

District Membership Chair Position Description (*Short Version*)

Reports to: District Chair

Term of Service: 1 Year

Objectives of the Role:

- Using available District resources to help Units successfully and sustainably grow to their optimal size.
- Grow Scouting through the organization of new Scouting units and new members joining existing units.

Works With: District Executive, Commissioner Corps, and District leads for Communication, Activities and Training, as well as Council Membership Support: Recruiting Coordinator ([Bert Bender](#) or 404.307.9403), Staff Recruiting Advisor ([Richard Fallon](#) or 330.815.1043), and Membership VP ([Doug Turner](#)).

Specific Responsibilities:

• Recruit and Lead Membership Team of top volunteers to perform one or more functions on the Membership Committee. Positions can include Recruiting Coordinators (overall unit advice), School Sign Up Night Supporter (advise on those events) and Fun Recruiting Event Advisors, New Unit Chair and New Unit Organizers, Troop Recruiting Guru and Arrow of Light to Scouts BSA Transition, Interpreters, BeAScout Helpers, Flyer Fillers, and more. ○ Detail and resources for those functions are found at scoutingatl.org/MembershipTools	
• Support Sustainable Recruiting in Units, directly or through one or more Recruiting Coordinators who counsel Units on their Unit Run recruiting program the steps found at scoutingatl.org/recruitingresources, 1) building a calendar of activities, 2) promoting the Unit, 3) recruiting leaders, 4) building school/community presence, 5) sign up events (both School Signup Nights and fun unit events) and family orientation, and 6) more activities.	

- **Support Recruiting Events**, directly or through one or more Membership Team Members for events like sign up nights, unit participation in community activities, and district on boarding fun events.
- **Handle Hardest Cases**, often directly but also in consultation with District Chair, District Executive and/or District Commissioner, as applicable, including working around restrictions on school access (for flyers, buzz ups, or Signup Nights), issues where Unit Level Volunteers are not in sync with Council goals, and helping Unit Leaders transition in the event of unexpected recruiting.
- **Keep The Team On Task**, namely, the task of developing successful and sustainable units. Common issues that might arise with team members – including District Professionals – including volunteers not following through and Team Members Over-Focused on More New Youth and not More Adult Leaders.

Qualifications:

- Ability to recruit and develop top level volunteers.
- Ability to organize and lead quality recruiting events.
- Ability to motivate unit volunteers.

Expected Time Commitment:

- District Committee Meetings – mostly monthly. Some Roundtable Meetings when Recruiting is a Topic.
- Council Coordinated Meetings – quarterly.
- Attendance at District recruiting events – as needed.
- Meetings/Zooms with District Membership Team Members – as needed.

[Click here to go to the top](#) of the full [Membership Chair](#) description and the [links to all roles you might fill](#).



ATLANTA AREA COUNCIL



District Membership Chair Position Description (*Full Version*)

Snapshot: Lead the Membership Function serving Units, using available District resources to help Units successfully and sustainably grow to their optimal size. The membership function strives for growth through the organization of new Scouting units and growth through new members joining existing units.

Goals/Metrics: Set realistic Unit membership growth goals including Adult Leaders. Support units to meet new member goals and improve youth retention percentage. Organize new Units where needed.

Reports to District Chair and **Works With** Council Membership Team, plus District Units, Committee, and Commissioners, especially the following (who can be in the roles below *and* on the Membership Team):

- District Executive (especially on coaching the School Sign Up Night process and follow up); District Executive to share information and data on recruiting, like Sign Up Night data sheets, and activate Membership Chair in My.Scouting in the functional role of “District Membership Committee Chair”.
- Activities Chair (and any joining, crossover and other “test drive Scouting” activities available)
- Training (ensuring adult leader engagement to provide a foundation of able, engaged leaders)
- Advancement ([resources for Adult Leaders](#) to put on quality program in a simple, easy, fun way)
- Commissioners (can provide great support for Units and inform Membership of issues)
- Communications Team (using District channels – website, emails, texts, Facebook – to share ideas).

Responsibilities:

- **Overall: Support Sustainable Recruiting.** Plans, coordinates and implements a yearlong membership recruitment and retention plan in sync with the Council Membership Plan and Unit needs, including:
 - Helping existing Units recruit new members and helping potential members join existing Units.
 - Helping organize new Units with a foundation for success.

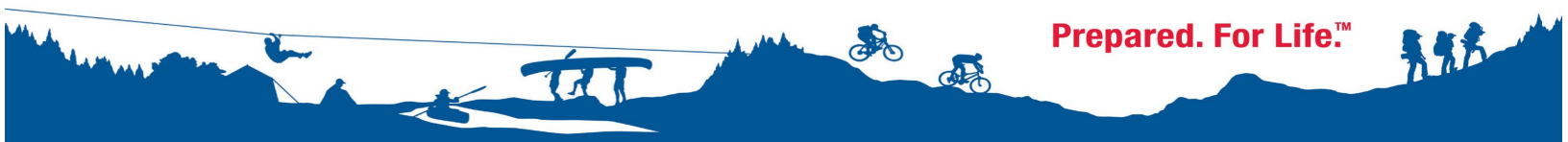
Coordinate with your District Key Three about appropriate and sustainable realistic recruiting goals, launching new units only when the path is clear and adding new youth only where the foundation is laid, because success isn’t “initial” signup but “sustaining” signup next year and beyond.

