Scouting America

Membership renewals

How renewals will work

What families will see, and what it means for your council

Renewal texts now come through Movo

Before A standard template reminder from Scouting America, sent via text from 866-518-1786, a toll-free number or an Email from Do Not reply address. Phones and email accounts often flag as possible spam, no one answers a reply, and families are told to contact their council.

Now Scouting America will use Movo AI and verified Scouting America brand with the mobile carriers, so the reminder arrives as a verified contact: the Scouting America name, logo and check mark instead of an unknown number. When a family replies, Sam answers.

When Starting October 15, about 45 days before each membership expires.



Sam knows how renewal works

Working with our Movo partners, we went through the renewal process step by step with councils, unit leaders and families, learning from every screen, every fee and every rule along the way. Then we trained Sam on what families ask most often, and tested its answers before a single text goes out.

Top questions

Sam knows what families ask most: how to renew, when it's due, where to sign in, and what to do if they get stuck. It answers on the spot.

Timed reminders

Each family hears about their own child, unit and renewal date, with follow-ups timed to the deadline instead of a blast to everyone.

Adult leaders

Adults get their own link, and Sam tells them up front that Safeguarding Youth Training must be current before they can renew.

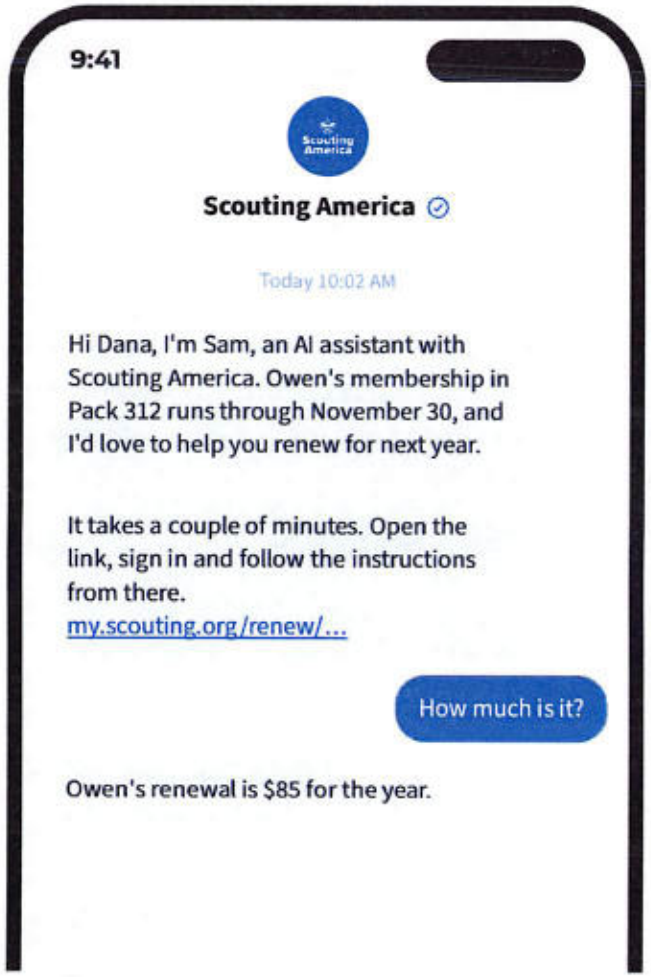
Anything else

If a family asks something Sam can't answer, it goes to your team through the same escalation flow you use today.

The first text a family gets

First text Sam says it's an AI assistant, names the child, unit and renewal date, and sends the renewal link straight away.

