

Scouting Needs Welcoming & Relationship-Building Teams Now More Than Ever!

“We are continually faced with great opportunities which are brilliantly disguised as unsolvable problems.”

Margaret Mead

NOW is our time of abundant opportunity to grow Scouting. Let’s put everything we have behind this effort!



Research on **what attracts people to a group** – and **what keeps them engaged** – shows that **the most important factor is a SENSE OF BELONGING**. The power of feeling that you belong holds true for youth seeking friends, families finding their place in a community, citizens gravitating to a political party, adults looking for social connections, or families seeking meaningful experiences for their children.

The sense of belonging is created not only through repeated outreach and welcoming but also through shared values and sustained relationship building. **We cannot grow Scouting without investing in developing a sense of belonging for our members and volunteers.**



One key to building belonging (which translates to growing membership) is to recruit, encourage, and support **New Member Coordinators in councils, districts, and units so that they can:**



- ◇ **Share their enthusiasm for Scouting**
 - * talking with parent friends
 - * posting on social media
 - * reaching out to new audiences
- ◇ **Brainstorm and implement recruiting and retention ideas for the unit, district, and council**
 - * identifying how to reach each target audience
 - * determining who will reach out to each group and how they will build the relationships
 - * preparing tailored messages about the benefits of Scouting and how each family can engage
- ◇ **Leverage millennial parents’ interest in helping the community**
 - * inviting Scouting and non-Scouting families to help with local projects
 - * publicizing Scouts’ community service thru social media and local press
- ◇ **Team with commissioners and executives to start and sustain new units**
 - * helping the new unit to recruit youth members
 - * inviting parents to help in small ways that will give them a sense of involvement
 - * sharing the personal “getting started” info that families need
 - * establishing relationships with family members so that everyone feels valued
- ◇ **Build informal WELCOME TEAMS in each unit to help spread the sense of belonging**
 - * talking with parents and with youth leaders to determine how each person can help
 - * encouraging family members to share what their children are doing in Scouting
 - * brainstorming and implementing ideas about how to keep in touch with each family
- ◇ **Re-engage previous Scouting families who have dropped out or become inactive**
 - * reaching out to family members to listen to questions and concerns
 - * inviting them to be part of upcoming activities and helping them re-connect



Building and sustaining relationships doesn’t happen magically.
Creating a sense of belonging takes thoughtful action.

New Member Coordinators can have terrific positive impact!



See more at: www.scouting.org/nmc