- **Recruit and Lead Membership Team** of top volunteers to perform one or more functions on the Membership Committee. In many cases, the Membership Team need not “silo away” from other District Roles like Commissioner Corps or District Committee members – the overlap in Membership, Program and Unit Service focus means there is value in overlap in similar roles.
 - Membership functions **can** include the following (recruited in consultation with the District Chair and District Executive) – *a Membership Chair may perform some functions directly and some functions may not be filled* – click any hyperlink to jump to the description of the role or function:

Essential Functions (in most Districts – either Membership Chair or team member):

- [Recruiting Coordinators](#) who counsel Units on their overall recruiting program with resources like scoutingatl.org/recruitingresources, maybe with team members like those listed below
- [School Sign Up Night Supporters](#) to coach Pack Volunteers to help them succeed at scheduling and presenting School Sign Up Nights
- [Membership Mouthpiece](#) to share recruiting ideas with Units and District volunteers
- [New Unit Chair](#) to organize teams that will support new unit development and revival of collapsing units trying to restart
- [New Unit Organizers](#) to work with one new or failing unit (*could be a commissioner*)

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Beneficial Functions (if you have the help ready, willing and able to help with these efforts):

- **District “Test Drive” Event Organizers** of events open to all families to support recruiting into all area units
- **Fun Event Advisors** to encourage and support Unit Fun Sign Up Events, sharing ideas to make those successful
- **Spring Recruiting Advisor**, a seasonal advisor about ways to recruit
- **Flyer Fillers** with graphics skills ([Canva?](#)) helping Units prepare personalized flyers that are most attractive to new families
- **Demographic Data Dogs** who might help identify where new Units are needed; maybe share unit “when we meet” info
- **BeAScout “Bug”** helping Units keep their BeAScout data up to date; maybe share unit “when we meet” info with all
- **Interpreters** who can attend events to help communicate with non-English speakers
- **Abilities Ambassadors** who can help advise units about serving those with different abilities
- **Retention Resources** who – hand in hand with a District or Unit Commissioner – can advise Units about how to deliver program that will help retain Scouts year after year.
- **Scouts BSA Recruiting Gurus** who counsel Troops and Troop Leaders about general recruiting ideas
- **Arrow of Light to Scouts BSA Transition**, advisors who specialize in that key Troop recruiting method
- **Venturing Recruiting Advisors** who advise Crews and Crew Leaders
- **Charter Organization Relationships** – a team member to support positive relations with chartered orgs of many types
- **School Relationships** to support positive relations with schools, and tips to Units about how they can build relationships
- **ScoutReach Finance Finders** who can help Units and families navigate available financial resources (AAC and otherwise)
- **School Buzz Up Stars** to substitute for over-scheduled DEs and Packs not yet Buzz-able
- **Exit Interview Surveyors** who can help guide families to the right units and/or help identify unit problems

Membership Chair works to ensure that desired positions are filled with capable, dedicated teams of volunteers, including successors to allow individuals to rotate out of roles when necessary.

➤ Also acts promptly to replace volunteers when they become inactive and in the absence of any volunteer serves in necessary functions until filled by a new volunteer.

- **Support Sustainable Recruiting in Units**, directly or through one or more **Recruiting Coordinators** who counsel Units on their recruiting program with resources like scoutingatl.org/recruitingresources, following the **Six Steps to Successful and Sustainable Recruiting**: 1) **Calendar of Activities**, 2) **Promote**, 3) **Recruit Leaders**, 4) **School + Community Presence**, 5) **Sign-Up Events**, and 6) **More Fun Activities**.
- **Handle Hardest Cases**, ultimately often directly but also in consultation with District Chair, District Executive and/or District Commissioner, as applicable, including:
 - Issues where Unit Level Volunteers are not in sync with Council goals (e.g., failure to communicate about School Night Recruiting and recruiting more Scouts than available volunteers can lead).
 - Remember that our volunteers are not employees and District / Council people are not bosses.
 - They *volunteer* to help Scouts. We don’t boss them.
 - If a Unit can handle six dens, K through 5, with 10 max in each den, that’s their deal. It’s a bait and switch on volunteers if they are told to take 120 with 20 in each den. Leaders will quit.
 - So maybe start a second Pack at that school with the proper steps to have a strong foundation.
 - Helping Units with unexpected recruiting, like moving from 50 (6 dens) to 80 (and 12 dens).

- For units that want to take on that challenge, there is no “easy button” solution.
- But counseling (ideally with a good Unit Commissioner) can help provide ways to grow.
- **Keep The Team On Task**, namely, the task of developing successful and sustainable units. Common issues that might arise with team members – including District Professionals – include:
 - *Volunteers not following through.* It happens. Call the Volunteer – find out what the issue is, and deal with it – maybe you need to replace someone, but maybe they just need more time or more direction about what to do. (Hey, they’re *volunteers!*) And Praise in Public, Criticize in Private.
 - *Team Members Over-Focused on More New Youth.* Yea to having more Youth. Boo to having more in Units that cannot support them because they lack leaders.
 - A unit that only has a couple of youth facing leaders can really only lead a couple of dens. That’s maybe 20 or 25 kids.
 - Recruiting into a Pack so that it grows to 40, 50 or 60 means you need at least 6 engaged and able den leaders to run the program in a successful and sustainable way. Plus Committee folk.
 - Recruiting into a Pack so that it grows to 40, 50 or 60 with only two youth facing leaders means that half of the families will leave because they don’t like chaos. Plus, you’ll tarnish the local reputation of Scouting if the Pack program is not high quality due to lack of leaders.
- **Attend the following meetings:**
 - Regular District Committee meetings, as a member of the District Committee (and/or submits a written report on the progress towards goals as well as anticipated challenges and needs)
 - Roundtable meetings (and/or provides a Membership Message and resources to support Units)
 - Council Coordinated Meetings (January, April, July, October) and, as scheduled, Membership Meetings at or adjacent to Council Coordinated Meetings, not just to “attend”, but to share in the give and take of ideas, tips, concerns, ways to improve the recruiting process.
- **Celebrate Success.** Consider these key measurements that a Membership Chair needs to monitor:
 - Metrics. Celebrate progress towards your numeric goals. Your reasonable numeric goals.
 - Morale. Gauge the happiness of your Unit Level Volunteers – are they “in a good place”.
 - Mend. Where the process slips (units not yet formed, goals not met, goals over-met, Units not happy), tend as best you can with your team to get back on track.

