

Unit Membership Chair

Works in collaboration with the Unit Committee Chair to ensure that the unit's youth membership has sustainable and responsible growth.

Time

- Unit Committee Meetings
- Back-to-Scouting event (prior to start of school)
- Annual sign up night (held between August-October)
- New Parent Orientation (following sign up night)
- Available to unit committee and families between meetings to ensure healthy unit membership

Responsibilities

- Foster a culture of year-round recruiting in Scouting, including fall recruitment, onboarding of new families and retention of Scouts. Create membership and retention goals and review at committee meetings.
- Develop and implement, with assistance from the unit committee, a year-round membership marketing plan.
- Update your unit's pin at www.beascout.org to reflect accurate information. Manage any inquiries and/or applications throughout the year.
- Promote peer-to-peer recruitment.
- Coordinate with the unit committee to host a back-to-Scouting event in late summer, before school starts.
- Confirm unit recruitment presence at your school's open house and/or meet the teacher.
- Promote your Sign-Up Night on social media and with your charter organization
- During the actual Sign-Up Nights, ensure there is volunteer support for the fun, interactive activity planned for the new youth
- Within a week of your Sign-Up Night, help lead a fun, informative Parent Orientation to further welcome families and engage volunteers