

The following are steps councils, districts, and units are taking that are working to ease membership and unit renewal (in no particular order):

- **Clear and Frequent Council/District Communication:**
  - Councils and districts regularly inform units and members about the new renewal system (even units that don't attend roundtables). They emphasize that unit and individual renewals are separate processes, actions units and members should take, and updates to the system.
  - Councils often use emails and phone calls. Districts use those along with more personal channels, such as individual texts and in-person communications.
  - Training on the new system is invaluable to calm issues with change.
- **Unit-Level Communication:**
  - Units proactively communicate with their Scout parents, explaining how membership renewal will work within their specific unit.
  - Units communicate as often as necessary to ensure all the parents/guardians understand the plan.
- **Designated Point of Contact:**
  - Units appoint a single contact person, e.g., the New Member Coordinator, to address parent questions and assist with creating my.scouting accounts. The members know who they should contact.
  - Councils/districts similarly have a point of contact (POC) for units. The POC might be different for unit and membership renewal. Examples include district NMCs, unit commissioners, and membership leads.
  - While units are the POC for their members and parents/guardians, they know who to contact at the district or council with issues. Unit commissioners also need this information.
- **Regular Reports Review:**
  - Both units and districts review reports like "Members Due to Renew," "Member Opted-Out," "Members Who Have Renewed," and the roster every month.
  - Units either manage the renewals or proactively contact members due to renew and those who have unexpectedly dropped out.
  - Districts and councils use the reports to:
    1. Find out how they can help; and
    2. Call the parents/guardians of Scouts who have dropped out to get feedback and determine whether they can be invited back to the same unit or a different one.
- **Collaboration Between Commissioners and Membership Leaders:**
  - Commissioners and membership leaders collaborate and coordinate support for units and members during renewals.
  - In some councils/districts, commissioners are the primary points of contact. In others, councils/districts assign commissioners to handle unit renewal, while membership focuses on individual member renewal. Others make other arrangements. Flexibility, communication, collaboration, and coordination are key!
- **Training Unit Scouters:**
  - Councils and districts train unit Scouters on unit and member renewals.

- **Parent/Guardian Email:**

- Councils and districts collaborate with units to ensure that every Scout has an associated parent or guardian email address and that it is the right parent/guardian.

Effective communication and coordination are essential for a successful renewal process!

--Ken Gordon, Growing Scouting Chair, National Commissioner Service Team