Length of Term: One year (beginning from the Annual District Business meeting).

How Selected: By the District Chair in consultation with the District Executive.

Additional Resources: AAC Recruiting pages at scoutingatl.org/recruitingresources and the pages under that.

Membership Committee Guide (2017):

filestore.scouting.org/filestore/regions/central/PDF/Membership%20Committee%20Guide.pdf

National New Unit Roadmap (2020): <https://www.scouting.org/wp-content/uploads/2020/10/522-025-Unit-Roadmap-Final.pdf>

District New Unit Steps (2011): filestore.scouting.org/filestore/commissioner/pdf/522-904.pdf

Scouting For Youth With Disabilities: www.scouting.org/resources/disabilities-awareness/

Membership and Marketing hub: scoutingwire.org/marketing-and-membership-hub/councils/

Unit and Individual Membership Renewal: scouting.org/resources/unit-and-membership-renewal/

Recruiting Resources: scouting.org/recruitment/

Troop Recruiting: scouting.org/programs/scouts-bsa/membership-corner/

[Click here to go to the top](#) of the full **Membership Chair** description and the [links to all roles you might fill](#).

ATLANTA AREA COUNCIL



District Recruiting Coordinator Position Description (f/k/a “District New Member Coordinator”)

Snapshot: Support Units as they Recruit new Leaders and Youth by sharing ideas and resources. Supporting “back to school” recruiting is just part of Recruiting Coordination – this is a Year-Round Process.

Goals/Metrics: Empower Units to conduct successful recruiting and effectively welcome new families. Contact all Units and maintain communications year round.

Reports to: District [Membership Chair](#)

Works With: Units, District Committee and Commissioners, and especially:

- District Executive, including transparent and ongoing communication about the needs and challenges of each Unit in the recruiting process, as every Unit will be different.
- Activities Chair (and any joining, crossover and other “test drive Scouting” activities available)
- Training (ensuring adult leader engagement to provide a foundation of able leaders)
- Advancement ([resources for Adult Leaders](#) to put on quality program in a simple, easy, fun way)
- Commissioners: Commissioners, and Unit Commissioners knowledgeable about their Units, can be very helpful in this effort – there is a great overlap between “friendly coaching contact” functions for Commissioners and for District [Recruiting Coordinators](#)
- Communications Team (using District channels – website, emails, texts, Facebook – to share ideas)
- Council Membership Teams (to share – give and take—ideas about effective recruiting)
- Other District Membership Team Members, including anyone assigned to perform [Membership Functions](#), especially anyone performing these roles (note: some roles don’t get filled, or don’t get filled by someone other than the [Membership Chair](#) or [Recruiting Coordinator](#)):
 - [Membership Mouthpiece](#), who can “get the word out” that [Recruiting Coordinators](#) want to share with Units and District volunteers.
 - [School Sign Up Night Supporters](#) who work with Units, to help train and coach and support so that Units know the ways to recruit.
 - [New Unit Organizers](#) (to be sure they are in the loop on Recruiting Tools)
 - [Fun Event Advisors](#) who are keen on helping Units put on their own fun joining events, as well as [Spring Recruiting Advisor](#) who share the value of spring/summer events for family, friends and fun.
 - [Scouts BSA Recruiting Guru](#) and any [Venturing Recruiting Advisor](#) for help in those programs.
 - [Flyer Fillers](#), who can really help units promote themselves.
 - Other [Recruiting Coordinators](#) in your District, if you have sufficient interest and want to divide up your unit assignments. (Maybe Unit Commissioners keen on sustainable membership growth.)

Responsibilities:

- **Coordinate With Units On The Six Steps of Successful Recruiting.** Counsel Units on their recruiting – a recruiting plan that works for them – with resources like scoutingatl.org/recruitingresources, encouraging Units to follow these steps from the Council plan for successful and sustainable recruiting:
 - 1) Make a [Calendar of Fun Activities](#) that youth and families want to do.
 - 2) [Let People Know – Promote Your Fun Events!](#) – using multiple media like [Flyers](#) (both [Council Flyers](#) and [Do It Yourself Flyers](#)), and Social Media and [BeAScout and Online Registration](#).

