

# Membership Retention

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Lodge Leadership Development



BOY SCOUTS OF AMERICA®

ORDER OF THE ARROW

# Membership Retention

- Purpose?
  - Survival as an organization
  - Keep new members coming back
  - Personal development of members
  - Improves quality of Lodge programs
  - Greater impact on our world



# Membership Retention

- **Unit Leader/Unit Culture and Troop OA Representatives**
  - Units Embrace the OA and make it an integral part of the troop program
  - Units appoint active Troop OA Representatives
  - OA Troop Reps know their role
  - Lodge trains and supports Troop Reps



# Membership Retention

- Extended Elangomat Program
  - Goes beyond the Ordeal Experience
  - Carries through at least to Brotherhood
  - One-on-One Connection
  - Does not have to be original Elangomat



# Membership Retention

- Brotherhood
  - Brotherhood Conversion/getting the bars
  - Actual “Brotherhood”/a Band of Brothers



# Membership Retention

- Traditions
  - Should have a purpose
  - Traditions can encourage membership retention
  - Evaluate to see if some traditions are having an adverse effect on membership retention
  - Traditions can be formal and informal



# Membership Retention

- Spirit
  - It is what we are all about
  - It is the personal passion within each member
  - The origin of that passion will vary from person-to-person



# Membership Retention

- Mentoring
  - Create an atmosphere of fostering leadership
  - Provides purpose for older youth
  - Provides guidance and inspiration for younger youth
  - True servant leadership





# Membership Retention

- Takeaway Challenge
  - What are YOU doing to retain fellow members?
  - What do you do to fuel your own spirit/passion?
  - What are three program/activity aspects that your Lodge can implement to increase membership retention?

