

BELONGING STARTS HERE

CUB SCOUT PACK
RETENTION

A New Member Coordinator helps every new Cub Scout family feel welcomed, connected, and excited to come back.



Families stay for friendship, adventure, belonging, and feeling welcome.

More than 50% of Cub Scouts nationally leave within a year.

Most of what families love about Cub Scouting happens at the unit level.

This role is more than an initial greeting — it builds engagement, relationships, and a true sense of belonging.

What great New Member Coordinators do in the first 6 weeks:

1

Introduce yourself first

Meet the family at their first meeting or outing and be the face that says, “You belong here.”

2

Become the go-to guide

Invite questions about advancement, uniforms, campouts, activities, and how your pack works.

3

Make the den connection

Personally introduce the Scout to the den, help them learn names, and make friendship happen fast.

4

Share a simple welcome guide

Give clear answers on uniforms, meeting dates, times, locations, key contacts, and what to expect.

5

Invite them to the fun

Share the pack calendar and personally invite one near-term “Wow event” — campout, BBQ, regatta, derby, hike, or family adventure.

6

Follow through early

Check in during the first six weeks and help the Scout earn an early adventure or badge.



Why Key 3 should fill this role

- Stronger retention and a more welcoming culture
- Better communication for new families
- Flexible, team-based, and trainable
- Great for an enthusiastic parent

Supported by Pack Key 3, District, and Council.

Pack Key 3: Please, fill this role now. Pick an enthusiastic welcomer, get them trained, and help every new family find their place.

One person or a small team can do it. NMCs share the value of Scouting, support recruitment, and guide joining & engagement.

**SHARE IT
SHAPE IT
OWN IT**

Retention starts with welcome!