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- 3) [Recruit More Leaders and Helpers](#) – yes, recruiting is hard. But that page has many ideas.
 - 4) Grow your [School and Community Presence](#).
 - 5) That leads to [Sign-Up Events](#): both "School Sign-Up Night" and Fun Joining Events. [Any Fun Den or Pack Activity can be a Welcoming Joining Event](#) where new families "test drive" Cub Scouting!
 - 6) Then ... More Activities, like [Cub Scout Adventures](#) and also just [Fun, Simple, Easy Activities](#).
- **Coordination with Units on Recruiting Best Practices:**
 - With District Professional(s) and other District resources (maybe Commissioner Corps), *get to know each Unit and their unique recruiting needs* – some Units are ready for more youth now, many need more leaders engaged before taking more youth, most need to work on both tracks.
 - With District Professional(s) and [Spring Recruiting Advisors](#), develop, promote and implement *support for Units with Spring recruiting efforts*, including (1) laying the foundation for School Year Recruiting (Steps of Creating a Calendar of Activities, Promoting the Calendar, Recruiting Leaders, and Elevating School and Community Presence), and (2) if the Unit desires, recruiting new families to start with Spring and Summer events easy, simple, fun events.
 - With District Professional(s) and any [Membership Mouthpiece](#), develop and deliver *recruiting communications, systems and training* to promote and encourage Unit-Driven recruiting plans and new family onboarding and share resources.
 - With District Professional(s) and [School Sign Up Night Supporters](#), *support AAC School Sign Up Nights* as part of Fall recruiting, including (1) coordinating with Unit teams (to train and coach Units so that they are active and engaged, able to direct their recruiting efforts, with District support only if needed), and (2) where District staff take the lead, tailoring School Sign Up Night pitches to the recruiting needs of the Unit (e.g., recruiting adults, and conveying the need for adult engagement).
 - With District Professional(s) and [Fun Event Advisors](#), *support Pack Planned (Unit Planned) Fun Joining Events* as part of Fall recruiting. Or Winter, Spring or Summer Recruiting. [Any Fun Den or Pack Activity can be a Welcoming Joining Event](#) where new families "test drive" Cub Scouting!
 - With District Professional(s) and [School Sign Up Night Supporters](#), *relay lists of leaders (and potential leaders)* to the right District resources who can support Unit Leader Training and Adult On-boarding.
 - **Attend the following meetings:**
 - Any District Membership Committee Meetings.
 - Regular District Committee meetings, since the [Recruiting Coordinator](#) is ideally also a member of the District Committee
 - Roundtable meetings (and/or submits a written report on support and resources for Units)
 - Council Coordinated Meetings (April, July, October) or Membership Meetings adjacent to Council Coordinated Meetings, and Annual Key Leader's Conference (January), not just to "attend", but to share in the give and take of ideas, tips, concerns, ways to improve the recruiting process.

Length of Term: One year (beginning from the Annual District Business meeting).

How Selected: By the [Membership Chair](#) in consultation with the District Chair and District Executive.

[Click here to go to the top](#) of the full [Membership Chair](#) description and the [links to all roles you might fill](#).

Other Membership Team Position Descriptions

School Sign Up Night Supporter. Volunteer(s) to support School Sign Up Night training and coaching of local Pack Volunteer Leaders, to give them the ability to plan, promote and present at School Sign-Up Nights, working closely with the District Professional and key Pack volunteers. Tasks could range from among the following (some Supporters might just do parts of this description):

- 1) ensuring that Pack Volunteers and District Professionals understand the process and each other's plans and goals (e.g., District Professional understands Pack situation, plans and prospects, including optimal size and likely leader depth or lack; Pack Volunteers understand District/Council plan for which Schools to recruit from and when) and are each in coordination/communication with the school;
- 2) helping reconcile any issues/concerns between District and Plan plans (e.g., dialing back recruiting to "fit" the likely leader foundation to keep the Pack to an optimal sustainable size) – elevate to [Membership Chair](#) as needed if not easily solved;
- 3) assist in ensuring Pack Volunteers and District Professionals understand the recruiting plan and resources at scoutingatl.org/recruitingresources, following the [Six Steps to Successful and Sustainable Recruiting](#): 1) [Calendar of Activities](#), 2) [Promote](#), 3) [Recruit Leaders](#), 4) [School + Community Presence](#), 5) [Sign-Up Events](#), and 6) More Fun Activities;
- 4) advance administrative support for Sign Up Nights, like distributing flyers to schools;
- 5) administrative support at Sign Up Nights, like help creating/collecting/sharing sign in sheets (including, where applicable, use of Invitation Manager for a database and instant sharing of online applications), assisting completion and collection of applications, copying/photo of applications collected by District Professionals to share with Pack Leader for immediate Pack contact with families;
- 6) follow up as needed, especially ensuring that Pack leaders get immediate contact information for all new signups and all prospects, including leader prospects.

Some School Sign Up Night Supporters might take the "lead" on some School Sign Up Nights and Buzz Ups but only if local Pack Volunteer Leaders need that support.

<[Click here to go to the top](#) of the full Membership Chair description and the [links to all roles you might fill](#).>

Membership Mouthpiece. Someone to get the word out to Unit Volunteers about recruiting resources and opportunities using District Communication tools (website, emails, texting apps, Facebook, in person announcements, etc.).

- Could be – if you District has one – an existing volunteer handling those communication tools for various District functions.
- Need not "invent the wheel" – could consist mostly of "echo" of resources circulated by the Council, but with a more personalized local touch and contact.

Flyer Fillers. Volunteer(s) with computer skills who can help Units create their own flyers with their own content and pictures, so that Units can have their own customized flyers for distribution electronically and by hand. See ideas and some templates at scoutingatl.org/promotingthepack.

- Computer skills include ability to edit a flyer document, or, better, use tools like Canva, Adobe Photoshop, Indesign, MS Word.



- Also useful is a sense of possible Scout activities for Unit promotion (e.g., list fun activities that will be attractive to parents, not only “we meet on Mondays”). Bonus if you help Units do it themselves.

<[Click here to go to the top](#) of the full Membership Chair description and the [links to all roles you might fill](#).>

District “Test Drive” Event Organizers. Volunteer(s) who will also be part of the District Activities team who lead and put on multi-Unit events where families can come out and “test drive” Scouting.

