouting, and Fall Family Camping [all but the last are council-wide training events].

CRADLE OF LIBERTY COUNCIL (Philadelphia, PA) - Planning sessions with Council Membership V-P on how to adopt this valuable position have taken place and final plans are being made now. Roll out will be at a council kick-off event August 26.

LONGHORN COUNCIL (Fort Worth, TX) - The Longhorn Council conducted several individual training sessions for professionals, District Membership Chairs and Commissioners. A follow up supporting article in Council newsletter with a link to the NMC website has been distributed to all members of the council. Districts and Commissioners will begin the process working with their committees and encouraging unit leaders to recruit New Member Coordinators.

OLD NORTH STATE COUNCIL (Greensboro, NC) - Old North State Council has promoted the New Member Coordinator position as part of its year-round membership growth initiative to be owned and operated at the unit level. This New Member Coordinator position has been promoted in Council email blasts, the Council e-newsletter, at Council and District Commissioners meetings, at Council and District Key 3 meetings, at Council staff meetings, one-on-one discussions between District Executives and unit leaders, and at select Roundtables (Akela District giving it the most attention).

THE SPIRIT OF ADVENTURE COUNCIL (Boston, MA) - The Spirit of Adventure Council published a promotion of the New Member Coordinator position in the council weekly blog post. The post describes the welcoming function of the NMC and suggests how the NMC can help strengthen the unit by promoting and encouraging participation in council provided outdoor opportunities. The blog post also describes how to find the training for the NMC position.