



Roundtable Membership Moment


Parent Engagement Helps Boost Membership Retention





Are you eager to boost parent involvement in scouting activities?
Did you know parent involvement will also enhance membership retention?


Here's a strategic approach to rally more parent volunteers and keep your families active in Scouting!

 **Identify Opportunities:** Engage parents in various aspects of unit activities, from organizing events to assisting with merit badges or den meetings. Their involvement fosters a sense of community and belonging, which in turn increases youth retention. Start with small tasks, like bringing potato chips.

 **Spread the Word:** Emphasize to parents how their involvement positively impacts their child's Scouting journey and strengthens the unit as a whole. A stronger unit serves their child. Highlight the connection between active parent participation and higher levels of youth engagement and satisfaction.

 **Provide Support and Training:** Offer resources and training to parents new to volunteering. By equipping them with the tools and knowledge they need, you empower them to contribute effectively, boosting their confidence and commitment to staying involved.

 **Recognize and Appreciate:** Publicly recognize and appreciate parent volunteers for their contributions. Celebrate their efforts at unit meetings, special events, a Court of Honor or a pack meeting to reinforce their value and encourage continued participation.

 **Keep Evolving:** Continuously assess and adapt your approach to parent engagement based on feedback and unit dynamics. As parents become more involved, they not only support their child's Scouting journey but also strengthen the overall unit experience for everyone, leading to higher membership retention rates.

By prioritizing parent involvement you'll build a thriving Scouting community where every member feels supported, valued, and eager to continue their journey. Let's work together to make Scouting an unforgettable experience for all!

