



Membership Coordinator Training

Welcome!

- Your trainers today:
 - Jack Troester, VP Membership
 - Rob Sinda, Assistant Scout Executive
 - Andrew Rejebian, Aptakisic District Executive
 - The NEIC Membership Team

Safety Minute

- What brought your Scout into Scouting?
- What is the best part of Scouting for (a) your Scout and (b) you?

- All of us have different stories about how we got into Scouting, and what we enjoy about it.
- Membership Coordinators help to tell our story.
 - This helps to get kids and parents excited to join Scouts.
- You are how we interact with the communities in which we live.

- The good news is that Scouting has a lot of positives to sell.
 - Many of which we listed previously.
- Many parents, once they hear this, become enthusiastic supporters of Scouting.
 - Their kids having fun in Scouting (and learning a few things along the way) helps generate their enthusiasm.

- How do we get kids and parents interested in Scouting?
 - i.e., How do we sell Scouting?

- What would you say if you had 30 seconds to describe Scouting?
- Take a couple of minutes to think about this and then share with your table.

- What are some things that you came up with?

- Ultimately, we need to be able to describe the Cub Scouts program that our units have.
- This means that, in addition to our “elevator speech,” we need to develop a longer speech that discusses our unit.

- In discussing our units, we should:
 - Provide a brief overview of how Cub Scouts is structured (den/pack)
 - Discuss how frequently dens and the pack meet
 - Discuss other meetings/opportunities (camping, service projects, etc.)
- In addition, weave in the following:
 - What Scouts are doing in meetings
 - How advancement works (e.g., move with grade)

- Take a few minutes to think about how you would describe your unit, using what we talked about earlier.
- Then talk with your table about your “sales pitch”.

- I’ve typically only had two conversations with prospective parents on “difficult” topics:
 - Dues
 - BSA bankruptcy

- There are five key characteristics that parents and future scouts are looking for in Membership Coordinators:
 - They are approachable
 - They are excited
 - They are creative
 - They are connected
 - They are responsive

- At your table, think about your assigned characteristic and how you would exhibit it in talking about Cub Scouts.
- Think about how you would tailor it to both kids and parents.

- Today we've talked about:
 - “Selling” Scouting and talking about the positives of Scouting
 - Some of the characteristics of Membership Coordinators
- A successful Membership Coordinator demonstrates our five characteristics in each interaction with a future parent or Scout.

- Developing the message is the first step towards a successful recruiting session.
- At a future session, we will walk through how to plan a recruiting session.
 - This includes both planning activities, having other Cub Scout parents and Scouts help, and timeline.
- This session is still being planned (but will be on Saturday, June 28).

- You are all invited to our next Membership Committee meeting!
 - Thursday, April 24 from 6:30-7:30 p.m.
 - We'll meet at the Lincolnshire Culver's (405 Milwaukee Ave).
- We hope to see lots of you there!

- You should be working with your District Executive through the Membership/Recruiting Process.
- They are here to help!
- Northstar – Taylor Lindblad
 - Taylor.lindblad@scouting.org; 224-424-5579
- Aptakisic – Andrew Rejebian
 - Andrew.rejebian@scouting.org; 224-706-9521
- Potawatomi – Garrett Ram
 - Garrett.ram@scouting.org; 847-527-9629
- You can also reach out to me (Jack Troester)
 - jacktroester4@gmail.com; 248-703-5225

Questions?