- In Cub Scouting, often referred to “inside” Scouting as “delivering the promise” (of Scouting) events.
- Could be Pinewood Derbies, Raingutter Regattas, bike rides/rodeos, fishing, Cub-O-Lympics, cookouts, Fun Fairs, a combination of those activities, or whatever your team and units want to do.
- Scouts BSA Troop events can be organized too.

Fun Event Advisors. Volunteer(s), maybe also affiliated with the District Activities team, who can advise Units on fun events that can be done on a Unit level (Den, Pack, Troop, Crew) as fun activities that also serve as welcoming joining events where kids and families can “test drive” Scouting.

- Could involve sharing resources like [sign up event](#) ideas plus also scoutingatl.org/FunActivities.
- Could involve some “hands on” tips on how to plan, promote, and produce an event for families who need that sort of help.

Spring Recruiting Advisor. Overlapping with Fun Event Advisors, Volunteer(s) who can pitch to Packs the value and fun of Spring Recruiting into Den and Pack activities that are just **fun, simple and easy**.

- Gatherings of Friends and Families. Where leaders get to know parents, and parents share ideas with leaders, and parents become leaders.
- Where new youth maybe earn Bobcat and maybe a loop – or just have fun.
- More [here](#) and at scoutingatl.org/signupeventstips#SpringRecruiting plus also scoutingatl.org/FunActivities.

Scouts BSA Recruiting Guru. Volunteer(s) who will work with Troops to advise on and develop recruiting tools for Troop recruiting. Many ideas are at scoutingatl.org/ScoutsBSARecruiting.

<[Click here to go to the top](#) of the full Membership Chair description and the [links to all roles you might fill](#).>

Arrow of Light to Scouts BSA Transition. Volunteer(s) to aid units in transitioning (crossing over) fifth grade Scouts into Scouts BSA Troops. Tools in the toolbox include joint Troop/Pack events (both one Troop and one Pack, and multi-Troop/Pack events), Arrow of Light + Troop Campouts and/or camporee-like multi-unit events that are structured for Cub Scout participation, advice on Troop “open house” events that will be attractive to new youth. Share Scouts BSA Troop Recruiting resources with Troops: scoutingatl.org/ScoutsBSARecruiting.

- Bonus: share crossover ceremony ideas and onboarding ideas.
- P.S.: [any 10 year old Fifth Grader can register to join a Scouts BSA Troop on or after March 1](#), whether or not they were in Cub Scouting and whether or not they earned the Arrow of Light – so outreach to all Fifth Graders is useful to get them acclimated to Scouting and get them to Summer Camp!

Venturing Recruiting Advisor. Volunteer(s) who will work with Crews to advise on and develop recruiting tools. Ideas very similar to scoutingatl.org/ScoutsBSARecruiting – just tailor it to what your Crew does.

<[Click here to go to the top](#) of the full Membership Chair description and the [links to all roles you might fill](#).>

BeAScout “Bug”. Volunteer(s) who know how the “BeAScout” website works (how to create an attractive, informative pin), and can work with units to keep them updated, either by direct contact or by submitting “BeAScout” messages to whoever is listed in the BeAScout site, since those may not be current.

- Also how to use Online Applications, create quality automatic emails to BeAScout individuals.

- Bonus: since most pins will (should) indicate the schedule or cadence of Unit meetings (like what day(s), how often), a BeAScout Bug might collect and share a list of when Units meet to help families find units and help District volunteers guide families to units that fit their calendars.
- Super Bonus: if someone is really into this, they could do this on a multi-District basis.
- See scoutingatl.org/updateBeAScoutpin.

Demographic Data Dog. Volunteer(s) with a passion for data analysis might work with Council staff to analyze trends to see what areas are the most underserved. Role could include:

- Review existing Council data on TAY (Total Available Youth) in local school boundaries.
- Review school enrollment statistics in order to determine market penetration as an aid for determining new unit organization needs.
- Maybe produce school maps and identify local units that will likely “draw” from those schools, to ensure that (1) Commissioners and other volunteers are aware, (2) units that share a school work nicely together (multi-Pack activities are good!), and (3) identify underserved school areas.

<[Click here to go to the top](#) of the full Membership Chair description and the [links to all roles you might fill](#).>

School Relationships. Volunteer(s) who will assist in developing relationships with Schools and the mutually beneficial relationship between Schools and Scouting. Share with Units (and Commissioners) concerns and ideas and opportunities and how to work more effectively with schools, like these [School relations](#) ideas. Role could also include:

- Conducting relationship conferences in the District (or with the Council) for School Administrators.
- Joining a “new unit sales team” to pitch Scouting to a potential School host.
- Share stories about the value of Scouting and update about Scouting issues and successes.

Charter Organization Relationships. Volunteer(s) – maybe assigned by type of chartered organization (e.g., religious denominations, but others too, like civic clubs, community groups, schools, PTA/PTO, fraternal organizations, military/veteran groups, home schooling associations, labor unions) – who will assist in developing relationships with religious, educational, civic and community organizations to encourage them to use the Scouting program. Share with Units (and Commissioners) concerns and ideas and opportunities and how to work more effectively with various types of organizations. Role could also include:

- Conducting relationship conferences in the District (or with the Council) for heads of Chartered Organizations and Chartered Organization Representatives.
- Joining a “new unit sales team” to pitch Scouting to a potential Chartered Organization.
- Education about the role of Chartered Organizations. Bonus: Conduct [Chartered Organization Representative Training](#), or accompany your CORs to that training.
- Share stories about the value of Scouting and update about Scouting issues and successes.
- Cultivate community organizations, groups, and associations that might become chartered organizations or support Scouting in other ways, such as by hosting District meetings or activities, providing Merit Badge Counselors or instructors, or (of course) Friends of Scouting.