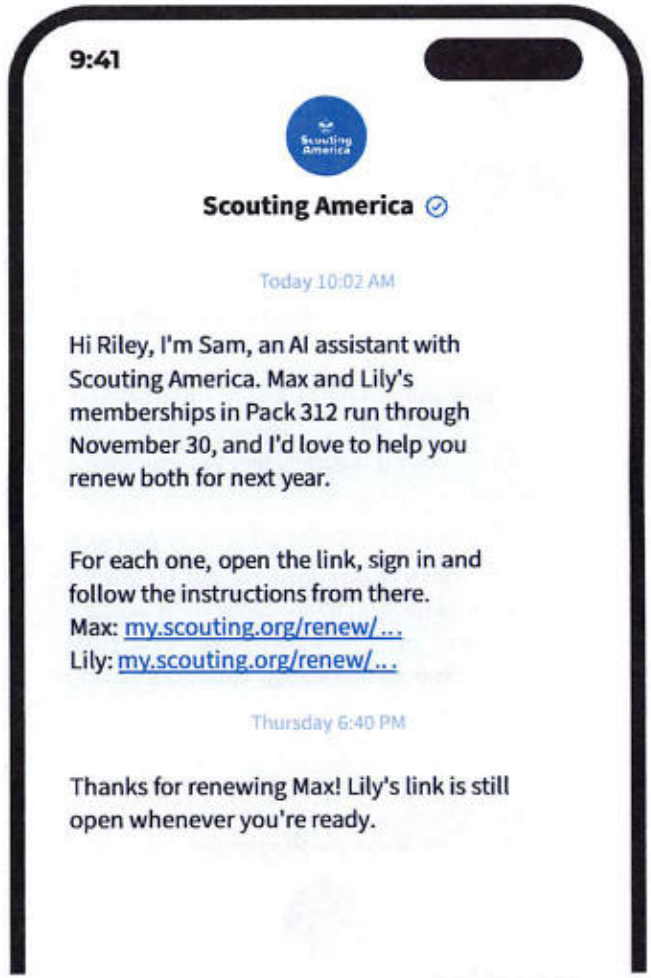
Questions Sam answers from the member's own renewal, like the price due.



Families with more than one child

Links One text covers every child in the family, with a link for each.

Follow-up When one child renews, Sam thanks the family and reminds them about any child still to renew.



Adult leaders hear about training first

Training Leaders need current Safeguarding Youth Training to renew, so Sam asks them to take the refresher first.

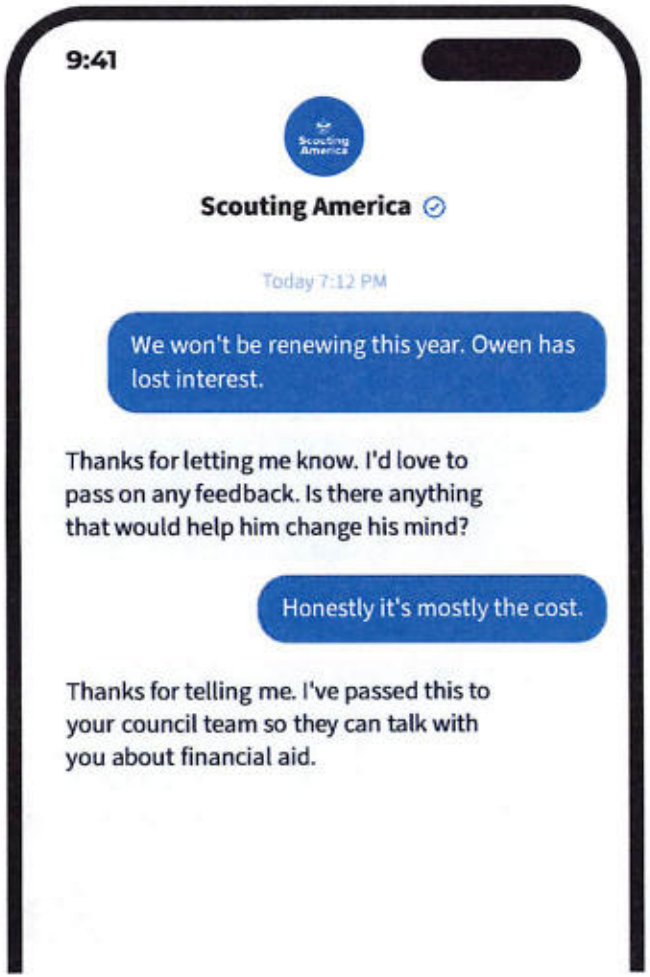
Link The renewal link comes in the same text, so the leader can go straight from training to renewing.



When a family says no

Feedback Sam asks what would change their mind, and the reason shows on your Performance page.

Cost Families who name cost reach your team in Needs You as financial aid.



Nothing new for you to set up

You're already on Movo, so renewal questions reach your team the same way questions from new families do today.

1. A family replies to the renewal text, and Sam answers.
2. Anything Sam can't answer goes to your Needs You page.
3. You reply there, and Sam takes your answer back to the family.

Track it on your Performance page

