



BOY SCOUTS OF AMERICA®  
ORDER OF THE ARROW

# LA320 – Issues: Membership Retention

## On-line Training

# Overview

- Membership Retention
  - Successful Programs
  - Cheerful Service
  - Maintain member interest
- Long Term Objective: Future Volunteers in Scouting



**SCOUTING'S NATIONAL HONOR SOCIETY**

# Agenda

- Awareness
- Membership & Retention
- New Member Orientation
- Jump Start
- Engaging New Members
- Communication
- Leadership Opportunity
- Summary



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# Awareness (1 of 2)

- Develop Calendar of Events
- Communication is ESSENTIAL
- New Member Orientation
- LLD Participation
- Personal Contact to inactive members



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# Awareness (2 of 2)

- Brotherhood Conversion
- Service Project Communication
- Communicate to Unit Leaders
- Support Council Outdoor Program



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# Membership Retention (1 of 2)

- Engagement
- Leadership Opportunities



“The only way forward, if we are going to improve the quality of the environment, is to get everybody involved.”

Richard Rogers

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# Membership Retention (2 of 2)

- Candidate invites to Chapter meeting
- Dynamic New Member Orientation
- Review Ordeal Principles
- JumpStart
- Join a Committee
- Direct contact
- Unit Leader communication
- Troop/Team Representative
- Recognition



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# New Member Orientaton

- Introduces the Lodge and OA
- Chapter/Lodge meeting info
- Lodge Calendar
- Leadership Rosters
- JumpStart introduction
- OA High Adventure promotion
- NOAC/Other National Programs
- Leadership Opportunities



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# JumpStart

- Interactive Website:  
<http://jumpstart.oa-bsa.org>
- New Member Orientation
- Meaning of Ordeal
- Trail to Brotherhood



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# Engaging New Members

- Early Involvement
  - Survey/Interview
  - Personal contact
  - Use of Talent
- Post-Ordeal Activity
- Parent Involvement
- Recognition
- Unit Leader communication



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# Communication

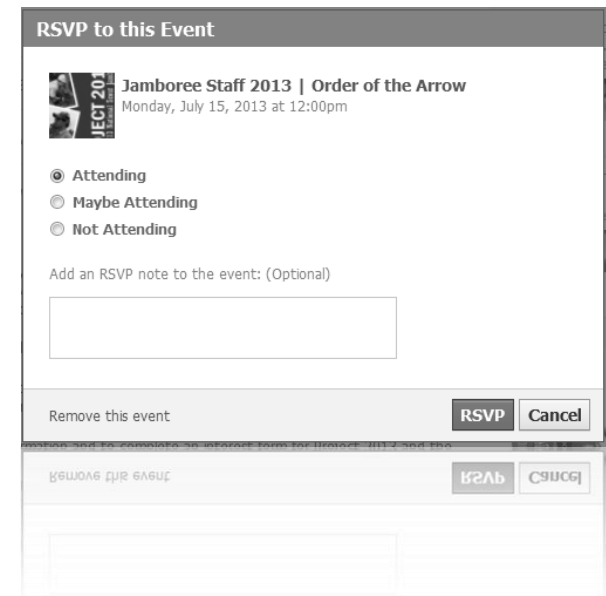
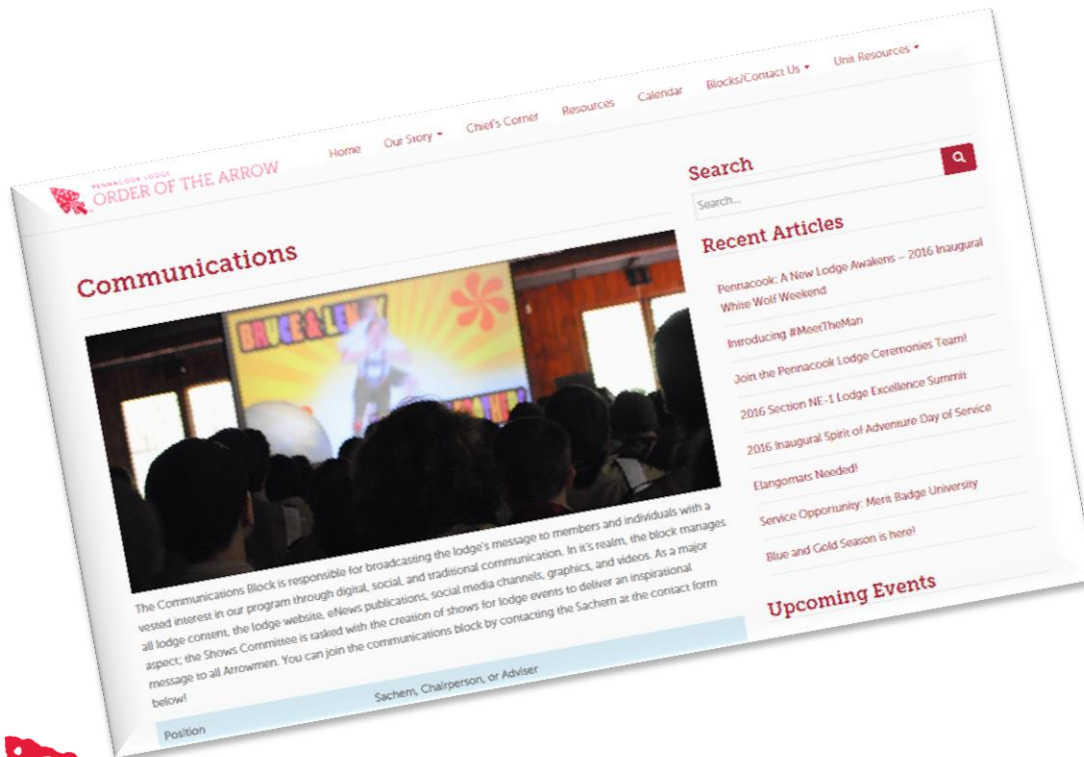
- Use ALL forms of Communication:
  - Phone, Email, Newsletters, Website
  - One-on-one is best
- Social Media
  - Facebook, Snapchat, Twitter, YouTube, etc.
- LodgeMaster emails



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# Communication

- Information broadcast is CRITICAL



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# Leadership Opportunity

- Local
  - Service projects
  - Ceremonial teams
  - Lodge/Chapter Committees
  - OA Troop/Team Rep
  - Extended Elangomat
  - LLD
- Section
  - Conclave Leadership
  - Training CTI
- Region/National
  - NLS
  - NOAC



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# Summary

- Retention
  - Encouragement to stay engaged
  - Service
  - Leadership Roles
  - Great programs
  - Scouting Goals



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