Scoutreach Finance Finders. Volunteer(s) who can help Units and families navigate available financial resources through the [Council Scoutreach Program](#) or otherwise.

Interpreters. Do you have Schools with significant amounts of non-English speaking parents? You will want helpers just to interpret for them at Sign Up Events.

<[Click here to go to the top](#) of the full Membership Chair description and the [links to all roles you might fill](#).>

School Buzz Up Stars. Not every Pack will be ready to do a “tight 90 seconds” Buzz Up and really create a buzz with the kids in School. And District Executives will be stretched to fill the gap. But some District Volunteers may be really great at doing a “tight 90” Buzz Up and fill that gap.

Abilities Ambassadors. Volunteer(s) who can advise Units about how to serve Scouts with varying abilities, in order to provide guidance to uncomplicated situations and allow all youth to participate. Could be a multi-District resource. Resources include those at www.scouting.org/resources/disabilities-awareness/.

<[Click here to go to the top](#) of the full Membership Chair description and the [links to all roles you might fill](#).>

Exit Interview Surveyors. Volunteer(s) who will assist in contacting families who were (1) almost in Scouting (attended a signup event or received a My.Scouting invitation) but didn’t join or (2) joined but left at or before recharter time. Have discussions in order to get feedback on why they did not join or why they left Scouting. Sometimes a text or phone call will be super helpful either to the family or the unit and the District.

- Some “easy” solutions to common reasons to not join or continue include:
 - Problem: “Meeting on ____day nights conflicts with our other Activities.”
 - Solution: *Here’s a nearby Unit that meets on ____day. Does that work for you?*
 - Problem: “We can’t afford the costs of registration and uniforms.”
 - Solution: *Scoutreach assistance can provide camperships, uniforms, handbooks, and more.*
 - Problem: “I hear you have to be a member of a Church because of Duty to God. We’re not.”
 - Solution: *That isn’t a requirement. We respect all family beliefs consistent with the Scout Law, which doesn’t require any form of religious belief.*
 - Problem: “They told us we have to sell product. We just don’t have time for that.”
 - Solution: See if the unit really has that requirement, or if the family can just pay.
- Some “harder” solutions to common reasons to not join or continue include:
 - Problem: “This Mom also wants my daughter to join – but this Pack doesn’t allow girls.”
 - Solutions: (1) *Let me check on that – but let me ask: would you be willing to be an assistant leader to help out?* (2) Circle up with Commissioner and District Executive to see who knows whether, with female leaders, the Unit would open up to girls. (3) Contact Parent with update.
 - Problem: “Nobody told me where and when they meet.”
 - Solutions: (1) *Let me check on that and find out why.* (2) Circle up with Commissioner and District Executive to see who knows what’s going on in the Unit. (3) Someone contacts unit to find out what the communications plan is supposed to be. (4) Contact Parent with update.
 - Problem: “We don’t like the leaders. Let me tell you why.”
 - Solutions: (1) *Let me check on that and see if we can find a better fit.* (2) Circle up with Commissioner and District Executive to see who knows what’s going on in the Unit and whether there is a nearby friendly unit open to new members. (3) Contact Parent with update.
- Other feedback (even tough criticism) can be very useful for the Unit, but work with District Key Three Leaders to determine who should deliver tough news and how.

<[Click here to go to the top](#) of the full Membership Chair description and the [links to all roles you might fill](#).>

Retention Resources. Volunteers who – if not already serving as a Unit Commissioner, acting hand in hand with a District or Unit Commissioner – can advise Units about how to improve retention. Common situations and solutions may range from issues flagged by [Exit Interview Surveyors](#) to:

- Anemic activity calendar – advise on how to deliver “more than meetings” within available resources.
- Remedial renewal resources – if Scouts are participating but families don’t know how to renew, train!

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Each of the above Roles is Selected by and Reports to the District [Membership Chair](#) (or an Assistant Leader of the Membership Team. Term of Service: One Year.

[Click here to go to the top](#) of the full [Membership Chair](#) description and the [links to all roles you might fill](#).

District New Unit Chair Position Description

Snapshot: A New Unit Chair oversees creation of new Packs, Troops and Crews through a careful process that leads to the greatest chance for sustainable success.

Goals/Metrics: Overall goal is to enable more families to participate in Scouting by starting and supporting sustainable Scouting Units. Specific Unit goals will be set annually.

Objective: Achieve District goal for starting successful and sustainable new Units.

Reports to: District [Membership Chair](#).

Works With: Other Council New Unit Chairs, and District Volunteers, especially:

- [New Unit Organizers](#) who will be assigned to a single Unit to guide their parents and leaders as they launch their program.
- District Executive, including transparent and ongoing communication about the needs and challenges of each Unit in the launch process, as every Unit will be different.
- Training (ensuring adult leader engagement to provide a foundation of able leaders)
- Unit Commissioners can be very helpful in this effort as a further “friendly coaching contact.”
- If separate from the [Membership Chair](#), any volunteer(s) tasked to help with [Charter Organization Relationships](#) and/or [School Relationships](#)
- Any [Recruiting Coordinator](#) who can help counsel on the overall recruiting program for a new Unit.

