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3 Steps for Cub Scout Retention: Make it personal, make it fun & make it easy!

The New Member Coordinator role is crucial in welcoming new families and ensuring they have a positive experience with Scouting. As we move forward, we kindly remind all Unit Committee Chairs to nominate New Member Coordinators (NMCs) from their units. Your support in this process is vital for our collective success.

Remember how you felt the last time you walked into a room where you didn't know anyone? That's what all those new parents and Scouts you recruited are feeling. A New Member Coordinator can make all the difference.

All it takes to know you're in the right place is a friendly face who says "Glad you came! Let me introduce you to. . ." The difference between staying and leaving is feeling like you "belong". And the more connections you have, the more likely it is that you stay and get involved with unit leadership.

There are lots of ways to encourage that "insider" feeling. None of them are hard. A short conversation focused on them, using their name, introducing them to someone else, asking for their help with some tiny job like bringing pencils next week.

Check out the What-Packs-Can-Do-to-Help-Increase-Retention.pdf document posted in the additional resources section at <https://www.longhorncouncil.org/new-member-coordinator-resources> and even if you aren't the official New Member Coordinator—go up to that person you haven't seen before and make a new friend.

Welcoming new families! In addition to a friendly face, some basic information eases a family's onboarding to your unit. Last month, we shared a sample pack welcome packet which is also posted in the additional resources section at <https://www.longhorncouncil.org/new-member-coordinator-resources>. You'll also find:

- Welcome > Connect > Belong, a one-page guide for parents to follow in their first 90 days, also available at <https://www.scouting.org/wp-content/uploads/2026/08/Welcome-Cub-Scout-Families-v4.png>
- A Pack 928 welcome packet and calendar you may opt to copy
- A sample welcome letter template you can update and use for your unit

Shout out to Frontier Trails who have rallies scheduled at 98% of their district schools already!

School rally nights are one of the best ways to ensure that every eligible child has the opportunity to learn about all that Scouting has to offer. Be sure not to miss this vital opportunity for your unit!

Want to win over school administrators, educators or parents? Visit the additional resources section at <https://www.longhorncouncil.org/new-member-coordinator-resources> for an analysis of how Scouting supports education and the links between the activities and adventures in Scouting programs and school levels.

In support of the fall Membership campaign, Longhorn Council is running paid social media advertisements to the new www.longhorn.org council membership recruiting page. Share your planned recruiting events with your DE to share them with the traffic being generated by these ads!

A New, Simpler Renewal Cycle for All Members

Scouting America announced an important change at the 2026 National Annual Meeting that will simplify the membership and unit renewal process nationwide. By February 2028, all members and all units will have a single, common renewal month of February. This change is in response to feedback from unit leaders and other Scouters who asked for a simpler, more consistent renewal experience.

Key updates include:

- Beginning September 2026, all units due for renewal will renew to February 2028.
- All memberships and unit charters will have a common renewal month of February by 2028.
- Member renewals will return to unit control. If the unit does not renew a member, that member may renew themselves after the unit-only period closes.
- The current 60-day grace period will end December 31, 2026

To support the transition during 2026 and 2027:

Beginning in September 2026, new and renewing units will use the standard charter fee plus pro rata fees through February 2028. There are no changes for new and renewing members through 2026.

These are significant operational changes designed to reduce complexity and create a more streamlined experience for volunteers, families, and councils alike. Longhorn Council will be holding three training sessions over the next two months to bring everyone up to speed.

BeAScout.org / JoinExploring.org PIN website

Beginning August 3, 2026, BeAScout/JoinExploring.org launched an updated experience designed to give prospective families the information they want before contacting a unit.

The goal is simple: make it easier for families to find the right unit and take the next step.

Unit leaders can now update these new fields in their Unit Pin within Organization Manager:

💰 Fundraising Helps Cover Costs. Let families know if fundraising opportunities help offset the cost of participating.

👋 Trial Visit Encouraged. Show prospective families that they are welcome to attend a meeting before deciding to join.

🏷️ Unit Fee. Display any additional unit dues beyond the national membership fee.

📅 Meeting Schedule

- Meeting Frequency (weekly, biweekly, monthly, etc.)
- Meeting Day
- Meeting Start Time
- Meeting End Time

A Unit Key 3 member should complete these updates so families see accurate, complete information when visiting your beascout.org or join exploring page. A complete Unit Pin helps families make informed decisions and take the first step into Scouting.

The annual Longhorn Council University of Scouting will be held on Saturday, November 14th at the Cross Church, North Richlands Hills campus <https://scoutingevent.com/662-UoS26>.

Within the many great courses available, we'll be conducting a one-hour training session for New Member Coordinators at 2PM so be sure to sign up or recommend the class to other adults in your unit! GEN207 New Member Coordinator Training covers the SCO_535 Welcome Course and SCO_536 Elements of the Job for new member coordinators. **If you plan to be there, let us know if you'd also like to help!**

Yours in Scouting,

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