

District Membership Committee

The district membership committee recruits new members, helps organize new units, reorganizes dropped units and units not meeting, and gathers information on prospective chartered organizations in a systematic way. It establishes and maintains mutually beneficial relationships with major community organizations and strategic alliances, both those with and without Scouting units. These include religious, educational, civic, fraternal, and veteran organizations and associates; labor unions; business and industry; professional societies; and other organizations with objective compatible with the Boy Scouts of America.

Five Sources of Membership Growth

1. Growth from youth recruitment/additional enrollments
2. Growth from program transition (Cub Scout to Webelos Scout, Webelos Scout to Scouts BSA, Scouts BSA to Venturer)
3. Growth from new units
4. Growth from stopping dropped units
5. Growth from increasing tenure/more youth reregistered at unit charter renewal

Measurable indications of success are when:

- The percentage of youth served increases for the district.
- New units are organized in parts of the district where units were not easily available to youth.
- Units are reorganized that would otherwise have dropped or had their charters lapse.
- More community organizations have their own Scouting units.

District Membership Committee Chair Role and Responsibilities

The goal of the committee chair is to build a volunteer committee structure to ensure steady, balanced membership growth throughout the district, paying particular attention to areas of special need, while maintaining mutually beneficial relationships with the charter organizations and other community and youth-service groups within the district's territory.

Responsibilities include:

1. Reports to the district chair.
2. Recruit enough of the right kind of people to support all functions of the committee.
3. Service on the council membership committee.
4. Develop a plan to achieve the annual membership goals, including new-unit organization, Tiger Cub graduation, Webelos transition, fall roundup, spring and fall School Night for Scouting programs, and other membership programs as needed.
5. Monitor achievement monthly; be alert to deviations or trends that demand a response; strive to maintain monthly balanced growth and improved membership retention in all programs.
6. Attend district committee meetings, reporting in the field of responsibility, while lending expertise to the decision-making process.
7. Gather annual school enrollment statistics to determine market penetration as an aid for determining new-unit organization needs.
8. Give attention to youth with special needs, those in rural areas, those in low-income areas, etc.
9. Develop and expand relationships between chartered organizations and the district.
10. Cultivate community organizations, groups, and associations that might become chartered organizations or support Scouting in other ways.
11. Conduct, as needed, relationships conferences and chartered organization representative training.

12. Support the religious emblems program of chartered organizations.
13. Conduct a community organization survey, listing all community organizations with interests within the district territory, surveying their needs and desires regarding young people and their ability to organize one or more units.
14. Meet with the council membership chair at the council's coordinated committee meetings to plan, share ideas, and for training.
15. Help develop and achieve the goals in the membership area to help the district improve in the Journey to Excellence membership criteria annually.

District Membership Committee Activities

A district membership committee does the following to ensure a district's steady, balanced membership growth:

1. Gather information:
 - Work with the district executive to plan for membership and new unit growth in the district.
 - Plan and conduct youth fact surveys to find out how many youth there are of Cub Scout and Scouts BSA age.
 - Analyze district membership figures on the number of Cub Scouts, Scouts BSA and Venturers for the past several years.
 - Find out where units of each age level are located to help decide how many units of each type are needed and where.
 - Track membership growth throughout the current year.
 - Develop a list of potential chartered organizations in the district.
 - Gather information about various types of community organizations, as well as individual organizations within each type.
 - Track and attain membership growth objectives annually as defined through the council's strategic plan.
2. Help youth join existing units:
 - Plan and carry out district roundups and other youth recruiting campaigns
 - Help existing units develop a plan of year around recruiting and willingness to look for new members
 - Keep a list of all Scouting units that have not added new members in the last six months. Help coach units that show no growth in membership
 - Recruit and train new-unit organizers.
 - Promote units to recruit New Member Coordinators and work with the District Training Committee to ensure New Member Coordinator training is offered
3. Organize units:
 - Recruit and train organizers for new units as well as those needing reorganization.
 - Organize new packs, troops, and crews.
 - Conduct a Together Plan to bring Scouting to a number of organizations.
 - Reorganize units that need a new start.
 - Make sure that new or reorganized units are under the care of a member of the commissioner staff before the organizer leaves.
 - Promote the whole Scouting family in the same charter organization (pack, troop, and crew).

- Organize new packs, troops, and crews to meet the needs of serving youth in your district.
 - Work with district training teams to provide new units with trained personnel.
 - Be sure a new unit is under the care of a commissioner before the organizer leaves.
4. Cultivate relationships with community organizations:
- Encourage community organizations to use the Scouting program.
 - Plan and conduct chartered organization surveys.
 - Cultivate relationships with potential chartered organizations and community groups.
 - Share with other district leaders how to work effectively with various types of organizations.
 - Conduct district relationships conferences for heads of chartered organizations and chartered organization representatives.
 - Share information with other district leaders about how to work more effectively with various types of organizations.
 - Promote the religious emblems program.
 - Act in close liaison with council leadership to maintain or regain Scouting access to schools.

Optional District Membership Committee Roles

The following coordinators are members of the District Membership Committee and report to the District Membership Committee Chair.

New Cub Scout Event Coordinator

Principle responsibilities include:

- Schedule an activity for new Scouts.
- Welcome new parents and Scouts.
- Engage new parents in unit activities.

Webelos Transition Coordinator

Principle responsibilities include:

- Coach Cubmasters, Webelos den leaders, and Scoutmasters in the transition process at roundtables, at training courses and through personal contact.
- Schedule a Meet the Troop event or work with District Activities Committee to organize a Webelos Woods event to give Webelos Scouts an opportunity to interact with the Scouts BSA Troops in the district.
- Work with unit commissioners to follow up on Webelos Scouts who have not joined a troop.
- Work toward 100 percent Webelos-to-Scout transition.

New Unit Coordinator

Principle responsibilities include:

- As part of the new-unit organizing team, attend new-unit organizer training. The new-unit organizing team consists of the new-unit organizer, new-unit commissioner, new-unit district training coordinator and district executive.
- Become familiar with the four pillars of high-quality units to ensure that the unit starts the right way.
- Introduce the new-unit commissioner to the unit committee as the commissioner begins his or her role.

- Work with the chartered organization to introduce the Scouting program and promote all levels of Scouting.
- Work with the chartered organization to select and recruit leadership for the unit. Leadership should be in place before youth are actively recruited.
- Work with the training committee to ensure that newly recruited leadership are trained in Youth Protection and receive leader-specific training by position.
- Work with the leadership to create a detailed plan for the Scouting program, including tentatively activity schedules, plans for weekly and monthly meetings, scheduled monthly committee meetings, and a budget introducing product sales.
- Work with the new leadership to help provide training on youth recruitment strategies. Using BSA resources such as recommended scout talks, high-adventure surveys, activity nights, and other best methods.
- Ensure that the paperwork for the new unit is submitted to the district executive or his or her designee for submission to the local council service center.
- Present charter with the new-unit commissioner to the chartered organization.

Literature

- *Membership Committee Guide*, No. 33080 (available online at <https://filestore.scouting.org/filestore/regions/central/PDF/Membership%20Committee%20Guide.pdf>)
- Community Organizational Survey Worksheet, No. 522-222 (available online at <http://www.scoutingnewsroom.org/wp-content/uploads/2014/01/522-222WB.pdf>)
- *The Together Plan*, No. 32990 (available online at <https://filestore.scouting.org/filestore/commissioner/pdf/522-990.pdf>)
- *A Road Worth Traveling: The Big Picture of How to Start a New Scout Unit*, AV-07V014