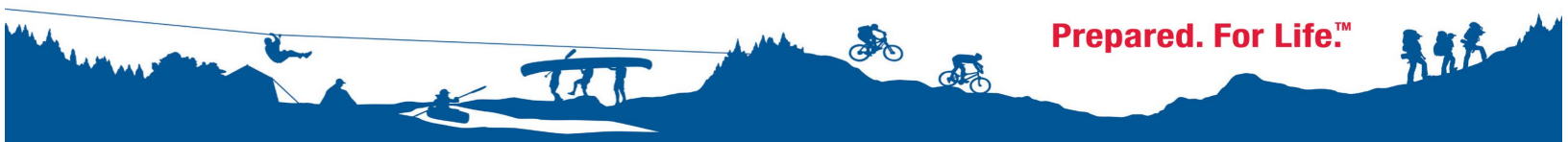
General Responsibilities: Provide leadership to the District New Unit plans for starting + sustaining new Units.

- Accomplished by implementing and executing National and Council New Unit procedures (see below).

Specific Responsibilities:

- Leads, assists, or facilitates the identification of potential charter partners to sponsor new Units.
- Identify and recruit volunteers to assist with new unit launches, especially [New Unit Organizers](#): one or more individuals assigned to “embed with” unit leadership, coaching them on all aspects of unit operations for as long as it takes to reach a sustainable growth trajectory, typically one to two years.
- Supports Youth and Adult (parent) recruiting for new Units.
- Support and achieve District and Council membership objectives.
- Confirm that each new Unit is under the care of a Unit Commissioner attuned to the needs and challenges of a new Unit.
- Attend the following meetings:
 - Organizing Meetings and Key Recruiting and Launch Events in the Unit
 - Any District Membership Committee Meetings.
 - Regular District Committee meetings, since the New Unit Chair is ideally also a member of the District Committee
 - Council Coordinated Meetings (April, July, October) or Membership Meetings adjacent to Council Coordinated Meetings, and Annual Key Leader’s Conference (January), not just to “attend”, but to share in the give and take of ideas, tips, concerns, ways to improve the recruiting process.

Length of Term: One year (beginning from the Annual District Business meeting).



How Selected: By the [Membership Chair](#) in consultation with the District Chair and District Executive.

Qualifications:

- Passion for Scouting Programs
- Ability to recruit young people and families to join Scouting
- Ability to identify, recruit and support New Unit Organizers
- Ability to inspire potential Charter Partners as to the value of Scouting.

Additional National Resources for New Units: The Unit Roadmap is the current National Guide to starting Units in a way that will maximize success and sustainability. The Roadmap is found at scouting.org/wp-content/uploads/2020/10/522-025-Unit-Roadmap-Final.pdf. The Atlanta Area Council summarizes (and tracks through District Professionals) the waypoints on the Roadmap into these twelve steps (updated here a bit to link to key resources and who might be involved):

- 1) **Identify the Prospect.** Two ways to identify: Top Down and Bottom Up. A “Top Down” identification starts with District leaders identifying a community organization prospect with the potential to operate a unit after researching the youth market and considering the most promising community organizations. A “Bottom Up” identification starts with a group of families expressing a desire to start a Unit, and then the District will work with them to find a Chartered Organization.
 - District Players Involved: New Unit Chair, [Membership Chair](#), District Professional, any volunteer(s) tasked to help with [Charter Organization Relationships](#) and/or [School Relationships](#).
- 2) **Approach the Prospect.** Make a plan and an appointment to meet with the head of the community organization or top leadership group in the organization after researching the organization and determining how Scouting can help meet its needs.
 - District Players Involved to set the Team: New Unit Chair, District Professional, maybe [Membership Chair](#) – decide who will be the “lead” to make the contact.
- 3) **Make the Sales Call.** The district executive and the unit organizer or other influential Scouter meet with the head or top leaders of the community organization to sell them on how Scouting can help meet the needs of the organization and to obtain the willingness of the organization’s leaders to establish a unit.
 - District Players Involved: District Professional, maybe a local influential Scouter or supporter of Scouting (absent that, maybe the New Unit Chair or [Membership Chair](#)).
- 4) **Organization Adopts the Program.** The organization formally adopts the Scouting program, confirms the appointment of a chartered organization representative, and appoints an Organizing Team.
 - District Players Involved: District Professional and New Unit Chair. Time to confirm who will be the New Unit Organizer and (if any) New Unit Commissioner.
- 5) **Organizing Team Meets.** The Organizing Team and the New Unit Organizer (and New Unit Commissioner, if assigned) meet to plan the next steps for establishing the unit and complete the new unit application.
 - District Players Involved: New Unit Organizer (and New Unit Commissioner, if assigned).
- 6) **Select and Recruit Key Leaders.** Using Scouting selection procedures, the Organizing Team selects and recruits youth-facing leaders and committee members, and the community organization approves all unit adults. Ensure that all leaders have completed Safeguarding Youth Training; encourage it for all parents.
 - District Players Involved: New Unit Organizer (and New Unit Commissioner, if assigned).
- 7) **Train the Leaders / Take Leaders to Training.** Adult leaders are invited to the next basic leader training course; the best practice is to *take* a group of leaders and parents so that you can use a single event for team building (staff development) as you launch the unit (even experienced leaders might learn

something, plus you can share your tips with the team). If you have a quality Roundtable, take them to the next District Roundtable.

- District Players Involved: New Unit Organizer (and New Unit Commissioner, if assigned).

