



BOY SCOUTS OF AMERICA

CATALINA COUNCIL



Membership Moment
Week of August 20, 2021

Greetings, fellow Scouters! Membership Moment is our feature in the Frontiersman where we will present one or more quick topics to help grow membership in your unit and in Catalina Council.

Let's talk onboarding!

Onboarding is that series of steps where you take non-members of your unit and make them into members of your unit. It doesn't happen overnight, and you might not want it to. By now, we hope that your publicity campaign for the season has landed you some new registered members, but what you may also have prospects—those families who might be likely to join, who might know some of what's next, but who might not have a PhD in Scouting, so to speak.

We'll talk nuts and bolts and how-to another time. (Though there are some great resources—

Here: <https://blog.scoutingmagazine.org/2021/08/12/make-sure-new-families-in-your-pack-have-this-info-as-soon-as-they-join/>

This video here: <https://www.facebook.com/184855717150/videos/573544823660218>

And you can provide new families with this: <https://www.scouting.org/wp-content/uploads/2021/01/512-73521-Welcome-New-CS-Family.pdf> -- but for now, let's talk concepts.)

Tip: Remember when you were new to scouting, once upon a time? Keep that in mind! If you didn't know it then, chances are, they don't know it now.

Tip: Take it easy on the jargon. But if you do use scout terminology, use it correctly. Some families may have had scouting in their distant past, or in their extended family. Others may end up web-searching terms used during their onboarding. These situations will work better if correct terms are used. In any case, you'll have future scout meetings in which to introduce the scouting terms.

Tip: Focus on the near future. It can be tempting to launch into a spiel detailing a child's upcoming years-long journey from Lion to Eagle, but remember, families with young children first need to know more about what they'll be doing in the next week or month!

Tip: Create and save template text for emails and handouts. If you can copy and paste words you (or a predecessor) already wrote, you can save yourself some time.

Tip: Be mindful that adult partners of young children who are present are likely in supervision mode. Especially during one-on-one and small group talks, ask things like "Are you good to talk while the kids run around and play?" or "Do you have time for this? Because if it's bedtime, let me know."

Tip: Keep it fun. If a new scout's first few meeting experiences involve long lectures and sitting still, you may not retain them. And while we're less in the business of entertaining adults, it might be nice if the tone for their talk sessions was also upbeat, light-hearted and pleasant.

Perhaps more than a few scout leaders remember families they tried to onboard, that came to a couple of meetings, played a bit of phone tag, and lost a Youth Application and Med Form blank somewhere. We'd hate to see them vanish, but it can happen, and that outreach effort is lost. A good onboarding experience can help seal the deal with those sorts of families!

Let Us Know

Catalina Council gets inquiries from families interested in joining, but we can't direct them to your Join Night or other recruiting efforts if we don't know about them. Please complete our questionnaire [HERE](#) to fill us in!

Yours in Scouting,

--Scott Madsen
Catalina Council Membership Chair
membership@catalinacouncil.org