



What Unit Leaders Need to Know About Membership Renewal Outreach

A New Renewal Assistant Is Helping Families

This fall, Scouting America is using an AI-powered assistant named **Sam** to help families and leaders renew memberships that expire on **November 30 or December 31**. Sam will contact families through text messages, emails, and phone calls and help answer common renewal questions.

How It Works

- Sam will provide a direct renewal link.
- Members still complete and pay for renewals through **My.Scouting**.
- Sam can answer common questions about:
 - Renewal fees
 - Renewal deadlines
 - Logging into My.Scouting
 - Troubleshooting common issues

What Adult Leaders Should Expect

Adult leaders will:

- Receive their own renewal link.
- Be reminded that **Safeguarding Youth Training** must be current before renewing.

Families with Multiple Scouts

Families with more than one Scout may receive information for all eligible youth members. If one Scout is renewed, Sam may send reminders for any remaining memberships that still need attention.

If a Family Has Questions

Most questions can be answered directly by Sam. If additional help is needed:

- Sam will connect the question to the local council support team.
- The family does not need to start over or find another contact.

If a Family Says They Are Not Renewing

Sam may ask why they are choosing not to renew. This information helps Scouting America and local councils better understand barriers to continued participation. Families who indicate that **cost** is the primary issue may be contacted regarding available financial assistance opportunities.

What Unit Volunteers Should Tell Families

"If you receive a text, email, or call from Sam regarding membership renewal, it is an official Scouting America renewal outreach effort. Sam can answer many common renewal questions and provide your personal renewal link, but all renewals and payments are still completed through My.Scouting."

Key Takeaway

This new process is intended to make renewing easier for families, provide faster answers to questions, and help ensure Scouts and leaders stay connected to the program with less confusion and fewer missed renewals.