8) **Plan and Organize the Program.** Train unit leaders about program planning options. Develop program and activities for the first few months, focusing on exciting and appealing activities. Atlanta Area Council has robust resources, including scoutingatl.org/program-planning with a link to [this page](#), and for Troops, scoutingatl.org/TroopActivities with a link to [this page](#), and for Packs, advancement resources at scoutingatl.org/CubScoutAdvance and fun activity ideas at scoutingatl.org/FunActivities.

- District Players Involved: New Unit Organizer.

9) **Recruit Youth Members and Orient Parents.** Recruit youth members, hold an orientation meeting for parents (Pack Orientation resources are found at scoutingatl.org/NewParentOrientation), and recruit additional adults as needed (spoiler alert: additional adults are needed – more ideas [here](#)).

- District Players Involved: New Unit Organizer, District Professional, maybe a [Recruiting Coordinator](#).

10) **Complete the Paperwork.** Complete all adult and youth applications, collect the necessary fees, and submit with the [new unit application](#) to the council service center.

- District Players Involved: New Unit Organizer, District Professional (maybe New Unit Commissioner)

11) **Conduct First Unit Meeting (or Activity).** Unit leaders begin youth activities and meetings, with those Unit Leaders coached by their New Unit Organizer and New Unit Commissioner.

- District Players Involved: New Unit Organizer and New Unit Commissioner (if any)

12) **Follow Up.** The unit is installed with a presentation of the charter to the Chartered Organization and [Founder Emblems](#) to all original registered founding members, youth and adult.

[Click here to go to the top](#) of the full [Membership Chair](#) description and the [links to all roles you might fill](#).

ATLANTA AREA COUNCIL



New Unit Organizer Position Description

Snapshot: A New Unit Organizer coaches new Packs, Troops and Crews as they organize and launch (as well as existing but struggling Units), to guide them towards the greatest chance for sustainable success.

Reports to: District New Unit Chair.

Objective: Guide the leaders of your assigned new or struggling Unit to sustainability by the first recharter cycle, or within two years of unit launch.

Works With: Council New Unit team members, and District Volunteers, especially:

- Training (ensuring adult leader engagement to provide a foundation of able leaders)
- *If the New Unit Organizer is not the Unit's assigned Commissioner (a common assignment), the New Unit Organizer should engage the Unit Commissioner as a further "friendly coaching contact"*
- Any [Recruiting Coordinator](#) who can help counsel on the overall recruiting program for a new Unit

General Responsibility: Guide and support Unit adult leadership to achieve a sustainable Scouting Unit.

- This is accomplished by implementing and executing National and Council New Unit procedures.
- A Guide will "embed with" pack leadership, coaching them on all aspects of pack operations for as long as it takes to reach a sustainable growth trajectory, typically one to two years.

Specific Responsibilities:

- Guide and recruit the founding key leaders of a new Unit; for an existing but struggling Unit, guide and recruit additional unit leaders.
- Attend leader meetings and, as needed, regular meetings and activities of your assigned Unit.
- Partner with the Unit Commissioner (if the New Unit Organizer is not the Unit Commissioner)
- Communicate periodically or as requested to the New Unit Chair the Unit's progress towards sustainability.

Expected Time Commitment:

- Attend leader meetings and as needed, pack meetings/activities of your assigned Unit
- Keep YPT training current

Qualifications:

- Passion for, and experience in, the Scouting Program
- Desire and ability to serve families and youth of the community
- Ability to recruit youth and families to join Cub Scouting
- Ability to identify, recruit and support Unit Leaders
- Know the Art of the Possible: Ability to discern what is important/essential, and what is extra.

Length of Term: One to Two Years.

How Selected: By the District Membership Chair and New Unit Chair.

Additional National Resources for New Units: The Unit Roadmap is the current National Guide to starting Units in a way that will maximize success and sustainability. The Roadmap is found at [scouting.org/wp-content/uploads/2020/10/522-025-Unit-Roadmap-Final.pdf](https://www.scouting.org/wp-content/uploads/2020/10/522-025-Unit-Roadmap-Final.pdf). The Atlanta Area Council summarizes (and tracks



through District Professionals) the waypoints on the Roadmap into these twelve steps (updated here a bit to link to key resources and who might be involved -- New Unit Organizer starts at Step 5):

- 1) **Identify the Prospect.** Two ways to identify: Top Down and Bottom Up. A “Top Down” identification starts with District leaders identifying a community organization prospect with the potential to operate a unit after researching the youth market and considering the most promising community organizations. A “Bottom Up” identification starts with a group of families expressing a desire to start a Unit, and then the District will work with them to find a Chartered Organization.
 - District Players Involved: New Unit Chair, [Membership Chair](#), District Professional, any volunteer(s) tasked to help with [Charter Organization Relationships](#) and/or [School Relationships](#).
- 2) **Approach the Prospect.** Make a plan and an appointment to meet with the head of the community organization or top leadership group in the organization after researching the organization and determining how Scouting can help meet its needs.
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- District Players Involved: New Unit Organizer, District Professional, maybe a [Recruiting Coordinator](#).
- 10) **Complete the Paperwork.** Complete all adult and youth applications, collect the necessary fees, and submit with the [new unit application](#) to the council service center.
- District Players Involved: New Unit Organizer, District Professional (maybe New Unit Commissioner)
- 11) **Conduct First Unit Meeting (or Activity).** Unit leaders begin youth activities and meetings, with those Unit Leaders coached by their New Unit Organizer and New Unit Commissioner.
- District Players Involved: New Unit Organizer and New Unit Commissioner (if any)
- 12) **Follow Up.** The unit is installed with a presentation of the charter to the Chartered Organization and [Founder Emblems](#) to all original registered founding members, youth and adult.

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